

# The Billboard

MAY 19, 1951

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

## Hollywood's Sad TV Future: Few Studios, Less Stardust

### CBS-ABC Deal Gives Birth: Rumors Only

Paley Still Runs Vs. Dark Horses, Flicks, Wall St.

NEW YORK, May 12.—The not inconsiderable intricacies of the Columbia Broadcasting System's effort to purchase and/or absorb in some other manner the American Broadcasting Company—and then resell certain unwanted ABC properties to a third group—became glaringly apparent this week when rumor and speculation on the deal deluged the industry.

Principals, during the little time they had away from the negotiations, treated the press to first-rate imitations of the sphinx, or demonstrated their considerable talents

(Continued on page 4)

### Manila Gets OK for B'cast Of "Darkness"

NEW YORK, May 12.—One of the most important outgrowths of *The Billboard's* plea that the message and impact of Sidney Kingsley's anti-Communist drama, *Darkness at Noon*, be carried to as many people as possible was culminated this week. Author Kingsley and the Playwrights' Company, in response to a request by *The Billboard*, granted permission

(Continued on page 46)

### WALTZ HIT IN JIG TIME

## "Tenn." Disks, Sheets Top All Modern Pop \$\$

NEW YORK, May 12.—Tennessee Waltz, now in its final stages as an item of current pop interest, has earned for its publisher and writers a gross of approximately \$330,000 in sheet music sales and record royalties alone, and will have increased that sum considerably when the accounting of performances, radio and TV, and payment for transcriptions, synchronizations and foreign rights are added to it. The song, to this date, has sold a gross total of approximately 4,800,000 recordings and 1,100,000 copies of sheet music.

These figures at least partially confirm the general belief that Tennessee possibly is the biggest song in the modern history of the pop song business. It certainly is the most sizable song of the past decade. It also is the top song to have been licensed by Broad-

### NOBLE PHILOSOPHY

## ABC Head Will Listen to All Offers From All Sides

NEW YORK, May 12.—Ed Noble, chairman of the board of the American Broadcasting Company, made the following comment to *The Billboard* this week concerning his company's current negotiations:

"We are, of course, holding conversations with CBS and others at the present time. I probably made a mistake in publicly stating my philosophy on this entire matter. However, I am the major stockholder of ABC and, as such, I must look after the interests of the company's minority stockholders, so I must talk to anyone who wants to talk about purchasing or making any other deal with our network.

"The present negotiations are not in a definite state at all. They are purely exploratory. Any announcement I might make in the next few days would be toward attempting to halt some of the rumors floating around. These rumors are annoying our advertisers and affiliates. I may have to issue a statement, spiking these rumors once and for all, and reiterating that the network is not for sale.

"If I wanted to, I could always reopen the 20th Century-Fox deal. They would have brought in know-how in entertainment features. In combination with our

(Continued on page 12)

## Palace Fold Sticks Knife Into Vaude's Dying Flesh

By BILL SMITH

NEW YORK, May 12.—The vaude boom which seemed to start two years ago, when the Palace re-installed flesh, now has dwindled to such a degree that, where a year or so ago there was about 30 weeks' work available, it is now a bare 10 weeks. The possibility is that it will be even less before the summer is over.

The Palace expects to close after its May 17 bill finishes its week. In its two years of operation, it used about 400 acts a year. While the shuttering is still being debated, the outlook is gloomy and the notices are still up. The Strand, a 52-week house, using top attractions, is also wavering between temporary and permanent dropping of stagshows. The Hartford

State, usually a summer casualty, is skedded to close earlier than usual. The Baltimore Hippodrome is in trouble.

The general fear in the trade is that many indies which had hopes of staying open or taking a wack at flesh may follow the Palace

### Ella Logan Sniffs Heady Air of Radio

NEW YORK, May 12.—Ella Logan this week was negotiating for a radio program with the American Broadcasting Company. Altho details of the show are not yet set, it would probably be a situation comedy with some musical interludes as a possibility.

It's unlikely a deal could be wrapped up in time for a summer bow so, if set, the show would be preemed next fall.

### DON'T FEAR TV, OR WHAT'S 50% AMONG FRIENDS?

NEW YORK, May 12.—At least one film man isn't scared by television—no more scared, that is, than he is of the atom bomb. M. L. Simons, assistant to H. M. Richey, head of the Metro-Goldwyn-Mayer exhibitor relations department, last week told the convention of the Arkansas Independent Theater Owners: "TV won't put you out of business. I see a lot of similarity between TV and the atom bomb. They tell us now that, had the Japanese been prepared with simple civil defense measures at the time the first atom bomb fell on Hiroshima, the casualties might have been reduced 50 per cent."

## "Manana" In East Shattered Dreams

Stars' Go-West Yen Won't Pay Off Due to Lack of Enough Nitery Bookings

By LEE ZHITO

HOLLYWOOD, May 12.—A realistic look has begun to chill hopes here that Hollywood may begin to dominate the TV field when microwave comes thru to the Coast next fall, with as much or more influence as it has exerted on radio. Two major factors have become obvious, militating strongly against such a development. First, a severe shortage of studio facilities will decidedly curtail the number of shows able to originate here. Secondly, a slender pool of supporting talent rules out any

considerable number of vaude-type shows on a consistent basis. Altho a number of top-name comics, mainly on the National Broadcasting Company, have indicated a strong desire to switch their headquarters back to the Coast, this may not be feasible. Among those known to want such a transfer are Eddie Cantor, Ed Wynn, Jimmy Durante, Jack Carson, Martin and Lewis and others. Still, each of these needs supporting acts for their variety bills, and the scarcity of vaude or nitery bookings in this area keeps an adequate supply of such talent to a minimum. A trek to the Coast for TV alone scarcely would be profitable.

The spac. shortage problem, according to

(Continued on page 12)

## DuM. Wrestles For Berle Hold Come the Fall

NEW YORK, May 12.—Improbable as it seems, DuMont has inaugurated a pitch to get Milton Berle and the *Texaco Star Theater* over to its network next fall. Previously, the Columbia Broadcasting System and the American Broadcasting Company had made the same sort of a pitch to the Texas company. The CBS offer was turned down, it is understood, but nothing could be learned as

(Continued on page 46)

## Diskeries Impotent as Bold Pirates Muscle In

By JERRY WEXLER

NEW YORK, May 12.—The rash of record bootlegging, with a score or more enterprising operators pressing and selling literally hundreds of collectors' titles from the catalogs of the major diskeries, has given rise to considerable trade speculation into the matter of the proprietary rights in the phonograph record.

The bootleggers have been developing to the point where they operate on conventional business lines, using distributors, and working right out in the open. Indicative of the impunity with which they are going forward is the label used by one of the most successful of the group—the label is a synonym for a symbol of piracy. The trade wonders: Why don't the major diskeries move to stop them?

The majors have several answers. They are, of course, cognizant of the problem, and their legal departments have been investigat-

ing. They find it difficult to track the offenders down. If they find one, he flies the coop. It's expensive.

(Continued on page 13)

## "Folies Berle" Ees Not So Funnee, Non?

NEW YORK, May 12.—The *Folies Bergere* this week filed a suit seeking treble damages against Milton Berle, the National Broadcasting Company, the Texas Company, William Morris and its packaging subsidiary, Stellar Productions, in the United States District Court, Federal District of New York.

The *Folies* claims that the *Texaco Star Theater's* program of January 16 on NBC-TV featured the use of the French theater-restaurant as background for the action in a skit without any clearance or compensation. Zissu & Marcus are the attorneys for the *Folies*.

# Billboard Backstage

By JOE CSIDA

In addition to the pleasures involved in attempting to keep up with and report such fascinating and standard show business shenanigans as the current Columbia Broadcasting System-American Broadcasting Company-Lord-knows-who-all deal, the Louis Lurie-Warner Bros.' manipulations, the ups and downs of pop tunes, the opening of stand-out midway productions like the Royal American Shows we show business newspaper guys occasionally have the opportunity to do a little good outside our own small world. When *Darkness at Noon* opened on Broadway some months ago, for example, we went out on a small campaign to spread its anti-Commie message into as many quarters of the country as possible.

We suggested to author Sidney Kingsley and the Playwrights' Company that they make the script available royalty free to accredited college dramatic groups. Being the fine gents they are, Mr. K and his cohorts wholeheartedly accepted our suggestion and more than a dozen important schools will offer presentations of the powerful play this season. The *Voice of America* then picked up the show and broadcast it overseas. And a couple of weeks ago we got a letter, which will result in extending the message of *Darkness* into another corner of the world.

The letter came from the Office of the President of the Philippines, DZFM, the People's Station, in Manila. Eddie Avelino, program director of the station, said: "I have just read with considerable interest the front-page item in *The Billboard* re the Sidney Kingsley-Arthur Koestler anti-Commie hit, *Darkness at Noon*, starring Claude Rains and produced by the Playwrights' Company. The People's Station, DZFM, which is owned and operated by the Republic of the Philippines, is spearheading the country's fight against Communism, and for this reason I would like to solicit your help in securing, from the Playwrights' Company, permission to broadcast the play non-commercially and royalty free in much the same manner as permission has been granted to college groups in the United States.

"The adaptation, of course, will have to be made by this station from a copy of the play to be supplied by the Playwrights' Company. I will sincerely appreciate any help you can extend to us in this direction."

We got in touch with the Playwrights and again they granted their permission. *Darkness* will be broadcast in the Philippines some time in June.

### Efforts Will Continue

Our little effort in connection with *Darkness*, of course, is only

a part of the continuing campaign we have attempted to carry on for some time now to help in our own way to combat Communism.

Another and current phase of this campaign revolves about our rather close coverage of the overall *Voice of America* operation. We have been staying on top of the *Voice* situation as intently as possible because we feel it is important that as thoro a study of the *Voice's* real effectiveness as possible be made, and that the *Voice* should be strengthened to the greatest practical degree.

Occasionally we have been criticized for these excursions into the realm of world affairs, the sphere of what can only be considered show business in a purely non-commercial sense. "You ought to stick to show business," say these critics, "and keep your nose out of such issues as Communism."

Maybe they're right, but we just don't see it that way. We're no experts on international intrigue, but we do believe that world Communism is, as many a great American has stated, "a clear and present danger" to this country. And we intend to do everything we can, in whatever small way we can, to help keep it from taking over. We see no incompatibility in attempting such a function along with turning out all the news of all of commercial show business every week.

## TAKE A BOW! HE MEANS YOU

NEW YORK, May 12.—Show business got one of its all-time top plugs at the United Cerebral Palsy-Michael Awards dinner at the Waldorf-Astoria here last week when Gov. Thomas E. Dewey told the gathering that performers and show business generally have consistently contributed to great humanitarian causes more lavishly and generously of its talent and time than any other single group in the world.

## Showbiz Ops Required To Post Prices

### But NPA Modifies Ban on Materials In Some Instances

WASHINGTON, May 12.—Uncle Sam's defense controls agencies issued a series of regulations and instructions this week affecting many segments of the amusement industry.

Topping the list was a regulation by Office of Price Stabilization yesterday (11) tightening enforcement of existing freeze prices in all types of amusement industry service trades except any specifically exempted under the Defense Production Act. The order requires ballrooms, niteries, skating rinks and similar establishments to post price schedules conspicuously. The schedules must be no greater than the maximum established by the trade during the base period of last December 19 to January 25.

The order also covers amusement parks, bowling alleys and radio repair shops.

Purpose of the new regulation, explained ops, is to plug loopholes for meaningful or undesignated violation of price ceilings. To most of the trades, said ops, the new regulation means no rollback, but to some a rollback will be definitely necessary.

Meanwhile, National Production Authority modified its amusement construction ban to the extent of assuring operators that applications for construction could be made to NPA on anything for which sites had been cleared preliminary to starting an actual project before last October 25, the date of NPA's original amusement construction ban, or January 13, date of an amendment requiring NPA authorization for most commercial construction. NPA urged that applications "should be documented to a degree that will enable NPA to determine whether the alleged site clearance was substantial and whether it was actually preliminary to a bona fide building project then contemplated to go forward to completion."

"If the application clearly demonstrates these facts," NPA said, "specific authorization to proceed with the project can be issued."

### Radio-TV Applications

The agency also announced that applications for building, structure or project for radio or TV stations

(Continued on page 46)

## Paris Peek

By ART ROSETT

PARIS, May 12.—A member of the special services division of the United States Army was deploring the lack of unification of entertainment programs in the United States armed forces here in Europe. As an example, he cited the case of Bob Hope, slated to entertain U. S. air forces in Germany this month. Hope, our informant stated, agreed after he was approached by high brass of the Air Force, who came especially to see him from Germany to London, to make Germany personal appearances for the Air Force. The highest rank held by the special services entertainment section of the army in Germany is captain. Since it was a colonel of the Air Force who pacted Hope for Germany, the captain couldn't do anything about it. This means that Hope will play Germany to 17 per cent of the military attached to the wide blue yonder, while 83 per cent of the personnel, foot troops and such will not see the comic. "There is a crying need," our informant stated, "for a high-ranking officer to take over and ration out all entertainment equally to the various military organizations."

### Sugar Ray Robinson May Do Vaude-Turn . . .

Sugar Ray Robinson is seriously considering an offer to do a soft-shoe and trap-drum routine at a local entertainment spot prior to his fight scheduled here the latter part of this month. If he accepts, it will be his first venture of this type professionally. As one of his entourage explained it to us, "Sugar would love to take the job for the kicks."

### Broadway Tryout Set For Paris Preem . . .

The coming Paris theatrical season will include an interesting "off-Broadway" production of a new American play. Meyer Levin's *The Good Old Days*, a college satire with a nostalgic look at the hungry 1930's, will be directed by the author and produced in June. An American cast, recruited on the spot, is currently in rehearsal. The choice of the French capital as try-out town for a stem-bound production is unusual, but low costs relative to Paris show business make sense.

The Levin production may well be the first step in a plan to establish a summer theater in Paris to take advantage not only of visiting stars and burgeoning U. S. talent, but of American audiences, both resident and tourist, who are ready-made for the spoken word—if it's in English. The current success of the American theater which debuted in London last month gives added impetus to the Parisian hopefuls.

Added activity is supplied by the American Students and Artists' Theater, a Left-Bank group, currently rehearsing *The Petrified*

(Continued on page 46)

London Dispatch is omitted this week due to the illness of correspondent Leigh Vance.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, May 12.—Don't be fooled by agreements coming out of the House Ways and Means Committee's closed-door confabs on a tax program for next fiscal year. Committee is not exactly harmonious. Situation is fluid despite the week's crop of tentative schedules for personal income, corporation and amusement levy boosts. Increases are definitely in store, but revisions in current agreements are sure. Also certain tax boosts will be less extreme than those proposed by President Truman.

### There Are Still Enough \$\$'s for Funspots . . .

Coin available for amusement spending is still on the rise, according to Commerce Department's latest figures. Personal income in March soared to an annual rate of \$242.5 billion, a jump of more than a billion over the previous month. . . . Look for Sen. William D. Benton (D., Conn.) to sound off on the Senate floor for action on his resolution for a congressional examination of TV. Benton is chafing over the Senate Interstate and Foreign Commerce Committee's inaction on the pro-

posal. . . . House Un-American Activities Committee, which resumes hearings Tuesday (15) on Communism in filmdom, is keeping its summer schedule wide open for eventuality of protracted sessions due to difficulty in rounding up witnesses. One committee staffer wisecracked: "We're up against two kinds of witnesses—the eager beaver kind and the ones who are missing." . . . FCC expects to make a quick choice for successor to Curtis Plummer as chief engineer. Top Assistant Chief Engineer John A. Willoughby is not in the running either for acting or permanent chief. . . . White House says President Truman may accept invitation sent by National Association of Radio and Television Broadcasters to attend June 5 dinner here in honor of new NARTB Prexy Harold Fellows.

### State Dept. Backing Midget Set Research . . .

State Department is quietly backing research to produce radio sets smaller than hearing-aid devices. Three kinds of sets are being explored under an existing contract. One is a short-wave, tube-powered set; a second is a

medium-wave receiver; third is a medium-wave crystal receiver. Object is to get the midget sets developed on a mass scale for distribution abroad where U. S. programs might be heard. Research is outcome of an idea originally voiced by RCA Board Chairman David Sarnoff. Folks close to the research are hinting that results could prove revolutionary in U. S. as well as abroad due to likelihood of heavy public demand for midget sets.

### Looks Like Industry Faces Few Controls . . .

The amusement industry is in the clear, so far as new controls legislation is concerned. Congressional committees deliberating on a new defense production act are preparing to recommend extending the present law's exemptions for amusement industry items such as theater admissions and radio-TV advertising. Any lingering doubt over continuation of the exemption was erased Friday (11) when Economic Stabilizer Eric Johnston himself encouraged the House Banking and Currency Committee to keep the provision unchanged.

# Picture Business

By LEE ZHITO

HOLLYWOOD, May 12.—Rep. John S. Wood, chairman of the House Un-American Activities Committee, slipped into town this week to take secret testimony of mysterious witnesses which is expected to lead to a further unveiling of Communism's infiltration into the U. S. film industry. Georgia Democrat, who heads the Red-probing committee, refused to reveal identity of the persons he questioned behind closed doors at Hollywood's Drake Hotel, but indicated that some of those who were heard here will appear at the open hearings in Washington.

While Wood did not give a direct explanation for the secret procedure here, his side comments concerning job reprisals against those who are called by the committee was seen as a possible reason for the closed and secret session. Wood said the committee's job was becoming increasingly difficult as a result of the growing fear among possible witnesses of losing their jobs.

Congressman called for an industry-wide stand by the motion picture studios whereby the movie-makers would guarantee those employees who co-operate with the committee that they would not be penalized for past sins. According to Wood, number of ex-party

members would then step forth and testify rather than hide out or shield their former Red affiliations.

### Seeks Open Door for Those Who Talk . . .

Wood praised both Larry Parks and Sterling Hayden for their co-operation with the committee, and stressed that such persons should be welcomed back into the industry rather than given the boot. Altho he didn't directly mention Parks in this connection, his comments apparently were pointed at the film actor's "mutual consent" contract termination at Columbia Pictures.

"There are numerous ex-Communists here," Wood said, "who were affiliated with the party for only a short time but who could shed valuable light on the party's activities here. With some earning as much as \$2,000 per week, these people are afraid they would lose their jobs and, therefore, hesitate to risk their high-paying positions by being co-operative with us."

While Wood seemed to sympathize with the Red-tainted pic people, he was equally understanding when it came to their employers. He said he realized that the picture producers had to protect the

box office, and that it was their fear of the public's reaction to Red-tainted names on the marquee that forced them to dismiss those who have been linked with Communism during the probe. In some instances, people who have been cleared by the committee have been unable to gain employment in pictures.

### E. G. Robinson Clear, Helped Anti-Reds . . .

Edward G. Robinson, for example, was given a clean slate by the House committee when it was proved that the veteran actor, was never a member of the Red gang. Critics of Robinson who sought to link him with pink groups were surprised to find that he had contributed heavily to anti-Red organizations as evidence of his desire to wipe out the Commie menace. However, despite the official Washington okay, Robinson hasn't been inked for a pic part since the committee probe.

According to Wood, some of the former witnesses may be recalled as a result of testimony gathered here. Currently awaiting hearing are an additional 20 Hollywood witnesses, with an as yet undetermined number to be called as sessions unfold.

## Atomic Exhibit To Open in N.Y.

NEW YORK, May 12.—Radio Corporation of America will sponsor the first complete exhibit of the development of atomic energy shown outside of Oak Ridge, Tenn. The exhibit will be open to the public here May 14-19, from 10 a.m. to 10 p.m., Monday thru Friday, at the 7th Regiment Armory, 67th Street and Park Avenue.

Being brought to New York by the Armed Forces Day committee, the exhibit will be a feature of events leading up to the annual Armed Forces Day. Aside from the atomic bomb aspect, the showing will reveal peacetime uses of nuclear energy.

Also on display at the armory will be a U. S. Signal Corps exhibit, *See Yourself in Television* and the Military Amateur Radio Service, which will operate facilities for sending messages to troops in Korea.

## Index

Burlesque . . . . .	42
Carnival . . . . .	62
Circus . . . . .	56
Classified Ads . . . . .	70
Coin Machines . . . . .	79
Fairs and Expos . . . . .	55
Fair Dates . . . . .	53
Final Curtain . . . . .	47
General Outdoor . . . . .	48
Honor Roll of Hits . . . . .	22
Legitimate . . . . .	43
Letter List . . . . .	77
Magic . . . . .	42
Merchandise . . . . .	70
Music . . . . .	13
Music Charts . . . . .	22
Music Machines . . . . .	85
Night Clubs . . . . .	40
Parks and Pools . . . . .	60
Pipes for Pitchmen . . . . .	75
Rinks-Arenas . . . . .	45
Roadshow-Rep . . . . .	46
Routes . . . . .	54
Salesboards . . . . .	78
TV-Radio . . . . .	4
Vaudeville . . . . .	40
Vending Machines . . . . .	80

# W. B.-Lurie Washout Starts New Rumors

### Collapse of Deal for Film Co. Stock Raises Reports It Was Trial Balloon

NEW YORK, May 12.—Collapse of the Warner Bros.-Lurie negotiations last week gave rise to almost as much rumor and speculation as did the original deal. The Warner press release announcing the termination of the dickering was in itself largely responsible for some of these rumors. At least half of the release was devoted to a Warner Bros. eulogy on Louis Lurie.

The release credited to Harry M. Warner, president of the company, said: "... Speaking for my brothers, Albert and Jack, and myself in the matter of the bid made for our personally owned stock in the corporation by Louis R. Lurie, all negotiations have been amicably ended. There will be no sale of our stock to Mr. Lurie and his associates. ... These negotiations have been conducted and concluded on a most friendly basis made possible by the mutual esteem for and the confidence in each other of Mr. Lurie, my

brothers and myself. We have known Louis Lurie for more than 35 years and always have we found him upright and straightforward in his dealings. He is one of the most brilliant and successful business men in America."

The release also stated that the "entire attention" of the Warners will be on the "schedule of motion picture production, which is probably the most forward-looking program in the history of this company."

Fact that the announcement made a point of referring specifically, and exclusively, to the termination of the Lurie deal, and to no other proposition, gave rise to the report that some bidders were continuing back-room talks with the Warners, and that the company might yet be sold. The back-slapping of Lurie promulgated the unconfirmed report that the Lurie bid was purely for the purpose of stirring up other prospective bidders for the Warner stock.

# P. Taubman, Musician, Earns 50G a Year; Who's Taubman?

NEW YORK, May 12.—Further proof that a musical artist can gross over \$50,000 a year and remain near-anonymous is the case history of one Paul Taubman. The network organist-musical director is the basis for a rags to riches story that begins in Winnipeg and continues thru the Juilliard School, plush speakeasies, post-prohibition cafes, the United States Army and winds up with some 30 radio programs a week and the ownership of a restaurant.

While admitting to an annual income of about \$50,000, Taubman's yearly take is said to be somewhat larger than that. The organist's current schedule has him tinkling the ivories on the *Rosemary* and *Perry Mason* soap operas over the Columbia Broadcasting System, *True Detective Mysteries* and the *Benjamin Moore Show* over the Mutual Broadcasting System. All are across-the-board airers.

Taubman also does a remote from his restaurant, the Penthouse Club, three nights a week, plays on the Sawtelle-Crawford show over the National Broadcasting Company and is currently musical director of the CBS *Dr. Christian* program. On disks, Taubman is represented on RCA Victor, Peter Pan and Beacon. He also manages to cut a regular show for the *Voice of America*.

The Penthouse Club, atop a Central Park South professional building, faces the park which, says Taubman, is the greatest attraction

any spot can offer. "There isn't a booking office in the country that can give me a better production than that supplied by the city for free. Only recently they built a \$1,000,000 skating rink to add to my backdrop." Entertainment at the restaurant is by Taubman himself at the organ and piano, and by a strolling guitarist, Mirko, Yugoslavian musician who specializes in classical string work.

# U.S.O. Routes Ciggie Units

NEW YORK, May 12.—Armed forces camp show activities showed marked signs of rejuvenation here this week, with the first U.S.O. unit under the reconstituted organization being launched, and plans for sponsored units in the wind. A Camel Caravan unit of five acts and a band headlined by Elton Britt will break in this week at local bases, including Mitchell and Stewart fields and Fort Totten, and will leave for a five-week tour of the Pacific area, including Korea, May 19. Unit was put together by Alco Tours, operated by Wilhard Alexander.

An Old Gold amateur hour troupe for the European Theater is planned for next month, tho no papers have been signed yet. It is understood that the amateur hour org has submitted 15 acts to U.S.O. for approval.

The U.S.O.'s own first unit under the new program took off from La Guardia Airport here today winging westward, with San Francisco the first stop, and then Japan. There, itinerary of bases and hospitals thruout the Pacific, possibly including Korea, will be arranged. It is understood they are committed to at least eight weeks. Cast of seven is headlined by Jack Powell, comic drummer. Show broke in at Fort Jay, Governor's Island, Thursday (10).

A second U.S.O. unit is planned for July, funds permitting. It is reported that Jack Benny has agreed to go with a unit of four in July, probably also to the Pacific.

As during World War II, sponsored units must now make arrangements for tours of army bases thru U.S.O. Camp Shows. Sponsor pays the talent costs and U.S.O. provides for lodging, transportation, itinerary and approval.

# Review Index

Record Reviews.....	36
Classical Reviews.....	26
Album Reviews.....	39
Legit Reviews.....	44
Night Club Reviews.....	41
Radio Reviews.....	10
Television Reviews.....	10
Vaudeville Reviews.....	41

# Highlight Reviews

## TELEVISION

# Silvers Sterling in "Comedy Hour" Bow; Abetted by Viv Blaine, M. & L.

By SAM CHASE

Phil Silvers's debut on the National Broadcasting Company's Sunday night (8-9 o'clock) *Comedy Hour* was an auspicious one. Altho he had Martin and Lewis on hand, and assists from Vivian Blaine and Joey Faye, it still was Silvers's show, and he dominated it thoroly. In fact, he was on for a monolog routine for the first 15 minutes of the show, with some help from Hal Hastings at the piano and the boys in the band. It was sock stuff, much abetted by Silvers's sly delivery.

Miss Blaine also scored nicely, first with her rendition of *What Is This Thing Called Love*, done in

torchy fashion, and winding up with a dance routine with four guys in mustaches and tails. She also did fine as a dumb blonde in the Academy Award sketch with Silvers, who assayed the role of a hambone who got an Oscar by mistake, only to have it given to the horse who co-starred with him. The duo also did well with *When You and I Were Young, Maggie, Blues*.

Martin, Lewis Sock

Martin and Lewis, who had headlined the show the week before, filled most of the last half of the program, and if anything, were even in better form than on their

own show, mainly because their antics were ladled out in smaller doses and set off by Silvers's less frantic delivery. Production, too, was smooth and swift-paced, leading to a fine over-all effect. Silvers seemed in his element, and his showing warranted more outings.

Commercials were Colgate's usual plugs for Palmolive (live), Halo (film and live), Ajax (film and live) and Colgate toothpaste (live). The latter was fumbled about, apparently due to an incorrect cue to the thespis doing it, leading to a messed-up tag line. Sunday (6), 8 to 9 p.m., NBC-TV

## CARNIVALS

# Quality Keynote of Standout Royal American Powerhouse

By HERB DOTTEN

MEMPHIS, May 12.—The 1951 Royal American Shows, the nation's biggest railroad carnival, is a powerhouse of pulling power and money-earning potential.

No fewer than 22 amusement rides, 15 of which are major devices, and an even dozen midway shows comprise its attraction lineup. Numbers, however, only begin to indicate the strength of RAS. Accent is on quality entertainment, capacity to accommodate huge throngs with dispatch, brilliant, spectacular lighting and arresting, king-sized show fronts.

The '51 edition equals or sur-

passes its predecessor. Unit-wise, the 50-car show carries one more feature than last year, a jeep ride. Its addition ups the total of kiddie rides to seven and rounds out the strongest battery of rides touring under one banner. There are the same number of shows as last year but the customary three top-grossers pack more sock entertainment than hereto and one of the trio, the Side Show, offers what may prove the biggest draws to hit the business in recent years. The Jones Siamese twins, Yvette and Yvonne, comprise this attraction.

Joined at the head, the two-year-old Negro twins are presented in a new 32-foot house trailer with a large display-type window on one side. The twins joined RAS on the eve of their opening at the recent Memphis Cotton Carnival after the Lorow Bros., RAS Side Show ops, successfully defended their contract to exhibit them over the claims of other showmen.

Veteran observers figure the twins' tour will provoke widespread publicity and that the Lorows will do whopping biz when it hits areas such as Minnesota (Continued on page 62)

## LEGIT

# Ferrer Flair for Staging, Good Performances Wham 'Stalag' Across

By BOB FRANCIS

A war play with an all-male cast is a chancy business at any time. To bring one in—in the month of May—with summer doldrums just around the corner, takes an intrepid entrepreneur like Jose Ferrer. However, as happens so often to Ferrer, he has landed on his feet again and *Stalag 17* (the title derives from the name of a German prison camp of World War II) looks like a solid tenant for the 48th Street Theater.

*Stalag* has no significance as a war documentary. It is precisely what its authors, Donald Bevan and Edmund Trzcinski, call it—a comedy-melo. Since the authors both spent two years inside its barbed wire, they know whereof they write and have come up with

a rousing, tingling melo which unashamedly reaches for comedy hokum in all directions, but looks, sounds and smells authentic. Staged with all the Ferrer flair and acted for every ounce of its comedy and suspense by a splendid cast, *Stalag* can stand up with the best of entertainment values that have come along so far this year.

The action centers around a group of American airforce prisoners. The food is slop, the barracks filthy, but somehow most of them manage to retain a bawdy sense of humor and get on together in the pleasant pastime of badgering their guards.

However, there is a spy in their midst, and practically all activities

are reported to the authorities almost before they happen. One lad is particularly suspected, but the authors waste little time in letting the audience know the identity of the real culprit. The crux of the matter is the breaking down and final punishment of the guilty party in a manner which packs excitement enough for any one evening.

If the humor and the comedy situations frequently run to the blue side, they nevertheless do not seem out of place in a group of men whose tension has to find some outlet from squalor and boredom. In addition *Stalag* is stated and played thruout with such complete realism that calling a (Continued on page 44)

## TELEVISION

# Mental Health's "Angry Boy" an Excellent Pubserv Offering

By PAUL ACKERMAN

The *Angry Boy* has no professional actors. It was filmed at the Child Guidance Clinic in Lansing, Mich., using staff members as chief characters. It is a compelling and heartening piece of work, revealing the psychiatric approach to the problems of childhood.

Nina Foch poses the problem—that of a 10-year-old boy who is emotionally tangled—a morose, frustrated child who is a victim of family tensions. The film picks up at this point, showing scenes of the youngster's school sessions and family life. When he commits a theft, he is brought to the clinic. The remainder of the film delineates the mode of treatment—the

methods of unraveling the youngster's thoughts and conflicts—all of which necessitate probing not only of the child's motivations but also an investigation of the entire family circle. How knowledge and understanding bring about a more healthful emotional atmosphere, with consequent improvement in the child—is the main burden of the program.

What is remarkable about the show is its simplicity, its dignity and its lack of artificiality. The non-professional actors are splendid in the degree to which they imbue their work with sincerity and importance.

Increasing use of such TV pro-

graming will be an enduring public service of a revelatory and educational nature.

TELEVISION—Reviewed Saturday (5), 5:30-6 p.m., EDST, via Columbia Broadcasting System, Associated Film Producers, Inc., in connection with Mental Health Week and in co-operation with the National Institute of Mental Health of the United States Public Health Service and the National Association of Mental Health. CBS producer, Irving Gitlin. Sponsored by the State of Michigan for the Mental Health Film Board.

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## NBC FALL PLAN: FEWER DATES FOR MORE COMICS

### "4-Star Review" to Saturday Night; Kate Smith Vs. Godfrey on Wednesday

By JERRY FRANKEN

NEW YORK, May 12.—A plan is in the works whereby the National Broadcasting Company TV network will shift its *Four-Star Revue*, now on the air Wednesday nights from 8 to 9, to Saturday nights at the same hour, preceding the Sid Caesar-Imogene Coca-Max Liebman *Show of Shows*. The Wednesday night hour will be filled by Kate Smith in a video version of her highly successful AM variety series. She will continue her s. r. o. daytime series on NBC-TV.

This change appears to be part of a general shift impending at NBC-TV which will find the roster

of NBC comedy stars doing fewer shows next fall. There'll be some exceptions to this new policy—notably Eddie Cantor and Martin and Lewis—but otherwise it will hold. What it means is that NBC is now taking the slant that even a once-a-month full-hour show is too much of a load for most comics.

Under this concept, NBC will probably schedule a greater number of comics for the *Four-Star* slot than the incumbent group—Ed Wynn, Danny Thomas, Jack Carson and Jimmy Durante. At the same time, in order to keep the level of the comics' incomes at their present figures, NBC will spot them for a greater number of guest shot appearances—many of them on the new Kate Smith show. NBC has been doing this with Fred Allen ever since he yielded his spot in the *Comedy Hour* series sponsored by Colgate.

#### "Comedy" Influx

The latter show has not yet been renewed, with Colgate cur-

rently re-evaluating all its radio-TV commitments in preparation for its new fall line-up (see separate story). Meanwhile, NBC is just completing its plans for next fall's *Comedy Hour* line-up, for submission to Colgate. Chances are the three permanent toppers will be Eddie Cantor, Martin and Lewis and Tony Martin, with the latter using some of the NBC comics as guests. The fourth Sunday night of this show is sponsored by Frigidaire, believed set on renewal, using Bob Hope and Bea Lillie among others.

The new NBC comedy line-up, which is now being mapped by Sylvester L. (Pat) Weaver Jr., NBC TV veeep, shapes up as even stronger than before. The Saturday night 8-9 hour has been a sore spot for some time, with

(Continued on page 47)

## NBC, ABC Chi Staffers Guard Their Necks

CHICAGO, May 12.—Employees at the National Broadcasting Company and American Broadcasting Company here were restless this week. At NBC Hamilton Shea, comptroller of o. and o. stations division, and Victor T. Norton, vice-president for administration, spent the entire week conferring with Harry Kopf, veepee for the central division, and departmental heads preparatory to lopping off some more heads in AM. They were to leave for New York Saturday, and how many pink slips will be passed out was not known. Also whether the firings would be announced here or after more meetings in New York wasn't

(Continued on page 47)

## CBS Changing Shoes Midstream

NEW YORK, May 12.—The Columbia Broadcasting System's video network this week lost one footwear sponsor of a 15-minute time period and picked up another. After yesterday's telecast (11) Sundial Shoes will no longer pay the bill for the 5-5:15 p.m. segment of the *Lucky Pup* across-the-board show.

Burkart Shoes, however, takes its network plunge into video with the bankrolling of Patricia Bowman, former ballerina of Radio City Music Hall. Show goes into the 6:45-7 p.m. Saturday slot on a 20-station network. Winius-Brandon Company is the agency for Burkart.

## DuMont Set To Pitch for ABC Video Clients

NEW YORK, May 12.—The DuMont television network is reportedly planning to pitch to every advertiser now using American Broadcasting Company TV facilities to shift their business from ABC-TV to guess where. The action is a direct result of the on-again, off-again routine of selling ABC and ABC-TV.

DuMont's basic pitch is going to be, according to reports, that even if the proposed acquisition of ABC-TV by the Columbia Broadcasting System doesn't go thru, it seems to be only a question of time before ABC will be parceled out in some fashion. Accordingly, DuMont will argue, why not get a time franchise now on the only web in a position to deliver one?

Second phase of DuMont's pitch purportedly will be that it will be able to cut production costs below those of its competitors, especially when its new 67th Street studios are completed.

## INK STAINS TO GREASE PAINT

NEW YORK, May 12.—Gordon Allison, feature writer on *The Herald-Tribune* here, came up to do a yarn on Sheriff Bob Dixon of *Chuck Wagon*, now on WCBS-TV. New York, and stayed to become an actor on the show. The newspaperman is being written into the program and will get himself several weeks trespasing work in addition to his journalistic chores. Newspaper guys have to eat.

## US Steel Eyes "Guild" Switch to CBS in Fall

NEW YORK, May 12.—The heavy billings and prestige attendant to the U. S. Steel *Theater Guild on the Air* radio series this week seemed headed for the Columbia Broadcasting System. The bankroller and its agency, Batten, Barton, Durstine & Osborn, are expected to reach a decision early next week on whether to switch webs or renew on the National Broadcasting Company for the fall. CBS is regarded as having the inside track at the moment.

If the switch is made, *Theater Guild* will give up its traditional Sunday night airings, which it maintained first at the American Broadcasting Company and more recently at NBC. There is no room for the hour-long show on CBS Sundays, and that web is seeking to clear 60 minutes on Wednesday night for the program. With the Hal Peary show, a sustainer, fill-

ing the 9 to 9:30 p.m. slot, *Theater Guild* is apt to get either the 8:30 to 9:30 or the 9 to 10 period. In the first case, it would mean moving the *Dr. Christian* show (8:30 to 9) elsewhere, or, in the second instance, shifting Bing Crosby from the 9:30 slot to new pastures. Odds are that *Dr. Christian* will be transferred to the interest of a stronger line-up.

CBS is known to have made a very strong bid to get the show. The main premise of its pitch has been that the Peary show, altho a sustainer, has pulled an audience comparable with that obtained by *Theater Guild* on NBC on Sunday nights. In addition, by switching to Wednesday, the show would avoid the heavy competition offered by the strong TV line-ups on Sunday evenings.

## "People" To Remain on AM

HOLLYWOOD, May 12.—Art Linkletter's *People Are Funny*, dropped this week by radio sponsor Raleigh Cigarettes after a successful 10-year run, will avoid making the TV hop, according to packager John Guedel. Show was dropped because Brown & Williamson wants to channel its entire broadcast bank roll into tele. According to Guedel, *People* will stick with AM, but Linkletter will add to his tele activity next year when he simulcasts *House Party*. At present *Life With Linkletter* is emcee-comic's sole TV show.

Raleigh goes off at the end of the current cycle. While no new sponsor had been set at press time, Guedel said talks were under way with three bankrollers who had expressed interest in the Linkletter radio seg.

## Study Shows Indie Pkg. Biz Off 14% in Less Than Year

NEW YORK, May 12.—The independent television packager is being confronted with a constantly shrinking market, according to a study by Ross Reports, with a 14 per cent drop since July, 1950. The number of indie-produced video stanzas on the air. The survey noted that the growing tendency of networks and advertising agencies (on behalf of their clients) to produce their own shows is cutting into the opportunities for the private producer.

Last July Ross Reports summarized the proportion of packaging by webs, agencies and packagers for the period 1948 thru the first half of 1950, inclusive. The figures showed that 59 per cent of programs had been created and were then being produced by indie

packagers, 34 per cent by the networks and 9 per cent by ad agencies.

A breakdown of program sources showed 215 coming from independents, 35 from ad agencies and the remainder from networks. Of the webs, the American Broadcasting Company had 10 of its own shows on the air, the Columbia Broadcasting System, 50; DuMont, 32, and the National Broadcasting Company, 36. Some of these shows were local only, but Ross Reports indicated that the proportions were approximately the same as for network stanzas.

The situation at present is quite different, with 45 per cent of network shows now being independently produced, 40 per cent coming from the webs themselves and

## ABC O. & O. AM-TV STATIONS FIGURED WORTH 16½ MILLION

NEW YORK, May 12.—Herewith are extremely conservative estimates of the worth, based purely on current earnings (and not taking into consideration foreseeable potential and other important factors) of the owned and operated radio and television stations of the American Broadcasting Company:

Radio Stations	TV Stations
WJZ, New York \$2,000,000	WJZ-TV \$ 5,000,000
WENR, Chicago 500,000	WENR-TV 1,000,000
(ABC owns 50%)	
WXYZ, Detroit 750,000	WXYZ-TV 2,500,000
KGO, San Francisco 1,000,000	KGO-TV 1,250,000
KECA, Los Angeles 1,000,000	KECA-TV 1,500,000
Total \$5,250,000	Total \$11,250,000

Over-all total estimated value of both AM and TV operations then would be some \$16,500,000, based strictly on present earnings. CBS bidding reportedly has fluctuated between \$26,000,000 and \$30,000,000 for the ABC holdings.

## Who's Buying ABC? Everybody's in Act

Continued from page 1

for double talk. (See separate story this issue.) At week's end, one thing was clear—the deal was neither on nor off.

NEW YORK, May 14.—All negotiations for the sale of ABC were broken off over the week-end. United Paramount Theaters, which had succeeded CBS as the principal, and Edward J. Noble, chairman of ABC, were unable to come to financial agreement concerning the proposed cash and stock transfer. The arrangement would have provided that CBS buy from Paramount some of the ABC key-city TV stations. Previously, negotiations involving CBS and ABC, with George Storer and William O'Neil, whereby the last two named would have acquired properties which CBS could not have taken over because of duopoly regulations, had also fallen thru.

The statement appearing on Page 1 of this issue concerning ABC's negotiations was given to *The Billboard* by Edward J. Noble prior to the collapse of the ABC sales negotiations.

The trade grapevine, however, developed as lush a crop of fruit as has been seen in the industry for many a year. One report had it that Monday night (7) the deal had been consummated. On Tuesday morning, however, according to this report, Ed Noble, ABC board chairman, had changed his mind about the purchase price and had decided to ask for roughly an additional million. At this point, certain of the CBS negotiators are said to have soared straight into the stratosphere and left the morning meeting grumbling uncomplimentary remarks about Noble's attitude. The dickerings were then said to have been reopened with only the calm, patient and judicial attorneys for all parties concerned studying the problem and trying to find a workable solution.

The mysterious third party or parties, allegedly interested in purchasing from CBS any unwanted portions of ABC, were variously identified. One was supposed to be the Fort Industry (George Storer's) group. Storer was in town, but left Thursday for Detroit and is since reported to have

(Continued on page 47)

## Colgate May Drop Dennis Day In Revamp of AM-TV Line-Up

NEW YORK, May 12.—Dennis Day may be dropped from his current radio series by Colgate-Palmolive-Peet Company, it was reported this week. The program airs at 9:30 Saturday nights on the National Broadcasting Company.

Decision on Day will be made within the month, with Colgate currently re-evaluating its entire AM-TV schedule insofar as fall operations are concerned. The company now sponsors, among others, Day, Judy Canova, *Mr and Mrs. North*, Bill Stern and *Our Miss Brooks*, all on AM, and the *Comedy Hour* on NBC-TV.

Stern and Brooks are said to be sure for renewal, as is *Norths*, which is being continued during the summer. Major question involving the Day stanza is the price factor, with Colgate, as all advertisers, cutting down on AM talent budgets.

Joseph H. McConnell and Sylvester L. Weaver, NBC president and TV vice-president respectively, were at the Colgate home office yesterday (Friday) to outline plans for the *Comedy Hour* next season. It's considered virtually certain that Colgate will keep the time, with the program getting some talent changes. The account currently pays \$30,000 of the show's \$50,000 budget, but its share of the ante is scheduled to increase come fall.

## CBS in Pitch For TV Sponsor To Buck Berle

NEW YORK, May 12.—Top sales execs of the Columbia Broadcasting System Monday (14) will make their strongest pitch to the Food Stores Corporation in Chicago in an effort to wrap up its sponsorship of a new hour video extravaganza opposite Milton Berle.

The network is presenting to the prospective client a budgeted name comedy-variety stanza which it feels can dent the *Texaco Star Theater's* rating next season. Food Stores Corporation is composed of 23 Middle-West grocery chains, and last season took a sponsored *Star Time* on DuMont. Franklin Bruck is the agency.

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This One



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# NBC Affils Oppose Rate Cuts; 7 Cancel Station Option Time

## Net Asks July 1 Date; No Bargaining, But Move Bolsters Outlets' Stand

NEW YORK, May 12.—National Broadcasting Company is encountering some difficulty in getting all its affiliates to agree to an AM rate cut. Reliable authorities declared that at least seven stations, immediately upon receipt of NBC's notice of a rate cut, in turn wired the network cancellation of all

business the web now has placed in station option time.

The stations—which have asked not to be identified—are all top operations in the NBC picture. Under affiliation contracts with the webs, the cut would automatically become effective in August, but NBC has asked its affiliates to advance the reduction date to July 1, the same day as the Columbia Broadcasting System's AM cut becomes effective.

Actually, the NBC contract does not permit bargaining over the question of whether an all-over cut may be effected by the chain. Nevertheless, the cancellation of station option business by the affiliates is essentially a strategic maneuver, designed to improve the affiliates' bargaining position.

### Major Weapon

During the recent National Association of Radio and Television Broadcasters' convention, where the network rate cut was topic "A," *The Billboard* pointed out that among major weapons held

by the affiliates in their rate fight with the webs was the right to cancel station option shows. This hits NBC particularly hard, in the light of the web's decreased nighttime business.

NBC's daytime station option business includes Campbell's *Double or Nothing*, General Mills' *Live Like a Millionaire* and Manhattan Soap's soap opera. Nighttime business includes a half hour for Miles Laboratories and two small network shows for Sunoco and Pure Oil.

Meanwhile a report in last week's *Billboard* that NBC's Stations Planning and Advisory Committee had "approved" the rate reduction has been vehemently denied by SPAC representatives. Actually, they declare, SPAC did not approve it, but bitterly opposed the web's plan, pointing out that of the three levels of radio business only the network picture is off. At one point, it is declared, the entire SPAC offered to resign and stated they were "ashamed" of their network.

## AFRA FACES OWN WALKOUT

NEW YORK, May 12.—American Federation of Radio Artists' local here is facing the threat of an imminent strike by its office workers. Negotiations between AFRA and the union representing its white-collar employees, Local 151 of the American Federation of Labor (AFL), have reached an impasse over the question of salary hikes.

## Gibbs To Produce Equity TV Airing

NEW YORK, May 12.—Actors Equity and producer-packager John Gibbs this week set a deal whereby Gibbs gets exclusive rights to produce a new hour-long TV package, tentatively titled *Actors Equity Television Theater*. Show will be priced for around \$35,000.

Intent is to use top names recruited by Equity, which will share in the show's proceeds. A name performer will be used as emcee. Reports that Casey Allen was to produce the show for Gibbs were denied.

Equity previously had a deal with Philco for an hour-long dramatic series, but this is now cold.

## Flamingo Gets 31-Year Excl. To "Superman"

NEW YORK, May 12.—Flamingo Films this week pacted a 31-year deal with National Comics Publications for purchase of exclusive TV distribution rights to a *Superman* video film package. The deal runs to an estimated \$30,000, based on the \$20,000 weekly cost of the show. The film will be shot at the Sam Goldwyn Studios in Hollywood, with Robert Maxwell, of Maxwell & Carlin Productions, currently on the Coast to set up a separate production company. Roger Carlin will produce the series.

The deal was pacted by Joseph Harris, Sy Weintraub and Dave Wolper, board chairman, vice president and treasurer, respectively, of Flamingo, and by Harry Donenfeld, president, and Jack Liebowitz, vice president, of National Comics. Flamingo last December acquired distribution rights to 51 feature-length films from Eagle-Lion.

### Cartoon Shorts

Included in the Flamingo-National Comics deal is a series of 16 animated cartoon *Superman* shorts, running about 10 minutes each, which will be released for TV starting this month. The first station to buy the animated was KTLA, Los Angeles.

Radio version of *Superman* was on the air for some 14 years, handled by Maxwell, who has just formed the new AM-TV production firm of Maxwell & Carlin with Roger Carlin, for several years with Music Corporation of America.

The emergence of Flamingo as a major TV factor is the more interesting because of the extreme youth of its officers. James B. Harris, president of the firm, is 22 years old. Weintraub, vice president, is 26, while Wolper, treasurer, is 23.

## ALL BALLED UP

### Morris Nixes Kine; Lucille, Desi Go Film

HOLLYWOOD, May 12.—The Lucille Ball-Desi Arnaz husband-and-wife TV comedy series will be aired via film, sponsor Philip Morris having nixed its Hollywood kinescoping. Biow, the sponsor's agency, thumbed down off-the-tube filming, calling for the pair to originate the series from New York. Sponsor apparently was unimpressed with Columbia Broadcasting System's 35mm. kines of the Allan Young show despite its hefty rating.

Miss Ball's pic commitments are expected to block the show's Eastern originations and will therefore force the series to be filmed unless CBS can change the sponsor's attitude. Show will closely resemble Miss Ball's existing CBS series, *My Favorite Husband*, dealing with family-type situation comedy.

Television network officials, caught in the middle in the jurisdictional tiff, this week were seeking to negotiate a settlement of differences between the National Association of Broadcast Engineers and Technicians and Local 1 of the International Alliance of Theatrical Stage Em-

ployees. The proverbial innocent bystanders, the video webs have been unable to make use of at least 15 technical devices because the two unions disagree as to which has jurisdiction over the handling of the equipment. Rather than face a walkout by which ever party is by-passed by a web choice, the networks have been doing without, although some of the equipment has been tried on an experimental basis in the past.

To date, some network biggies have met individually with each group, in an effort to pave the way

to a round-table session bringing execs of the two labor outfits face to face. Both unions show signs of willingness to horse trade, and hopes were high this week that an agreement over spheres of influence might be reached soon.

The major dispute area concerns video lighting effects and the de-

(Continued on page 46)

## New TV Gadgets Held on Ice as Unions Hassle on Jurisdiction

## Charles-Maxim Fight Rights Go for 100G

### Fighters Share 40-20 in Pabst Outlay; Brewer May Nab Robinson-Graziano Bout

CHICAGO, May 12.—The Ezzard Charles-Joe Maxim heavyweight title fight in the Chicago Stadium May 30, Decoration Day, is not part of the Pabst winter fight package and the price for rights has been kept quiet. But it is believed Pabst is paying \$100,000 for radio and TV rights for this single bout, which will go on the Columbia Broadcasting System networks. The money goes to the International Boxing Club, with the fighters sharing in the take just as they do in the gate—in this instance 40 per cent for Charles and 20 for Maxim, the challenger.

Pabst also is expected to pick up the brawl between Sugar Ray Robinson and Rocky Graziano for the middleweight title in the Chicago Stadium in August. This shapes up to be one of the hottest fight attractions in years, and the tab for Pabst will probably be equal to that of the Charles-Maxim fight.

### IBC Plans

IBC plans now are shaping up to have boxing shows on TV in New York, Chicago, Detroit, and pos-

sibly some other cities, every Monday, Wednesday and Friday evenings. Wednesday and Friday schedules would continue on the present basis. The IBC is set for weekly Monday night local boxing shows from St. Nick's in New York, and probably from Rainbow Arena or Marigold Gardens in Chicago.

TV rights to a local station will go for \$2,500 in New York, and probably \$1,500 in Chicago. The bouts will be four-rounders or similarly abbreviated fights between young pugs. IBC hopes that the up and coming fighters will develop followings and build up prestige. They would logically move into the Garden or the Stadium, and presumably bring to the box office some of the customers who followed them in the Monday night telecasts.

The club fights also usually bring out some wild-swinging characters who have no style and don't win many fights, but have so much color they become big draws.

## SCRIPT TEASE FOR RWG FUND

NEW YORK, May 12.—A new kind of "strip" tease will be unveiled at next week's Radio Writers' Guild annual ball Friday (18) at the Hotel Plaza here. It'll feature Gene Courtney, burly underpinner, who, instead of peeling off clothing, will peel off—pages of radio scripts. Each page will be auctioned off, proceeds going to the Guild. Idea is that the prices of the pages will go higher as the supply thereof goes lower. One writer is reported getting ready to bid \$500 for the page that has the sign-off on it. Others in the show—all of whom will wear clothes—include Steven Allen, Jimmy Savo, Marjane and Peter Donald.

## FOLKSY WNEW

### DJ Jazzbo in Chaps for NYC Yokels

NEW YORK, May 12.—The current folk music trend in the pop record field has sparked a hep hillbilly disk jockey show over at local indie Station WNEW, a heretofore strictly unsquare Manhattan music outlet.

Casting against type, program director Dick Pack tagged Al (Jazzbo) Collins for the daily half-hour series, which tees off Monday (21) in a late afternoon time slot. Jazzbo (new handle: "Cactus" Collins, "the Drugstore Cowboy") will spin the folk disks straight, but his chatter line will follow a tongue-in-cheek trail, complete with "cool" calls and sage bursh-offs for city slickers.

"Cactus" is dividing New York into regional sections and coining Western-type tags for each community. Trade talk has it that Brooklyn will inevitably be labeled "The Panhandle" or, at best, "The Dust Bowl."

## Predicts Anti-Red Inquiry Will Extend to AM-TV Field

NEW YORK, May 12.—A prediction that the congressional Committee on Un-American Activities soon will undertake an investigation of radio and television was made by Sam Moore in a report this week to the Eastern region of the Radio Writers' Guild here. Moore, who served two years as national president of the RWG and several terms as vice-president in Hollywood, addressed a regular membership meeting Wednesday (9). Following his report, the larger-than-average turnout voted to continue a fight against a "blacklist" in AM and TV, and to maintain the RWG position that it will "defend its members, not judge them" in their right to work.

Moore charged the committee's questioning was a pattern which constituted "an obvious attempt to intimidate employers." He stated that the nature of the questioning made for a strong hint to the film industry to set up a loyalty oath as a pre-condition for employment of writers and actors. These questions included, "Who interviewed you for your last job?" and "Did he inquire about your political affiliations?" and "Who is your agent?"

Moore declared that AM-TV investigation or not, a "private" blacklist already is in effect, with the webs and several agencies utilizing "screening services" to keep so-called political undesirables off the air. Eventually, Moore predicted "competition between rival fingersmen will inevitably result in the blacklisting of all liberal and decent-minded people. When they run out of genuine Communists they certainly won't resign and seek tougher employment."

Moore reported to the meeting that he had not answered political questions of the committee, and that he had claimed the privilege of the fifth amendment against self-incrimination. He said he had told the congressional group that the RWG is "one of the best trade unions in the entertainment industry." Without dissenting vote, the meeting voted to publicize the RWG position with a paid ad, with copy approved stating the RWG will "not judge but defend" any member blacklisted.

Following his appearance in

Washington, Moore went to Hollywood, where he said film writers and actors were apprehensive about who might be approached next. "If we want to prevent the radio and television community in New York, Chicago and Hollywood from becoming the shambles the movie business is today," Moore stated, "we've got to stand firm and united on our traditional Authors' League position that writers are to be judged on the basis of their professional competence and no other."

## WPIX & Union To Arbitrate, Ending Strike

NEW YORK, May 12.—A two-day strike by engineers and studio technicians at *The New York Daily News* video outlet, WPIX, here was terminated late Friday (11) night, when negotiators agreed to turn contract differences over to the Federal Mediation Service for arbitration. An agreement on all working conditions had been reached, but the wage issue was still in dispute. Station resumes operations at 10:45 a.m. Saturday (12).

The strike was called by Local 1212, Radio and Television Broadcast Engineers, Thursday (10) at 12:30 p.m. Stagehands, projectionists and scenic artists subsequently refused to cross the picket line. The station programed film exclusively during the two-day walkout, which kayoed its lucrative Giant baseball schedule on both afternoons. WPIX sales department reports that advertisers will be compensated for the shut-off via special "make up" time schedules.

The union's old contract with WPIX expired May 1, and negotiations on the new pact bogged down when the station refused to up present wage scales, contending the demands were excessive in comparison to prevailing pay scales on other TV stations here, namely WOR-TV and WCBS-TV.

The station cited its present minimum scale for beginning TV (Continued on page 46)

Profitable TV Audience exclusive with

# WGAL-TV

CHANNEL 4  
LANCASTER, PENNA.

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

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

**NBC**  
TV AFFILIATE

The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

## CBS Ordered To Arbitrate Morals Clause

NEW YORK, May 12.—A New York Supreme Court decision ordering the Columbia Broadcasting System to arbitrate with the Radio Writers' Guild, a dispute over its proposed "morals" clause was sustained this week by the appellate division. The ruling means that, unless CBS now decides to take the case to a final appeal in the Court of Appeals, the issue must be arbitrated.

The issue arose when CBS sought to include in writer contracts a clause giving it the right to fire anyone whose actions tended "to offend the community." This, while applying to moral factors, could also be held to apply to political activities and the Guild sought to take the issue to arbitration under its minimum basic agreement with the network. CBS took the position the issue was not arbitrable, since it was not a matter subject to MBA jurisdiction.

Herman Grey represented RWG; Rosenman, Goldmark, Colin & Kaye were CBS counsel.

## Levenson To Get Tuesday CBS-TV Slot

NEW YORK, May 12.—The Tintair-sponsored Sam Levenson show, currently on Columbia Broadcasting System-TV Saturdays, 7-7:30 p.m., will move into Tuesday night, 9-9:30, next season on the same network. Camels has the Vaughn Monroe show there now.

Levenson's switch to Tuesdays at CBS-TV will mean that Cecil & Presbrey, the Tintair agency, will have 9-10:30 p.m., nailed down for three of its clients on that web. The two other agency advertisers in the following half-hour periods are Auto-Lite with *Suspense*, and Ami-Dent with *Danger*.

Camels, as yet, has not determined what to do with Monroe. The advertiser may try him on Saturdays, 7-7:30, on CBS-TV, which is now open, and it may also decide to switch the program's emphasis from music to variety.

## Nestles Nixes "Mr. I" June 17

NEW YORK, May 12.—Nestles this week canceled *Mr. I Magination* effective after its June 17 telecast on the Columbia Broadcasting System's TV network Sundays 6:30-7 p.m. The sponsor reportedly was content with the program, which has won several awards, but found the expense too high in light of current product production problems.

CBS-TV, however, intends to shift the program to Saturday mornings 11-11:30 next fall where it believes it will get a larger kid audience. The web has not as yet selected a program to go into the Sunday time.

CBS-TV, now that the slot will be vacant, is expected to make a concerted drive for more station clearances in the Sunday time. Cecil & Presbrey is the Nestles agency.

## Coke Bottler Shift To Esty a Portent

NEW YORK, May 12.—A significant step in the splitting up of the free spending Coca-Cola account occurred this week when the William Esty Agency was delegated the New York bottling division of the company. Previously both the local distributors and the national company were serviced by the D'Arcy Agency.

Now, however, with its foot well inside the Coca-Cola door, the Esty Agency intends to build a video show for the local bottlers and then via syndication get dis-

## HOW TO GO PLUMB LOCO

DETROIT, May 12.—Joe Gentile and Ralph Binge, comedy team, are slated to furnish their own opposition starting Monday (14) when *Laughing Academy* goes on the air over WJBK-TV for an hour at 8 a.m., five days a week—while their long-standing *Joe and Ralph* show continues on the companion WJBK via transcription.

The AM show, switched a couple of years ago from CKLW, where it had been for about 15 years, is noted for zany commercials. Move represents an expansion of programming for WJBK-TV, up to 17 hours daily, with a 90-minute feature motion picture to follow *Laughing Academy*.

## Armour Eyes Daytime Tele Of Garroway

CHICAGO, May 12.—Armour & Company this week was reported dickering with the National Broadcasting Company for sponsorship of a daytime across-the-board TV show featuring Dave Garroway, as well as of the once-weekly evening Garroway stanza. The 10 p.m. Sunday time, now held down by Garroway for Congoleum-Nairn, which has canceled, will be occupied by Red Skelton for Procter & Gamble in the fall, so a new slot is being sought. Armour currently bankrolls Garroway's 15-minute radio stanza on NBC across the board at 11:45 a.m.

Meanwhile, Garroway's show was hit castwise, when the fall appearance of comic Cliff Norton became questionable after Norton signed to start a booking at the Palmer House, Chicago, September 20. Norton will co-star with Mary McCarty in a deal set by Merriell Abbott, Hilton chain booker and producer. The show will be an hour long stanza, and will run four weeks, with two four-week options.

Norton will have to be on deck twice nightly for the hostelry date, at 8:30 and 11:30 p.m., making TV appearances uncertain. Norton's manager, Jack Russell, told *The Billboard* that any pacts for personals made by Norton will be set up so he may work in TV shows in conjunction with the location or club date appearance. He will continue to do his five-minute *Public Life of Cliff Norton* on WNBQ, Chicago, five nights weekly for a soap sponsor. Should he travel come fall, these segs may be filmed, enabling them to be sold in other markets as open-end packages.

## Batson Resigns TV Post With NARTB

WASHINGTON, May 12.—Charles A. Batson yesterday (11) submitted his resignation from the National Association of Radio and Television Broadcasters. Batson, who has served as TV department head and has been with the association more than five years, is the second NARTB department head to resign in a fortnight. Edward L. Sellers resigned last week as FM department head to join the Carl Byoir Agency.

Meanwhile, at the Radio-Television Manufacturers' Association, the withdrawal of John Koepf, public relations chief, was announced. Koepf's post was abolished in an economy move, and most of the duties are being absorbed by Peter Cousins, veteran assistant to RTMA General Manager James D. Secrest.

tributors in other cities to bankroll the same program. This naturally, would mean an even greater reduction in the D'Arcy Coca-Cola billings.

Coca-Cola spends more than \$4,000,000 annually for advertising, nearly half of which is paid for by its local bottlers. Insiders believe that if the Coca-Cola produces results, many other advertisers will copy its tactics which in essence pits agencies against each other to produce the greatest benefits for the account.

## Chislors Burn TV Filmers; U.S. Aid Sought Vs. Abuses

NEW YORK, May 12.—In an effort to curb illegal distribution and use of unauthorized film by U. S. and foreign TV stations, TV film distributors here will petition the Federal Communications Commission to set up a video film checking service, similar to that used by the motion picture industry. The move, part of a general plan to combat malpractices in the TV film field, was formulated by a group of leading television film distributors at a meeting held here Thursday (10) under auspices of the National Television Film Council.

Seeking to stop unauthorized double runs and impose penalties for late shipments and damaged films, the group cited instances where stations have cut films up for commercial inserts and then shipped the butchered film to another station without putting it back in order. The distributors are also annoyed by the lackadaisical shipping habits of stations, which foul up the screening schedules of other broadcasters by neglecting shipment dates.

In line with the checking petition, the group will try to make mandatory the filing of films by title in daily station logs, rather than listing the flickers as a "Western" or "short." The distributors are readying a legal summary of

their woes and will ask the American Association of Advertising Agencies and the National Association of Radio and Television Broadcasters to include the provision in all standard TV station contracts.

### L. A. Headache

The distributors consider the foreign TV problem one of their major headaches, since stations in Mexico, Brazil and Cuba (not CMQ) are reportedly buying home

movies from local distributors and running them off on video sans payment. United World, Official Films and Sterling Television have all been taken for a ride south-of-the-border via such gratis screenings of their products. Since the FCC has no jurisdiction over foreign markets, the distributors are mulling over a plan to set up some kind of long distance check system, via a tie-up with the State Department.

Meanwhile, the distributors are shooting copies of Eastman Kodak's book, *How To Take Care of Film*, to station film department heads, along with a special letter addressed to top brass, designed to acquaint broadcasters with current problems of TV film distribution outfits. Discussions of "block bookings" and "price cutting" were also on the agenda, but the group decided to ticket them for the next meet.

TV film distributors attending the get-together included John Mitchell, United Artists; Paul Diamond, Associated Artists; Alex Rosenman, Official Films; Saul Turell, Sterling Television; Bea Sonkin, Atlas Television; Archie Mayers, Unity Television (formerly Film Equity), and Norman Bluck, United World (Universal Pictures).

## Billie Burke In KTTV Spot

HOLLYWOOD, May 12.—Billie Burke, after starring in nearly every showbiz medium, will soon try her hand at tele. She bows June 18 on a daily 30-minute afternoon strip via KTTV.

Show, also utilizing film starlet Tanis Chandler as a regular, will feature interviews with showbiz notables. This seg will mark the first time on the local TV scene that a name attraction has moved into the daytime hours.

She spurs extra sales for 5,500 retailers in WLW-Land!



Ruth Lyons

During February, more than 5,500 retailers in Ohio, Indiana, Kentucky and West Virginia enjoyed the terrific selling impact of the fourth, and biggest, "Ruth Lyons Month"—a merchandising and promotion campaign by WLW and WLW-Television. Throughout the month, the magic words "Ruth Lyons recommends" prompted extra thousands of her loyal audience to buy products advertised on her daily simulcast shows—"Morning Matinee" and "Fifty Club."

Behind this Extra promotion for Extra sales went—

### STORE POSTERS

46,000 attractive "Ruth Lyons Month" display posters were distributed

### PRICE MARKERS

WLW provided retailers with 13,000 specially designed price cards

### TRADE PAPER ADS

Ads in all regional trade papers publicized the event to retailers

### ANNOUNCEMENTS

WLW and WLW-Television used 103 promotional announcements

### SPECIAL PROGRAMS

Four fifteen minute shows on WLW featured the event

### TAXI POSTERS

Display on Cincinnati Yellow Cabs publicized the month

### LETTERS

Sales representatives of products promoted were informed of the campaign in advance

### AD MATS

300 tie-in mats were supplied dealers for local advertising

### NEWSPAPER ADS

Ads on the event were used in Cincinnati, Dayton, Columbus, and Fort Wayne

### EASEL DISPLAYS

Specially made displays were used in selected stores

### WANT LISTS

Convenient "Want Lists" were supplied to 1000 retailers

### NEWS BULLETINS

... kept dealers throughout the area informed

### BUY WAY

Two editions of this merchandising newspaper for retailers carried the "Ruth Lyons Month" story

### WHOLESALE BULLETINS

Wholesalers urged their customers to cooperate in the promotion

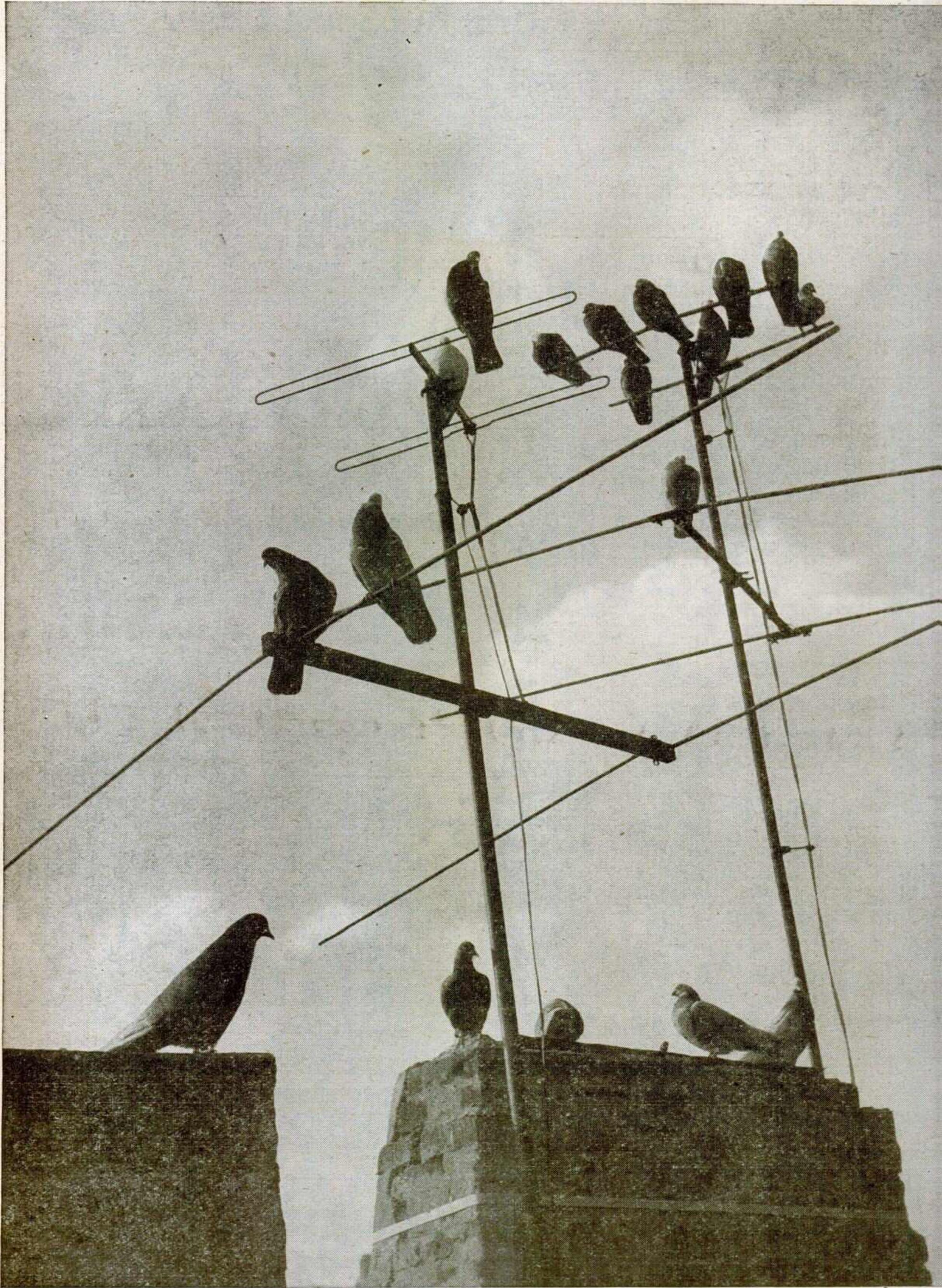
### RECORDED PITCHES

... BY Ruth Lyons were used on p.a. systems in 21 stores

Plus the full time coordinated efforts of WLW's large Merchandising Department

WLW AND WLW-Television

Crosley Broadcasting Corporation



# It's part of the landscape

Nobody needs any more proof that television has become an accepted part of our daily lives.

Nevertheless, attention should be paid to that word "daily." More and more, television is stretching itself around the clock. 90% of all U.S. television stations are now on the air before 2 p.m., and by next year most of them will be broadcasting before *noon*.

Priceless franchises are right now being bought up. Big shows, big talent, and big advertisers are moving in wherever you look. Indeed, 6 of the 7 biggest advertisers of low-unit-cost products are already in.

Before you know it, daytime television, like nighttime, will be a sell-out. And before *that* happens, you'd better be there.

And when you start looking at daytime, you'd better look at CBS. The same skills that have always made CBS programming stand out are now operating in daytime television. Here you will find the first big afternoon comedy-music-variety shows, for example —Garry Moore and Steve Allen—and television's first serial story, "The First Hundred Years."

CBS Daytime Television is in business to serve the kind of advertisers who have always known you have to get up early to stay ahead of competition.

## **CBS TELEVISION**

## Buster Keaton Show

TELEVISION — Reviewed Wednesday (9), 7:30-8 p.m. Sponsored by Durkee Famous Foods via KTTV (Hollywood) thru Meldrum and Fewsmith, Inc. Cast: Buster Keaton, Dorothy Ford, Philip Van Zandt and Jack Reitzen. Written by Jay Sommers. Filmed by Consolidated Television Productions. Produced by Carl Hittleman. Directed by Arthur Hilton.

Buster Keaton, outstanding visual comic, fails to click in his tele pix debut but don't blame it on the funny man for the movie maker is having a little difficulty in properly projecting Keaton's brand of comedy. Once Consolidated gets the hang of it, Keaton can prove to be one of TV's top fib ticklers. As it stands now, show goes from the dull to the ridiculous without being entertaining. Hilton has allowed pace to drag to the yawn limit.

Keaton could use fresher and livelier story ideas and situations. Debut subject finds the dead-pan comic on the old routine of dreaming his adventures after dropping off to sleep while studying his detective correspondence course. Keaton sees himself as Sam Digger and survives a couple of black jacks, a lovely lass and all the ills that befall radio's synonymous private eye.

Keaton can still make 'em laugh, but needs better presentation to prove it. His dead-pan slapstick combination is still funny, but tastes have changed since the silent film days. Others in the cast handled parts well. Filmed commercials delivered sponsor's message. Keaton series soon will be made available for syndication in other markets by Consolidated.

Lee Zhito.

## Miss U. S. Television Contest

TELEVISION—Reviewed Monday (30), 7-7:30 p.m. CDT. Sponsored by Thyvals and Orvita, thru Schwimmer & Scott, via WGN-TV, Chicago. Producer, Al Sweetow. Director, Don Cook. Emcee, Marty Hogan. Pianist, Bob Trendler.

Some people going onto programs at WGN-TV complain they go on the air cold without even camera rehearsal. There probably was a warm-up of some kind on this show, but it was a good example of what happens when you try to slap a TV show together and throw it on the air without adequate preparation.

This was the second stanza of the Chicago version of Walter Schwimmer's Miss U. S. Television Contest. The show opened with introduction of the first week's winner, who did a short tap dance. There were four contestants for the current week. Each was introduced by Hogan. One danced and three sang. Talents were, if anything, a notch below local amateur stuff, altho women had looks.

The half hour was about evenly divided between shots of the contestants and commercials of the vitamins and the 15 tie-in prizes plus gab about the contest. It was far too much talk, relieved by very lukewarm talent. Obvious production flaws were pulling the curtain on one girl just as she began her dance. She charged thru the opening and kept on in good order. Hogan cued final commercial and it wasn't ready. Camera showed mike booms, women waiting in wings, other cameras and practically a full sweep of the bare stage, but whether this was unintentional, or was supposed to be part of the show, was not clearly brought out. A few more shows like this will bring a quick and hideous death to Miss U. S. Television Contest. Jack Mabley.

Thanks

DON McNEIL

For the K. O. Booking

WEDNESDAY, MAY 9, ABC-TV

THE DON McNEIL PHILCO CLUB

JACK DEMPSEY vs. JOE LOUIS

FOR KNOCKOUT TV SERVICE

TRANS-AMERICA MGT., INC.

203 N. WABASH AVE.  
CHICAGO 1, ILL.  
Phone: STate 2-7566. Fred Smith

## Television—Radio Reviews

## Curiosity Club

TELEVISION — Reviewed Sunday (6), 6-6:30 p.m. CDT. Sponsored by Jewel Food Stores thru Allied Enterprises via WNBQ, Chicago. Producer-director, Larry Auerbach; writer, Don Herbert. Cast: Don Herbert, Marlin Perkins, Jim Hurlbut, Louis Roen, John Barclay.

NBC has filled the time vacated by the popular Zoo Parade with another program which comes under the classification of "instructional," and for the same sponsor. However, where Zoo Parade had a flock of cute animals to job interest, curiosity club has five men. The format is for each of four men to explain something in the field of science, history, exploration or zoology. The fifth man, Hurlbut, is manager of the club and brings in commercials.

On opener the topic was fish. There were a couple of tanks of live fish and one that was stuffed. Each man discussed a different phase of fish life. Perkins showed how a puff fish puffs up. Barclay, with the aid of charts, told of the historical significance of fish. The program moved best during a short film which showed commercial fisherman pulling in a run of huge tuna.

Whether a 30-minute show featuring five middle-aged men talking about relatively academic subjects can succeed amid the competition of Sunday evening shows is questionable. Production was well handled and the five men did their parts excellently. More appealing topics than fish might add to the show. Subject of the second session was poisons.

Jack Mabley.

## Not for Publication

TELEVISION—Reviewed Tuesday (8), 7:45-8 p.m. EDT. Sustaining via the DuMont network. Producer, Roger Gerry. Director, Dick Sandwick. Script, Ben Kagan. Cast: William Adler, Sally Gracie, Henry Bernard and Kirk Brown.

DuMont has a property of considerable promise in Not for Publication. Actually a dramatization of the inside story behind many newspaper yarns, the program has a natural human interest slant which should be productive of a televiewing audience.

The show caught with a gripping, vastly effective climactic story of an attempt to commit suicide. It detailed how a phone operator prevented a confused young man from jumping out of a hotel window by keeping him busy with her phone conversation until the police arrived. His reason for the attempt, and the unpublished story, was that he hated his father. The latter, a famous scientist, had neglected him because of the pressure of work.

The inspired playing of Sally Gracie, as the gum-chewing phone operator, highlighted the show. Miss Gracie can take all the kudos she wants for her gripping performance. She is certainly the answer to many casting problems.

Henry Barnard impressed as the suicidally inclined Mr. Mawson. One production flaw was the fact that the sound during the phone conversation was the same as during normal chatter. Otherwise, however, the direction and camera work were outstanding, especially the eye-arresting close-ups of Miss Gracie's hysterical state. In order to be made even more commercial, the program, which is now 15 minutes long, should be lengthened to a half-hour.

Leon Morse.

## Fear Is a Phantom

TELEVISION — Reviewed Sunday (6), 11:15 p.m. EDT. Presented by WNBQ, New York, in co-operation with the New York State Department of Mental Health via WNBQ. Producer, Alan Handley; director, William Harbach; narrator, Fred Waring. Cast: Emily Lawrence, Stewart Ballinger, John William Morley and Steven Harris.

With thousands of people gripped by the fear and the pressure of living in a world threatened by an atomic war, a series of programs of preventive mental hygiene is of great urgency. This luridly titled one-shot, Fear Is a Phantom, however, didn't even begin to spade the ground for the planting of the seeds of health.

The story was of the Hudson family. Their problems—mother feared for her brother in Korea and father that he would be called into the army shortly—are real today to many. The program correctly shows how their fears communicated themselves to their child.

## Solutions

The solution to their difficulties, however, seemed to fall considerably short of what is needed. Mother's advice was best; she was to go into some sort of sublimating work, in this case the Red Cross. Father, tho, was told that his out was to discuss his problems with friends and relations. In the event perhaps that he spoke to an equally neurotic friend, Mr. Hudson might really get a case of the shakes. But the program should never have considered people with such insoluble difficulties, for what good would the advice be if dad were called in the army and mother learned some bad news.

Otherwise, the program was far from adequately handled. The opening shot of narrator Fred Waring against a black background was good. From then on the occasional use of a dark corridor plus a gauze-like material blowing around was derivative of similar shows dealing with the mind. The first half of the dramatization the couple quarreled constantly and then, as if reacting to a signal, took Waring's suggestions. Thus, all reality was destroyed and perhaps the televiewer's tendency to believe in the program's solutions.

Emily Lawrence's portrayal of the wife was in such an overstated hysterical key as to make for more neurotism. Waring's was a calm and reassuring narration.

Leon Morse.

## S. S. Telecruise

TELEVISION — Reviewed Saturday (5), 9-10:45 a.m. EDST. Sustaining over WJZ-TV. Producer-writer, Skip Dawes; director, Walter Wagonhurst. Cast: Carol Wynne, Eddie Roecker, Crewmen Quartet, Dave Appel Trio, Ace Pancoast, Jack Steck, The Buccaneers.

What appears to be a first-rate solution to the problem of what to telecast in the pre-noon hours has been found by the American Broadcasting Company key video outlet. After a "test run" on WFIL-TV, ABC's Philadelphia affiliate, this hour and a half video show was brought into New York. The format is strictly musical with the imaginary ship calling on a different port each week, presenting tunes with the proper geographical connotations and, naturally, dressing the cast in nautical outfits. All this is loosely tied together with a minimum of script which includes a ship-board romance. Sets are nautical quickies, but sufficiently imaginative and numerous to avoid repetitive staleness.

Emcee Jack Steck is an affable, show-wise performer who handles the bridges between songs in an expert manner. Several of the cast possess okay video qualities, most are musically okay, and some are just a little amateurish.

With most of the lengthy opus taken up with standard tunes, either sung or played by the large cast (23), the audience can make an easy choice between listening or watching. Whether this is a debit or a credit will only be decided by sales results if and when the show gets a sponsor. As it now stands, it offers a maximum of entertainment for an early ayem affair. And even if some of the cast is only so-so, the general effect is one of relaxed listening similar to the kind of stuff that used to be purveyed on many a local AM station which produced its own live shows. Joe Martin.

## Home Cookin'

TELEVISION — Reviewed Wednesday (1), 11:30 a.m.-12 over WKRC-TV, Cincinnati, Monday thru Friday. Sponsors, local Frigidaire equipment dealers on alternate days, arranged thru the Frigidaire Corporation. Producer, George Brengel. Cast: Betty Butler and guest.

TV cooking shows have not found it difficult to win their share of women viewers, and from all indications Home Cookin' will meet with equal success, for the program has come up with some gimmicks which may lift it from the routine category.

These are "My Mom's Recipe" and a brief "newscast." In the case of the former, housewife guests three days a week demonstrate recipes which were passed down from their mothers or give their own favorite recipes. Chefs from large local restaurants appear the other two days to pass cooking hints on to viewers. In the news feature, Betty Butler, who rides herd over the entire proceedings, gives market reports, informing housewives of coming shortages or overproduction of food to guide them in buying.

Miss Butler, a former University of Miami (Florida) home economics student who has been heard on radio in Miami and Hamilton, O., keeps the show moving and does much to put guests at ease. On the show caught the guest appeared as much at ease as Miss Butler. Other features of the program are daily luncheon and evening meal suggestions.

From the debut telecast of April 23 Home Cookin' has had sponsors, five dealers of Frigidaire home equipment alternating as bank-rollers. Miss Butler handles commercials midway and near the end of the stanza in capable fashion, on this show demonstrating freezers and kitchen ranges for a furniture and appliance company.

Owing to limited time, few dishes are actually prepared on the show. Instead, main courses are whipped together in advance and, after their discussion, the finished dish is shown.

Al Schneider.

## Hageman Presents

TELEVISION—Reviewed Thursday (3), 10-10:15 p.m. Sustaining Tuesday and Thursday via WKRC-TV, Cincinnati. Producer-director, Bill Magnus. Announcer-emcee, Dick Hageman. Singer, Dayle Sutton, with the Keynoters, Jimmy Cain, piano; Bob McHendricks, bass; Ray Anderson, guitar, and Jack Hessler, drummer.

With a few more telecasts under its belt, this new 15-minute stanza stands a good chance of winning a local sponsor's approval. Slotted in a period just before station's highly ballied double-feature film seg and with staff announcer Dick Hageman emceeding the variety program in easy, informal manner, the show should find easy access to viewers' homes.

Boasting quality in conception and execution, seg provides ample opportunity for the talent to show itself off to good advantage. In Dayle Sutton the station has come up with a beautiful and capable Negro songstress, who, when caught, impressed with sultry treatment of I Get a Kick Out of You and Blue Moon. Altho gal's tonal range seems a bit limited, she lacks little in sales ability and her style fits admirably into this type of program.

Jimmy Cain, on the Steinway, socks home Laura and I'm Falling in Love With Love. The Keynoters, with Cain at the piano, provide adequate instrumental backgrounding on all presentations.

Hageman's warm and sincere style adds considerable strength to the show. Bob Doepker.

## Esquire Polish in Market for Aier

NEW YORK, May 12.—The renewal this week by Jergens of its two segments of the Kate Smith Show on the National Broadcasting Company's TV web puts Esquire Boot Polish back on the market for an aier. It had been thought that Esquire would pick up the two 15-minute time periods that would have been open if Jergens had moved out of the daytime program. Jergens before renewing had

## Family Circle

RADIO—Reviewed Monday (7), 3:30-4 p.m., EDT. Sustaining via ABC, New York. Producer-director, George Wiest. Assistant director, Bob Harlan. Writers, Vera Oldham, Bernard Dougall. Script supervisor, Jack Mitchell. Emcee, Walter Kiernan. Cast: Dick Brown, Otto Harbach, Sarah Churchill.

Family Circle, presented in cooperation with Family Circle Magazine, is tailored to suit the daytime listening requirements of the average housewife, as defined by Madison Avenue — quiz quips, guests and girlish giggles. If fem dialers cotton to most audience participation aiers, they'll undoubtedly like this series as well.

On the initial show (7), emcee Walter Kiernan was properly effusive during pleasant exchanges with several eager ladies of the studio audience. He was equally cordial, albeit more restrained, when he interviewed British actress Sarah Churchill and Otto Harbach, president of the American Society of Composers Authors and Publishers. Singer Dick Brown was okay in the vocal department, but his chatter with Kiernan and Harbach sounded stilted and script-read.

Kiernan could have been more diplomatic during his stint with Miss Churchill. At times it sounded as tho he were trying to put words in her mouth. However, the lady politely but firmly spoke for herself on all topics, including the one on chances of her becoming an American citizen (i.e. none at all). At one point Kiernan told about the time he spent New Year's Eve on a train with Miss Churchill's famous statesman father, observing rather tactlessly that he could think of more pleasant ways to celebrate the holiday. In reply the actress coldly stated that, for her part, she could think of nothing nicer.

June Bundy.

## Another Look

Brief criticism and comment re tv shows previously reviewed in detail

## It's Fun To Know

CBS-TV, Monday thru Friday, 4:30-5 p.m., DST

On Tuesdays, It's Fun To Know takes up handicrafts and on Thursdays it's drawing and art.

In recent sessions, Paul Fromer, an industrial arts supervisor for New York high schools, has shown how to make Indian head feathers, wastepaper baskets and artificial carnations. S. B. Valentine, in charge of the art course, has shown how to draw a baseball pitcher and a cowboy, using his own drawings as models. At mid-show he told stories about famous artists and showed reproductions of their pictures.

Both segments were attended by different groups of kids. Fromer and Valentine, like the other adults of the series, were painstakingly patient and pleasant. At the conclusion of each show viewers are invited to write in for literature supplementing the programs.

## Pat for Producers

The producers of the show are to be commended for venturing into educational television, which has lately been a field for much discussion but little actual exploration. The series gives evidence of good intentions and has many merits. The bits of data about clocks, planes, Iranian oil, how to make a wastepaper basket or draw a baseball player should be interesting and valuable to any young viewer.

The show so far has been short of efficient showmanship, tho there have been signs of improvement over the three weeks. The cause is probably the lack of television experience on the part of the talent and producer. It endeavors to maintain an air of spontaneity, which naturally leads to awkwardness on occasion. The advisability of using kid participants so often is something the producers have no doubt considered well. The juvenile viewers will, of course, be the final judges of the effectiveness of the show, and it is understood that much favorable mail has already been received. The educational merits of the series should be the subject of deeper debate than is possible here.

Gene Plotnik.

conducted a search for a TV program that would give it more sponsor identification, but evidently couldn't find anything that would suit its needs. Robert W. Orr Associates is the Jergens agency. Emil Mogul handles Esquire's billings.

## Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

### Today's Baseball

WMGM, New York, 7-7:30 p.m., Monday-Friday

This program needs improvement in only one department—its crowd noises which are an integral part of the recreations of two baseball games played during the day. Currently, no matter what kind of hit or error, the roar in the background sounds like the atomic bombing at Bikini. This, naturally, does not add to the audience's sense of realism.

Otherwise, as in the past, the show is more than an adequate substitute for baseball listeners who haven't the time to catch local baseball in the afternoon. As usual, Bert Lee does a crisp, competent job of sportscasting the games. A surprise, however, was the fine mike manner of Bert Lee Jr., who was subbing for Marty Glickman. Junior is almost ready to step in papa's shoes, except for the fact that the old man changes his voice and tone better in accord with events.

Senior, too, was better in his splicing of the commercials. His plugs for sports articles in *The World-Telegram* had more punch. Bert Lee Jr. handled the Personna blade commercials and did not accent enough key words. The plugs, however, which told of the new low price of the item were good. *Leon Morse.*

### The Dean Cameron Show

WJZ, New York, 4 p.m.

Dean Cameron recently moved his across-the-board broadcasting activities from WOR, New York, to WJZ, American Broadcasting Company's Manhattan outlet. *(Continued on page 20)*

### Co-Op Newscasts Up 60% at MBS

NEW YORK, May 12.—Sales of co-op newscasts to stations by the Mutual Broadcasting System are 60 per cent higher this year than last, according to Bert Hauser, the web's co-op department director. Mutual's six co-op news commentators are currently sold to 851 stations, as compared to 510 tabulated as of May 1, 1950.

Fulton Lewis Jr., who was sold to 270 stations last May, is pulling 358 stations today, an all-time high for any network co-op. Station sales gains chalked up by the five other Mutual commentators since May are: Cecil Brown, 28 to 88; Bill Cunningham, 50 to 80; Cedric Foster, 126 to 179; Robert Hurleigh, 14 to 65; Mutual newsreel, 22 to 81.

Mutual's 1951 *Game-of-the-day* series is also perking well sales-wise. First-month returns reveal a preliminary list of 288 stations carrying the series, with a total of 1,851 sponsors.

### Seek Trade Views Before TV Filming

NEW YORK, May 12.—An advance TV trade review plan, similar to that of the motion picture industry's preview audience comment card system, has cropped up in the TV film packaging field here. In an effort to cut down on expenses and eliminate production faults, Burl Ives is making a concerted pitch for advance trade reviews of his new video series *Famous Tales*, prior to actual filming of the entire package.

The ballad singer is hosting a trade press party at the RCA Exhibition Hall, New York, Wednesday (16) afternoon, at which time he will screen the first 30-minute episode of his projected video series. On the basis of critical comment received at that time, producer-director Marion Gering will plot future production plans for the remaining 12 airers, and make any necessary alterations on the finished flicker.



## Vidfilm Set-Up Needs Production Line--Wisbar

HOLLYWOOD, May 12.—Video filming requires entirely different lot facilities from those used for regular motion pictures. This is the finding of Frank Wisbar, producer-director of the *Fireside Theater* vidfilm series, after turning out some 100 TV pix.

Wisbar is out now to buy a lot of his own to be converted for tele film shooting purposes. He has Eastern financial backing for the project and confirmed that he had been angling for the Eagle-Lion lot, site of the *Fireside* shooting, until talks reached an impasse when a \$1,500,000 tag was hung on the place.

Wisbar's contention is that, in TV, films are mass-made, and a lot must be equipped for assembly

line type of production. Facilities must be set up to permit corner-cutting to save time and keep down the production nut. He adds that no single lot in town is properly equipped to facilitate rapid TV film production.

Wisbar said that negotiations for the Eagle-Lion lot still are hanging fire, but that it will take a considerable further investment to convert it to his needs. Should the deal fall thru, producer will scout for another location. He says the project is a personal venture and would remain independent of Procter & Gamble, the firm for which he produces and directs *Fireside*. Wisbar's pact ties him exclusively to P&G as director, but leaves him free as producer.

### A DOLLAR SAVED

## New TV Audition Gimmick Uses Tape, Still Photo

NEW YORK, May 12.—A new gimmick to cut down the costs of auditioning shows for television was introduced by Young & Rubicam last week when it tested a proposed new series for Sanka Coffee (General Foods). Already dubbed the "two-bit kine," the stunt embraces combined use of tape recording and still photographs.

The show involved is called *Who's Whose?* and is being produced for Y. & R. by Lester Lewis. It's a panel format, wherein the panel is asked to spot which wives belong to which husbands (and

vice versa) out of groups of participants.

For audition purposes, the program was tape-recorded, with a series of stills being taken at the same time. The stills were later mounted into what might be described as a "flip" presentation, so that by flipping the pages while the tape was played back, an idea of the combined effect was achieved. It's a throw-back to cartoon books of years ago.

The industry has for some time been seeking a means whereby the terrific costs of filming auditions for video could be eliminated. Haven't got to chalk drawings yet.

## TV Talent and Show Tips

### Ellis Island Film Series

There's a timely public service video feature in the arrival of would-be American citizens at Ellis Island. A TV series spotting interpreter-interviews with aliens and discussions of their problems would make a good human interest documentary for TV, and would certainly help make U. S. citizens more aware of their own good fortune. In spite of rigid government censorship, the series could probably be sold as a sock propaganda package, via handpicked film crews, FBI supervision and a delayed release plan to protect aliens and U. S. whereby the completed films would be given close scrutiny for security reasons before a general release to the web. The idea offers good follow-up interview possibilities, too, with successful graduates to citizenship. *J. B.*

### Gussie Moran

As well known for those lacy unmentionables as she is for her tennis achievements, Gussie Moran is ideally suited for a TV sports series. The gorgeous one will soothe the eyes of sports enthusiasts tiring of muscle-bound sportscasters. She has a sparkling personality that should project across the glass screen and serve as the basis for an interesting and eye-worthy femseed sports show. *L. Z.*

### Clark Dennis

The golden pipes of Clark Dennis, currently heard at the Los Angeles *Cocoanut Grove*, would lend themselves well to TV, as would the warbler's easy-going manner. On recent years Dennis has gained considerable poise and developed a pleasing stage personality which has kept ringsiders happy in the top night spots. These talents channeled via video could build a thoroughly enjoyable tele series. *L. Z.*

### Dorothy Day

Dancer, current in Ken Miller's musical, *Hit the Road*, showing in Hollywood, is an attractive and clever terpster and a good video bet for production numbers or solo hoofing. Tho in her teens, she shows a remarkable pro touch. Her pogo-stick bit, a refreshing number, is typical of her routines adaptable to TV. Comic and ballet work add to the gal's repertoire, offering a well-rounded selection for television. *J. I. B.*

### Bob Eberly

It hasn't hit tele yet, but according to the disk barometer, the male vocalist trend is decidedly favoring the lads with guts in their pipes. For a rawbone baritone who can sell a song for all it's worth, Bob Eberly fits the bill. Eberly, who a decade ago was among the nation's top platter sellers (*Maria Elena*), was recently signed by Capitol Records and is staging a fast comeback. His pleasant appearance and personality, along with a versatile song style, make him suitable for any TV show. *L. Z.*

### Cocoanut Grove

Oldest and probably best known of the Coast's swanky spots is a good bet as a tele show origination point. Room for many years has had the glamour build-up thru-out the country, both via pictures and radio remotes, and given the proper talent and treatment, a TV show would command an impressive national audience. Manager Ashton Stanley is tele-minded, but so far nothing has happened. *L. Z.*

### Science Fiction Series Readied As Adult TV Fare

NEW YORK, May 12.—Packagers Richard Gordon and George Foley this week came up with one of the first adult science fiction dramatic properties when they arranged a deal with the Science Fiction League of America to get first call on their 2,000 short stories and 13 novels. Science Fiction is riding the crest of a wave of popularity with 24 magazines in existence. Forty-seven films on that subject have already been made.

The untitled half-hour stanza will be produced by Mort Abrahamson and scripted by Draper Lewis, Willie Gilbert and Jack Weinstock. The Science Fiction League is an organization of 13 of the top writers in the field, including Fletcher Pratt, Anthony Boucher, Theodore Sturgeon and Fritz Lieber. Also there are numerous kid science fiction shows on TV, none has been created for adults.

## Short Scannings

Brief but important video news

### Ashland Oil Enters TV

With Two Segs on WLW-T . . .

Ashland Oil Company has expanded its advertising campaign into the television market with two telecasts on WLW-T, according to an announcement by Bill McCluskey, WLW-T sales manager. Monday thru Saturday a five-minute Ashland Oil newscast opens the station's schedule at 7:25 am. The company, thru its agency, Byer & Bowman, Columbus, O., is also using the comedy telecast, "General Store," thrice weekly in presenting its sales message to viewers.

### Gene Norman Takes

Video Plunge . . .

KFWB (Hollywood) disk jockey Gene Norman takes the tele plunge, serving as emcee for a series of Snader Telescription musical film shorts via KNBH. Norman will be seen Monday-Wednesday-Friday nights (10:35-11) gabbing the pic series, while he continues his nightly KFWB 10-12 platter spinning seg, show he's held for past 10 years.

### Bauer & Black Buys 1/2

Hr. of "Super Circus" . . .

Bauer & Black, Chicago, will sponsor the last half hour of "Super Circus" over the American Broadcasting Company's video

## Pic Engineers Find New CBS Kine a Topper

NEW YORK, May 12.—The Columbia Broadcasting System has perfected new kinescope recording equipment which, in the opinion of some motion picture engineers, tops other systems, according to Harry Ackerman, head of CBS radio and TV programming for the Coast. The new kine equipment, Ackerman said, uses 35mm. film instead of 16mm., accounting for the better quality.

Meanwhile, the local CBS engineering staff under William Lodge has worked out an arrangement whereby the negatives of the kines rather than the positives, as is usual, are projected onto the televiewer's screens. This removes by one important step the artificiality of the kine recording.

The Pacific Coast CBS operation has also created some new color schemes and use of paints for sets that result in giving the new kine method a three-dimensional look, Ackerman stated. And because of the success of the recently blueprinted CBS television recording system the only Hollywood-originated program to be shot on film is *Amos and Andy*. All the others are being done on kine. The new CBS kine equipment was developed under the aegis of Les Bowman and Herb Pangborn.

### JUICY AM-TV DEAL

## Leigh Flamingo Flies High Selling Big-Town Distribs

NEW YORK, May 12.—Douglas Leigh, who ballooned some signs and blimps into a bushful of dough, currently is making adroit use of radio and TV in behalf of his own product, *Flamingo Orange Juice*. In a period of about seven months, Leigh has gained distribution for the new product thru-out the East, New England, and the South, is about to move into the Southwest, and is developing a campaign now to embrace the Midwest up to the Mississippi River.

Leigh's lieutenants are quick to admit that all the AM and TV noise to date (and they have been the only media used, apart from Leigh's own spectaculars) has been employed far less to sell the consumer "an to gain acceptance among distributors and dealers. "There may be 29 other products of the same kind in competition," said one Flamingo exec, "but if the distributors see you're doing some real promotion, they'll take on your product."

web, beginning Sunday, June 10. The firm will use the time to plug Curity first-aid supplies and its national contest to find "Miss Curity of 1951." A five-week contract was placed thru Leo Burnett Agency, Chicago.

### Calif. Kills Bill To Tax

TV-Movie Rights on Boxing . . .

A 5 per cent California tax on moneys boxing and wrestling promoters get for TV-movie rights, designed to compensate for the drop in State tax take on gate receipts, was killed in the Senate Thursday (10) for want of a second. Bill, by Sen. Fred Krafft (R., San Diego), died in the Business and Professions Committee session. H. Bruce Baumeister, KTTV rep, said such a measure would prompt promoters to hike demands for tele rights to sports. He added it was unfair to single out boxing and wrestling and omit such contests as football and baseball. *(Continued on page 20)*

## Air Checks

Brief but important radio news

### Riple Gets Mgr. Post

At WLAW, June 1 . . .

William A. Rippe, formerly veepee-general manager of WTRY, Troy, N. Y., moves into the manager post of WLAW, Boston, effective June 1. The exec is also ex-veepee-director of WELI, New Haven, Conn. Station WLAW becomes an outlet of the American Broadcasting Company June 15.

### Luckies Buys Banghart

For 5-Min. NBC News . . .

Beginning Monday, June 4, Lucky Strike Cigarettes will sponsor "Kenneth Banghart and the News" over the National Broadcasting Company. The five-minute series will air from 2:55 to 3 p.m. across the board. Agency is Batten, Barton, Durstine & Osborn.

### Willys Talks 3-a-Week

Lomax Sponsorship . . .

Willys-Overland is negotiating to sponsor sportscaster Stan Lomax over the Mutual Broadcasting System on a three-times-a-week basis. The firm is currently buying the 15-minute Lomax airer on the web's New York outlet WOR only. The series is beamed from 7:15 to 7:30 p.m. The agency is Ewell & Thurber, New York.

### Leon Levine Joins

Carl Byoir Staff . . .

Leon Levine, Columbia Broadcasting System director of discussion programs for 14 years, has resigned from the network to join Carl Byoir Associates in an executive capacity.

**Glossy Professional**  
**8x10 PHOTOS**

Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 15th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list. FREE samples, etc.

**MULSON STUDIO**  
BOX 1247  
BRIDGEPORT 1,  
CONN.

## BOXING TOPS TV SPORTS FEATURES

## Videodex Chart Shows CBS Bouts Lead Pack, With NBC Running 2d

NEW YORK, May 12.—The two biggest weekly boxing bills covered by web television ranked as the top two sports shows in TV, according to Videodex ratings of sports shows for the first week of March, 1951. The Pabst-sponsored bouts Wednesday nights over the Columbia Broadcasting System led the pack, not only in terms of ratings but in a number of homes reached, and also had the largest line-up of cities, hitting 52 markets. The older Gillette-bankrolled fights on the National Broadcasting Company placed second in rating and homes reached and had 34 outlets, the same number as Chesebrough's *Greatest Fights* films, which follow the NBC bouts.

Apart from these three leaders, all the other shows on the list of 10 belong to the other two webs. DuMont has four of the remaining seven, with the American Broadcasting Company airing the other three.

This survey is one of a continuing series prepared from Videodex studies and published exclusively in *The Billboard*. The series breaks down sponsored network programs by program category, including comedies, moppets and Western stanzas, mysteries and dramas. The list below shows program ratings, network, time, sponsor, agency and homes reached.

Rank	Program	Net	Time	Sponsor	*Agency	**Videodex Rating	Homes Reached (000's)	No. of Cities
1.	Intl. Boxing Club	CBS	Wed. 10-10:45	Pabst	W&I	44.5	466	52
2.	Boxing	NBC	Fri. 10-10:45	Gillette	M	36.3	3133	34
3.	Greatest Fights	NBC	Fri. 10:45-11	Chesebrough	C	23.1	2059	34
4.	Wrestling (Chi.)	DuM	Sat. 11:15-12	Muriel Cigars Marlboro	L&M B	13.4	990	26
5.	Wrestling (Chi.)	ABC	Wed. 10-11	Co-Op		9.1	618	17
6.	Roller Derby	ABC	Tues. 10-11:15	American Tob.	BBDO	8.2	398	8
7.	Madison Square Garden	DuM	Sat. 8-9	DuMont Sets Armed Forces Eversharp Chesebrough	C-E G B C	7.8	360	10
8.	Wrestling (Col. Pk)	DuM	Mon. 9-11	Bond Clothes	Gr	7.2	314	9
9.	Roller Derby	ABC	Thurs. 10-11	Army Air Forces Blatz Brewing		5.7	420	15
10.	Boxing (Eastern Pky.)	DuM	Thurs. 9:30-11	Life Magazine Olson Co.	Y&R ETH	4.8	115	8

\*The names of advertising agencies for which abbreviations are used are as follows:

B—Blow	Gr—Grey
BBDO—Batten, Barton, Durstine & Osborn	L&M—Lennen & Mitchell
C—Cayton	M—Maxon
C-E—Campbell-Ewald	W&L—Warwick & Legler
ETH—E. T. Howard	Y&R—Young & Rubicam
G—Grant	

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

## UP, AT 'EM

## "Cadet" TV Pulls First In \$ Flight

NEW YORK, May 12. — Tom Corbett, *Space Cadet*, kid video strip, pulled a "first" in the TV merchandise licensing field this week, via the publication of a science fiction newspaper. The sheet, which spots science-fiction news items and touts the new Corbett-merchandise line, will be included as a Kellogg cereal box-top premium, along with special *Space Cadet* club paraphernalia.

Altho the show is aired by the American Broadcasting Company, all licensing rights are owned by the show's package outfit, Rockhill Radio, and are handled on a percentage basis by Toni Mendez, Inc. Therefore, Rockhill stands to realize even more on the set-up than Kagan does on *Howdy Doody*, which is shared by the National Broadcasting Company, Bob Smith and Martin Stone.

## Noble Philosophy

• Continued from page 1

facilities it would have constituted a great step forward for radio and television. We can't combine with a film company now. It was possible several years ago, but the government's legal actions prevent it at present. The reason the Fox deal fell thru was that Skouras (Spyros Skouras of 20th Century-Fox) announced he was buying us out. That knocked out all negotiations. As soon as I heard about the announcement, I ended the deal.

"I will not foreclose on any deal that will strengthen the network. I would make a deal, for example, with a combination of actors and actresses, people who have films, or who otherwise have access to entertainment personalities and talent. There are several different ways such a deal could be made. We have all the facilities and the mechanical ingenuity. It's like the Ringling Bros. and Barnum & Bailey Circus, which has the tents and the cages, and makes a deal for a menagerie to come into the firm with animals and acts and everything.

"There is no doubt that ABC will continue to operate as an individual entity."

Bob Kintner, president of ABC, told *The Billboard* that he was "honor bound" not to discuss anything concerning the negotiations.

CBS Board Chairman Bill Paley was not available, and CBS Prexy Frank Stanton also said he couldn't talk about the deal.

## Affiliates' Committee Sets Second Meeting

NEW YORK, May 12.—Second get-together of the Fritz Morency-headed Affiliates' Committee, formed in Chicago to battle network rate cuts during the National Association of Radio and Television Broadcasters' convention, takes place Tuesday and Wednesday (15-16) here. The AC's continuance, incidentally, seems assured with more than 160 stations having sent in checks last week, and with the Midwest and Far West still to be heard from.

At these sessions the committee will attempt to outline its future course of action and appoint chairmen and sub-committees to carry on individual steps in any such course of action. It is expected that in whatever channels the committee decides to operate, its various sub-bodies will work in close contact with the affiliates' groups of each of the individual networks (the Station's Planning Advisory Committee in the case of National Broadcasting Company affiliates; the Columbia Affiliates' Advisory Board in the case of Columbia Broadcasting System). Among the functions the Affiliates' Committee will consider is whether it should set up a radio research operation of some kind or work

with existing organizations. At least one major network has offered its research facilities to the AC.

On the other hand the first signs of network opposition to the independent AC seems to be shaping up. One web is reported to have made subtle threats at some of its affiliates regarding their continued support of the AC. This same web is reported to have passed the word around that if the AC enters the radio research picture the web would withdraw its support from Broadcast Advertising Bureau.

## Kreiser Offered CBS-TV Time Slot

NEW YORK, May 12.—The Hirshon - Garfield Agency this week pitched the Saturday night 7-7:30 slot on the Columbia Broadcasting System video network at its Kreiser account, which now has a program on the American Broadcasting Company's TV facilities.

The CBS-TV slot was vacated this week by Tintair's *Sam Levenson* show which went to Tuesday evenings, 9-9:30, on the same web.

## HOUSE GROUP TO PROBE PRO BALL GAME ORGS

WASHINGTON, May 12.—Declaring that television and radio have brought professional football and baseball into big time interstate commercial roles, a House judiciary subcommittee under Chairman Emanuel Celler announced it will stage hearings next month to examine "possible anti-monopoly aspects" of pro football and baseball operations.

"Television and radio have brought professional baseball and football into millions of homes," Representative Celler told *The Billboard*, "and the professional athletic clubs are now big business enterprises. They are operating in interstate commerce, their games being viewed by folks in several States simultaneously as the result of television and radio networks, which themselves operate in interstate commerce."

The Celler subcommittee will concern itself specifically with such major contractual arrangements as reserve clause options held by the clubs over players. The subcommittee, Celler said, will seek to find out if federal anti-monopoly laws are being violated or whether

exemptions should be recommended.

While the subcommittee does not now contemplate touching on the question of TV and radio broadcast rights by the major leagues, this subject is under a continuing study in the Justice Department. In addition, the Justice Department is continuing to examine a recently adopted formula by the National Collegiate Athletic Association for controlled TV coverage of football. The Department is interested in finding out whether the coverage plan violates the antitrust statutes.

Assistant Attorney General H. Graham Morison told *The Billboard* that the collegiate TV coverage plan "has been under study for several weeks," but he emphasized that the Justice Department does not intend to climax its studies with issuance of a formal opinion. He stressed that formal opinions are issued only at executive request from the White House. He said that if violations of the statute were discovered, the Department would be required to take "appropriate action."

## Hollywood's Sad Television Future

• Continued from page 1

cording to local telegen, finds their Eastern toppers at fault. The East, it is felt here, has long tried to keep TV in its own camp, refusing to admit certain advantages Hollywood holds over Gotham. As a result of New York planning, which constantly postponed Hollywood tele development, all nets with the exception of one are caught sans elbow room. According to some sources, net toppers didn't expect talent to clamor for an immediate return to Hollywood once cross-country facilities were completed. Feeling was that the switch to Hollywood would be sufficiently gradual to allow time for building facilities here.

Instead, net facilities here which heretofore found the local load too heavy, will now be forced to shoulder national originations as well. Some emergency space acquisitions have been made, but traders agree that local tele real estate is far behind in development.

Space-wise, American Broadcasting Company has been the

most farsighted, holding its 23-acre Vitagraph lot with sound stages to spare. Columbia Broadcasting System last year purchased the multi-acre Gilmore property, but it will be a couple of years before CBS can spread its tele wings there. In the meantime, the net will use two KTSL studios, bunching up on the station's local segs. Large audience studio at Columbia Square will be devoted to TV.

National Broadcasting Company this week agreed to pay Warner Bros. \$750,000 for the 30-acre tract in back of the Burbank studio. NBC has no immediate plans to start building. In the meantime, Studio D at its Sunset and Vine Radio City building is being converted to TV and will be used for national originations along with Studios E and F, now employed for local (KNBH) shows. A few months ago NBC acquired the El Capitan Theater and is spending approximately \$100,000 to convert it for tele. Both CBS and NBC will be unable to feed their webs more than three to four hours weekly of originations here under present space conditions.

KTTV, DuMont's new affiliate, appears well equipped for net originations, but is pinching itself with profitable stage rentals to film companies. Altho boasting four stages, the former Nassour lot provides the station with only two studios while two stages are rented to movie makers. KTTV originates its Ada Leonard show from the Century Theater to allow itself extra space.

Paramount's KTLA is on the lookout for space. Station makes up for tight home quarters by leaning on a heavy remote sked. However, it recently took over the Melvan Theater, the former pic house serving as originating point for many of its big audience shows (Ina Ray Hutton, etc.). KLAC-TV recently took over the Wilshire Boulevard Music Hall Theater and is anticipating securing additional space. KFI-TV, under its restricted operating sked, won't require more room until it loads up on more shows. As it stands now, local indies have more space for their L. A. load than do web stations (with exception of ABC's KECA-TV), which have to shoulder national net originations along with local fare.

## 84 Schools in Philly Ask for Video Channel

PHILADELPHIA, May 12.—Philadelphia Board of Education, on behalf of 84 schools, colleges and educational institutions in this area, applied this week to the Federal Communications Commission for a television channel to inaugurate a proposed State-wide educational network. Application said all local educational institutions in the area would be given an opportunity to share in using the local station. The New York regents last week announced a similar plan.

The local application came after a meeting of educators called by officials of the Franklin Institute. At that time, representatives of

## Mfr. Readies Big-Screen TV

NEW YORK, May 12.—Skiatron Corporation here will shortly introduce its new big-screen TV theater projector, Theater - Vision, which will be offered to movie exhibitors at lower cost than the commonly used Radio Corporation of America system, which recently was reduced to \$15,800. The Skiatron system, which was tested at the Rialto Theater here in 1941, doesn't require high voltage or a cathode ray tube, but uses carbon arc light for projection.

Skiatron President Arthur Levey plans to offer it to movie exhibitors on a percentage basis, with exhibs paying 10 cents per seat (capacity, not admission) for a minimum usage of one night a week. Installation charges will be carried by Levey and there will be no initial equipment purchase fee, the school board, parochial and

(Continued on page 46)

MAY 19, 1951

## Leeds Sets Up Europe Offices In 12 Countries

NEW YORK, May 12.—The European expansion of Leeds Music Corporation is now crystallizing. Lou Levy, Leeds chief, is setting up Leeds-owned offices in approximately 12 Continental countries. Last week, Leeds renewed its pact with Leeds, Ltd., in England, for 10 years. This week, Levy stated that deals were already set for offices in Milan, Italy; Brussels, Belgium; Paris; Amsterdam, Holland; Geneva, Switzerland; Copenhagen, Denmark, and Stockholm, Sweden. Negotiations are now going on for deals in Germany and several other countries.

Sal Chianti, Leeds exec, is abroad setting up the details and appointing personnel.

## Haynes Into Agency Field

HOLLYWOOD, May 12.—Return of Don Haynes to the music business, following his break-up with Tex Beneke, is heralded by his merger with the Ann Richardson Agency. New firm, known as Haynes-Richardson, will specialize in personalized management of new talent. H-R, besides its exclusive talent attractions, will rep the Columbia Entertainment Bureau on the Coast. Haynes will be active in the band department, while Miss Richardson will continue working with nitery, TV and pic acts.

Formation of H-R will create a wide scope of operations for the two. Initial bands to enter the H-R fold are Vido Musso, Pete Condoli and Buzz Adlam. Musso will be built as a modern Benny Goodman ork. Condoli is getting Haynes' treatment via a five-man rhythm section (piano, bass, drums, tuba, percussion), while Adlam gets the customary new band build-up. Adlam is now playing one-nighters at the Trionon, fronting a studio band. Latest to sign with the p.m. pair is nitery emcee Nicky Stewart.

Pair are not allowed to do any booking, as it would be contrary to American Federation of Musicians' and American Guild of Variety Artists' law.

## Indies Keep Classic Pace Thru Summer

NEW YORK, May 12.—Though the summer months are notoriously poor selling months for diskeries, particularly for the independents, a *Billboard* survey taken this week among indie classical LP firms shows that this segment of the industry intends to maintain regular year-round release schedules thru June, July and August. The basic reason for the thinking behind this move is the necessity to build a catalog in advance of the fall and pre-Christmas selling season. This is particularly true of the comparatively young classical LP diskeries.

## NO FIDDLES AS ASCAP BURNS

NEW YORK, May 12.—It's no secret that the new offices of the American Society of Composers, Authors and Publishers, located on Madison Avenue in the upper '50s, have been a source of irritation to many ASCAP-ers. They feel the building is too far uptown, too far away from Radio City, the center of music business activity. But it took a fire, mainly in the cellar where a generator burned out Wednesday (9), to really crystallize the irritation. Members of a committee who were supposed to meet were notified of a change in plans owing to disruption caused by the fire. Many members wired back: "Why in hell didn't the building burn down?"

## CLEFFER DODD GETS PIC BID

HOLLYWOOD, May 12.—Jimmie Dodd, cleffer who recently won a songwriting contest staged by Washington after reading of it in *The Billboard*, is negotiating with Eagle-Lion Studios for a motion pic based on his trip to D. C. Pic will be a sort of a Mr. Dodd-Goes-to-Washington comedy, featuring Dodd as himself. Dodd's winning tune was *Washington*.

Dodd recently completed a role in *G. I. Jane*, a Lippert production, in which he sang two of his own works. He is currently in 20th Century-Fox's *Golden Girl*.

## AFRA and Diskeries Near Full Accord

NEW YORK, May 12.—American Federation of Radio Artists and diskeries are close to a settlement covering scales and conditions for AFRA members on wax. Another confab is scheduled for Tuesday (15).

As of this moment, chief remaining points to be worked out are scales for the smaller singing groups (six or less), and a revamp of the verbiage in certain sections of the proposed contract.

## Record Bootleggers Become Major Headache to Legitimate Operators

Scores of Pirates Openly Counterfeit Labels and Reissue Collector Items

• Continued from page 1

ive. One major said that it was combating the problem with a heavy program of collectors' reissues.

All these answers seem to point to one conclusion that is supported by a good body of trade thinking: That there is nothing in the statutes to stop disk bootlegging; in short, that there is no criminal violation involved. The offenders must be hunted down via civil actions, on such bases as unfair competition and violation of proprietary interests.

Similarly, so-called record "counterfeiting," which is the practice of pressing current hits on a duplication of the original label, is in an ambiguous legal status. In the course of tracking down

In some instances the LP indies are actually set to increase the number of album releases.

Such labels as WCFM, Hyperion, Reb, Westminster, Griffon, Ems, Polymusic, Vox and Colosseum will all continue to issue classical works as tho in the middle of the winter. Allegro admits that it may release only four or five disks in July, but will maintain the regular six-a-month schedule during the rest of time. Cetra will release three complete operas within the next two months alone.

### Low-Priced, Too

Even the low-priced LP lines will maintain regular release schedules. The latest Reminton release, for example, includes five 10-inch and six 12-inch LP disks, including three symphonies. In all cases the type of music set for summer release is no lighter than it would be at any other time of year. The indie firms are apparently making no concessions to hot weather.

According to some of the indie execs, past experience has shown that a set issued in July or August often attains just as high an initial sale as does a similar set issued in November or February. Classical music buyers, they say, will buy something new no matter when it is released. In addition, there is always the hard core among disk buyers who must have a new disk as fast as it becomes available. One disker claims that there are sufficient of the latter type of buyer to keep in business many of the artist LP firms issuing the most esoteric types of music.

## "WALTZ" HEADS POP PARADE

# 4,800,000 Disks, 1,100,000 Sheets Build "Tenn." Levee

• Continued from page 1

solicited sweep of Tennessee proved even more profitable to Acuff-Rose as a result of its limited operation and consequently limited overhead costs.

The song was sparked by the by-now fabulous recording made by Patti Page for Mercury. Her disking, on a conservative last accounting, had reached the astronomical figure of 2,300,000 copies sold. Actually, the waltz got its life via an Erskine Hawkins recording on the Coral label. The Hawkins waxing was released late in October, 1950, and showed some sleeper action which provoked the slicing of the Page etching. The Page disking turned the trick almost immediately following its mid-November release. The record and song lasted for an additional five months. The song still is doing tail-ender business and likely will be established as an immediate standard.

The grand total of about 4,800,000 record sales is based on figures

claimed for most of the major diskings of the song and does not include the several foreign language slicings, rhythm and blues and lesser country recordings which were made. The accumulated disk sales is more than double the total publisher expectancy wax sale on the average sock hit song. A couple of the "cover" waxings hit half million or better—Guy Lombardo sold near to 600,000 and Les Paul's slice reached the 500,000 level. The record royalty moneys, assumed to be paid at the accepted statutory rate of 2 cents per disk, will realize at least \$88,000, which would be split evenly between writer and publisher.

On sheet music sales, it is estimated that Acuff-Rose will net about \$175,000 after payment of royalties to writers, cost of overhead, and cost of exploitation and advertising. Gross income on the sheet music sales to date is estimated at about \$242,000, this figure based on a compromise 22-cent

wholesale price rate per copy set between the 21-cent rack price and the standard 23-cent wholesaler price. Of the 1,100,000 copies sold to date, about 65,000 were sold at the original time of publication.

The song was a February 26, 1948, copyright and scored a good-sized success as a country item. At that time diskings by composer Pee-wee King on Victor and Cowboy Copas on King sparked the song with the former accumulating about 300,000 wax sales at the time and the Copas building about an 80,000 sale. Pee-wee's disking was reissued for the 1950-'51 run of the song and scored an additional 100,000 sales.

No estimate of dollar income for  
(Continued on page 20)

## All Waxeries Get Go-Ahead On Cap O-C 45

HOLLYWOOD, May 12.—Capitol Records will make its 45-r.p.m. optional center available to all disk companies, effective July 1. Bill Fowler, Cap's production veepee, will mail out engineering and technical data to all labels, informing them that the O-C 45 disk center which Cap's own engineers pioneered, will be available to them at no cost.

Label launched the new 45-r.p.m. punch-out center a month ago. Innovation permits 45 pressings to be used on three-way changers with a standard spindle sans use of spindle hole fillers, while those using the regular 45-r.p.m. player, can punch out the triangular center, leaving an unfrayed center edge.

## Marks Signs Cugat At 75G for 5 Years

NEW YORK, May 12.—Xavier Cugat this week pacted an exclusive writing contract with E. B. Marks, calling for guarantees amounting to \$75,000 over a five-year period. The pubbery and Broadcast Music, Inc., are each underwriting half of the guarantees.

Cugat, in order to write exclusively for the BMI pubbery, sent in his resignation to the American Society of Composers, Authors and Publishers. The resignation takes effect January 1, 1952. Under the consent decree, members seeking to resign from ASCAP must give at least four months notice before the end of the calendar year. Meanwhile, whatever tunes the

orkster now has in ASCAP must remain there until the end of 1959, when the Society's pact with radio terminates.

### Columbia Deal

A similar deal with Columbia Records is in the offing for a renewal of his contract when his current paper runs out this year. He has asked for \$15,000 a year in guarantees for five years, payable over 10.

Another pact is in the making with Ziv for release of 125 e.t. platters Cugat cut for World Broadcasting for his *Casa Cugat* series some years ago.

The orkster still owns 30 per cent of the non-voting stock in Pemora Music, operation of which is being carried forward by Jose Morand.

Resignation from ASCAP for BMI is the first since Lionel Newman did the same last year.

## Victor To Cut Score of "17"

NEW YORK, May 12.—RCA Victor will cut the original cast album of *Seventeen*, musical lighter which is scheduled to open in New York June 18. The show has an out-of-town opening May 28 and debuts in Philadelphia June 4. Victor is one of the investors in the show, the score of which has been acquired by Leeds Music.

*Seventeen* is staged by Hassard Short, with direction by Richard Whorf, scenery by Stewart Chaney and costumes by David Folkes. Joseph Littau is music director. Ted Royal is credited with orchestrations; Crane Calder, with the choral arrangements.

## Petrillo Nixes Art Sheridan's Disking License

CHICAGO, May 12.—James C. Petrillo, American Federation of Musicians prexy, with the recommendation of reps of Local 208 here, this week revoked the recording license of Art Sheridan, op of American Record Distributing here. A rep of Local 208 told *The Billboard* that investigation disclosed that Chance records, which were cut by Schoolboy Porter, tenor sax man, were played by non-union sideman. No union contracts were ever turned into the AFM office, he added.

Sheridan, when contacted, said that he had okayed the use of his franchise by Steve Chandler, local businessman, who cut the disks and had them pressed by Sheridan's Armour Plastics pressery. Sheridan said that first hint he had of the union trouble was late in April when notified by the AFM. He said Chandler claimed that he used boys who had union cards, but, who, at the time of the sessions, were not paid up members. As a result, he held back the contracts and the union took action.

Revocation of the Sheridan license marks the first such action locally in a long time. Move may point up the fact that the AFM has decided to stringently police the disk biz, now that new entries into the field aren't as numerous.

## Rogers Album Has Troubles

HOLLYWOOD, May 12.—Distribution problems still stymie the Will Rogers estate and estate's rep, Arnold Marquis, regarding processing and marketing of a Will Rogers album in the fall. Marquis, once a release set-up is complete, will begin negotiations with a major diskery.

Two plans for distribution are available. One is to sell them at both Rogers's birthplace in Claremont, Okla., and his memorial ranch in Santa Monica, Calif. Other is to release albums at disk stores on a national basis.

Marquis has concluded taping old Rogers platters and acetates of radio programs recorded between 1933 and 1938. The editing and restoration has taken several months, from the time of the pact between Marquis and the estate.

# Pubber Blueprints Control Plan for Disk Release Dates

## MPPA May Call Special Meet To Weigh Unique Bernstein Proposal

NEW YORK, May 12.—A bona fide attempt on the part of the music publishing industry to establish a concrete control system over release dates seems to be in the making, spearheaded by Louis Bernstein. The current sensitive situation, highlighted by Columbia Prexy Jim Conkling's statement two weeks ago that the diskery would no longer recognize release dates, followed a Decca jump on Shapiro-Bernstein's *Mister and Mississippi* (*The Billboard*, May 5).

At that time Bernstein stated that he was working out a control plan with teeth in it. The plan is now in a "blueprint" stage, according to a spokesman. Other leading pubbers have been sounded out,

and it is expected that Bernstein's plan will be presented before the Music Publishers' Protective Association at a special meeting.

Bernstein would not divulge the direction of his plan, but it is reliably reported that at least part of it has to do with controlling of arrangements. The theory here would be that a diskery, unless given special permission, can record only the arrangement authorized by the publisher—that is, the stock arrangement. Any release-date violator might presumably be brought to brook on the arrangement pretext. It could be that mechanical licenses will be written in such a way as to reinforce contractually the pubber's right to control arrangements.

License and agreements notwithstanding, however, the only way a date restriction can be enforced in the last analysis is by lawsuit—and to date publishers don't sue major record companies. The presumption is that in any effective plan, the publishers are ready to show that they mean business, and to sue a major as a test case and a warning.

The situation was aggravated this week by another conspicuous jump on a Santly-Joy tune called *My Truly, Truly Fair* (see other story). On the back of the Vic Damone version on Mercury was another upcoming Shapiro-Bernstein plug, *Life's Desire*, skedded for June 1 release.

## Little Esther Brings Suit

NEW YORK, May 12.—Esther May Jones, who does business under the pseudonym of Little Esther, filed suit this week against Savoy Records, seeking an accounting of her record sales, payment for services rendered and an injunction to restrain Savoy from continuing to market her records. Suit was filed in Superior Court of New Jersey, Chancery Division, and the papers were delivered to the sheriff for service.

The claim disaffirmed any contract she may have made with Savoy on grounds that she is a minor. It also disaffirms any contract which may have been made in her behalf. She seeks an accounting and payment for her services on a series of recordings, a number of which were rhythm and blues hits of substance last year. These recordings include *Double Crossing Blues*, *Mistrusting Blues*, *Cupid's Boogie* and *Deceiving Blues*. Esther is represented by attorney Jack Pearl. She now records for King Records.

## ASCAP Board Ballots Mailed

NEW YORK, May 12.—Ballots for election of members to the Board of Appeals have been sent out by American Society of Composers, Authors and Publishers. Writer members vote for writers, and pubber members for pubbers. Three writers and three pubbers will be elected. Two writers and two pubbers will come from the pop-production classification, and one writer and one pub from the standard field.

Writers nominated for the pop production division are Arthur Altman, Walter Bishop, Alex C. Kramer, John Redmond and Maurice Sigler. Abel Baer, incumbent, has been renominated. Standard writers nominated are Philip James and Jacques Wolfe. Douglas Moore, incumbent, has been renominated.

Pop-production pubbers nominated are Ben Bloom, Charles H. Hansen, Charles Lang and Joe Santly. Standard pubbers nominated are Herbert Coleman and Willard Sniffin.

## Swoboda Files 9G Suit Vs. Westminster

NEW YORK, May 12.—Henry Swoboda has filed suit against Westminster Recording Company, asking for \$9,000 allegedly due him on a renewal of his contract as the label's musical director. The suit also asked for an injunction restraining Westminster from declaring forfeit 35 shares of stock in the company, and for an accounting of royalties.

Swoboda claims that under a 1949 contract he was employed by the company at \$450 a month in addition to royalties on his records. Also involved were 35 shares of the company's stock at \$100 each, for which Swoboda allegedly made a down payment of \$1,400. Swoboda charges that on February 12 Westminster without cause discharged him, breaching their contract.

The injunction motion was adjourned until May 11.

Westminster entered a denial of all charges and a counter claim.

## TRIES ADS TO PROTECT TUNES

NEW YORK, May 12.—Howard S. Richmond pubbery will attempt to protect its tunes from release date jumps with a new strategy. Tunes involved are *Longing for You*, in the pubber's Ludlow catalog, licensed by Broadcast Music, Inc., and *Dreamy Melody*, Cromwell, licensed by American Society of Composers, Authors and Publishers. Pubbery, via trade paper ads, announces a "restriction notice" to radio stations, pointing out that no performances may be given until pubber lifts the restriction. Ad copy is signed by pubber's attorney. This is buttressed by a letter to ASCAP and BMI, pointing out the restriction in the case of each tune. Another letter to Harry Fox, pubber's agent and trustee, informs that no licenses may be granted until restriction is lifted.

## Chappell Turns Over "Waltz" Claim to H&R

NEW YORK, May 12.—Chappell, Ltd., which has brought suit in England against the Acuff-Rose and Campbell-Connelly pubberies over the foreign rights to *Tennessee Waltz*, has dropped the suit and assigned all its claims to Hill & Range.

According to a spokesman, "All the issues relating to *Tennessee Waltz* may now be adjudicated in one action."

The Chappell claims and demands will be incorporated into the Hill & Range counterclaim in the pending action of Acuff-Rose against Hill & Range and Ernest Tubbs, Inc., in United States District Court, Los Angeles.

### Hill & Range Tie

The Chappell and Hill & Range claims on *Tennessee Waltz* dovetail. At the time the Chappell suit was filed in England (*The Billboard*, March 17) a spokesman said that the two firms were not "acting jointly in the matter, or that they are in any way connected." The claims are connected as follows: Chappell says that between September, 1944, and September, 1947, it had a contract with Acuff-Rose under which it was entitled to foreign rights in all of the latter's publications. The Hill & Range stand is that since June, 1947, it has had Redd Stewart, co-writer of *Waltz*, under an exclusive writer's contract. Thus, from the Chappell-Hill & Range standpoint, the tune either belongs to Hill & Range entirely, or to Chappell for Europe, depending on whether Acuff-Rose obtained the tune before or after June 1, 1947.

The case is on the calendar in the California court, with pretrial examinations pending.

## Merc on Hunt For R.-B. Wax

CHICAGO, May 12.—Mercury Records here this week joined its major wax brethren in trying to see what makes the rhythm and blues segment click. It is known that Austin McCoy, former West Coast r. and b. and a. and r. man, hired several months ago by the Chi firm, did several sessions thru the South and Coast area, but some of the material in the sessions was not up to what Mercury expected. As a result, Art Talmadge, executive vice-president in charge of artists and repertoire, left Friday (11) for a fast sweep thru the South, searching for artists and material. Morry Price, sales manager, will meet Talmadge in Atlanta. Merc distributors in the South have been alerted to keep their eyes open for potential r. and b. waxers.

Merc's new effort stems from the fact that Price recently trekked South on a sales trip and picked up several masters, which the firm feels are at least equal to what its r. and b. staffers cut in regular sessions.

## 2-for-1 Packages Rule Roost in R. & B. Personal Appearance Bookings

NEW YORK, May 12.—With but a handful of exceptions, the nature of the rhythm and blues promotion and location business has settled down to two-for-one packages built around dishing talent. These packages, usually composed of a singing act and a small combo, have virtually wiped out the one-time power of the big band in every aspect of rhythm and blues personal appearance business.

Actually, Lionel Hampton's is the only big band name of import which still is consistent box office. Buddy Johnson's crew is able to draw steadily on the Southern belt, while Erskine Hawkins still pounds the road on occasion. Latest bid for big band acceptance on the r. and b. personal appearance business is riding on the shoulders of recording artists. Since the r. and b. disk trend has been inclined toward ballad stylists, blues shouters, vocal groups and honk-and-romp combos for the past couple of years, the personal appearance quotas have been filled with these attractions in couples and threesomes to displace the former singular attraction of the band.

At the moment, there are at least a dozen of these disk talent packages making the standard r. and b. rounds in the one-nighter hinterlands. These include: Dinah Washington and Earl Bostic's band, the Griffin brothers' ork and Margie Day; Joe Morris' *Cavalcade of Blues*, featuring Little Laurie and Billy Mitchell; Little Esther and Johnny Otis' ork, Johnny Moore's Three Blazers and Floyd Dixon, Charles Brown and Roy Milton's unit, Ruth Brown and Willis Jackson's Sextet, the Ravens and Cootie Williams' group, Helen Humes with Joe Turner and Hal Singer's group, the Orioles and Paul Williams (this package is now being booked to kick off in June), the Dominoes and Joe Thomas' band, Paul Gayten's ork with Little Jimmy Scott and Chubby Newsome.

### The Reasons

The package proposition provides a lure for both promoter and customer for several reasons:

1. From the promoter's point of view, the package gives him at least two names to advertise, thus offering him a double-barreled

## Merc's "Truly" Jump Sparks Diskers' Ire

NEW YORK, May 12.—The breakdown of the record release date was hastened along this week when Mercury jumped a June 1 release date on a Santly-Joy plug, *My Truly, Truly Fair*, cut by Vic Damone. The leap caused considerable irritation among the several diskeries.

The reason for the Mercury break is: Mercury's Joe Carlton learned that Columbia learned that Mercury had cut the record, and felt sure that Columbia would thus immediately hasten its Guy Mitchell platter to market.

According to Mitch Miller, a. and r. topper at Columbia, he had been told by Santly-Joy that only he and Victor had been given the song. Miller said that he had agreed not to jump in order not to embarrass Victor, which has a Freddie Martin recording of the tune. Miller, thru the industry counter-intelligence grapevine, learned that Damone had cut the tune, Carlton learned that Miller knew, and the jump was on.

### What Date?

Jim Conkling, Columbia prexy, commented: "What release date jump; there aren't any more release dates here; so there can't be any jumps." Nevertheless, the diskery was put to the inconvenience of rush-readying a first shipment and getting out a load of vinyls to the deejays.

Charley Green at Victor was incensed: "If the publishers haven't got the nerve to sue the company that jumps, they're the ones at fault. I'll still try to hold to release dates, not to be obliging, but because we're trying to run an organized record business here. We've been sticking to four releases a week, and we may get down to less for the summer. With all this jumping, they'll force us to put out 12 a week."

At MGM a. and r. head Harry Meyerson said that the Art Mooney version would be in the stores by Monday.

### Time Lifted

Meanwhile, Santly-Joy went thru the formality of lifting the release date on the tune. The pubber had not restricted the tune

## Pollack Bows Jazz Hangout

HOLLYWOOD, May 12.—Dixieland and jazz this week got a hypo via Benny Pollack's eatery on the Strip, Streetcorner, which specializes in Southern style food, has invited musicians to drop in and set up shop, preferably after hours when dates are concluded. Spot opens at 5 p.m., and shutters at 4 a.m.

Pollack, who last week sold his Jewel label to Herman Lubinsky, is remodeling the inside to accommodate dancers. So far, many of the city's leading jazz toolers have continued their musicanties at the Strip club, between 2 and 4 a.m.

from radio performances. Georgie Joy said that from his point of view, radio restriction was often not only ineffective, but harmful. In the first place, smaller watteries have been known to air any platters they receive, regardless of notices of restriction. Secondly, once a restriction notice goes out, Joy said, many stations never lift the restriction even when the all-clear comes thru, and the record never gets played on those stations. In the third place, he said, there's no way of keeping disks out of juke boxes, and the jumping diskery gets in the jukes first, to the displeasure of the date-abiders.

## GTJR To Take On Discovery

HOLLYWOOD, May 12.—Due to Discovery Records, inability to pull out of the red during its three-year operation, Good Time Jazz Records is expected to take over the running of diskery's business. Discovery Prexy Albert Marx is currently negotiating with GTJR's Les Koenig, deal to be concluded upon completion of inventory and monetary matters. Dick Bock, who with Marx, has been heading Discovery's office here, leaves the company Friday (18). It is believed Musical Director Johnny Richards will continue in his present capacity for at least 90 days, at which time, if he is not actively employed, his five-year conductor-artist paper will be torn up.

Earlier this week it was mentioned that the two labels would merge, however, this was emphatically denied by Marx and Koenig. Such a joining would have been comparatively easy as both Discovery and GTJR in many cases have the same distributors. Koenig heads California Record Distributors, a firm he founded several months ago (*The Billboard*, February 3), which since its origination has handled Discovery on the Coast.

Discovery's activity in the past few months has been limited to an occasional disk session and the processing of masters, some of which were acquired via reciprocal pacts with foreign waxeries. National acceptance of the Dizzy Gillespie sides was seen as a boon to the label, but even that was not strong enough to pull the diskery from its tinted doldrums. Lack of financial means was given as the reason for not following up the Gillespie innovation with a second album, which was originally skedded to follow the first platters.

## Set Monroe For W-A Roof

NEW YORK, May 12.—Vaughn Monroe will close the Waldorf-Astoria Roof's summer season. The maestro, who has been making only a minimum of personal appearances since he began his TV series last fall, was set to fill the final three and a half weeks of the season beginning September 6. Also set this week for the Roof, and to precede Monroe, was Miguelito Valdes' ork.

Hiring of Monroe and Valdes thus fills out the band line-up for the location's coming season. Xavier Cugat opens May 30 for four weeks. Frankie Carle will follow Cugat June 28 for four weeks. Valdes and Monroe round out the schedule.

## MUSIC KNITS TRUMAN TIES

WASHINGTON, May 12.—American Society of Composers, Authors and Publishers solidified its ties with the White House this week when ASCAP Prexy Otto Harbach presented President Truman a first-edition copy of *The Washington Post March*, published in 1889 when John Philip Sousa was leader of the U. S. Marine Band. Mr. Truman also received a piano in honor of National Music Week. The instrument was made of materials gathered from United Nations countries.



# GROWING DEMAND!

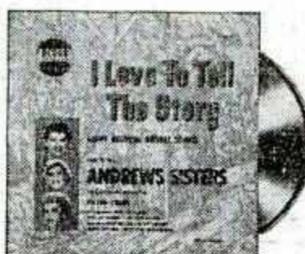
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Eight Beloved Gospel Songs  
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Vocal with Guitar  
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ALBUM A-859 • Four 10-inch 78 RPM Records • \$4.15—ALBUM 9-239 • Four 45 RPM Unbreakable Records • \$3.75—DL 5337 • 10-inch Long Play Unbreakable Record • \$3.00



**LIFT UP YOUR VOICE**  
**RED FOLEY**  
Our Lady Of Fatima—Steal Away—Others  
ALBUM A-860 • Four 10-inch 78 RPM Records • \$4.15—ALBUM 9-240 • Four 45 RPM Unbreakable Records • \$3.75—DL 5338 • 10-inch Long Play Unbreakable Record • \$3.00



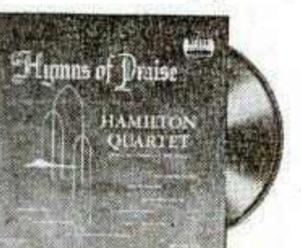
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Favorite Sacred Songs  
**ERNEST TUBBS**  
Vocal with Instrumental Accompaniment  
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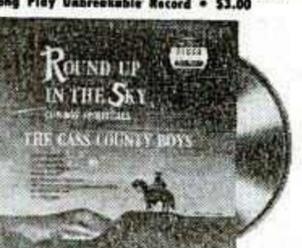
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**JACK OWENS**  
Favorite Hymns and Gospel Songs with **THE VESPER SINGERS**  
Vocal with Organ and Piano Accompaniment  
Abide With Me—My Faith Looks Up To Thee—Others  
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Hymns from  
The Christian Science Hymnal  
Volume 1—Sung by **FELIX KNIGHT** with Ashley B. Miller A.A.G.O., Organist  
Four of Mary Baker Eddy's Hymns—Others  
ALBUM A-875 • Four 10-inch 78 RPM Records • \$4.15—ALBUM 9-259 • Four 45 RPM Unbreakable Records • \$3.75—DL 5352 • 10-inch Long Play Unbreakable Record • \$3.00



**HYMNS OF PRAISE**  
**HAMILTON QUARTET**  
Vocal—George Broadbent at the Organ  
Jesus, Savior, Pilot Me—Stand Up, Stand Up For Jesus—Others  
ALBUM A-829 • Four 10-inch 78 RPM Records • \$4.15—ALBUM 9-207 • Four 45 RPM Unbreakable Records • \$3.75—DL 5313 • 10-inch Long Play Unbreakable Record • \$3.00



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Cowboy Spirituals Sung and Played by **THE CASS COUNTY BOYS**  
Singing with Instrumental Accompaniment  
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| Because Of Rain<br>The Chesapeake And Ohio                           | <b>ELLA FITZGERALD With SY OLIVER AND HIS ORCHESTRA</b><br>Decca 27602 and *9-27602 |
| Sound Off<br>Circus  | <b>JERRY GRAY AND HIS ORCHESTRA</b><br>Decca 27608 and *9-27608                     |
| The Busiest Corner In My Home Town<br>All I Gotta Do Is Think Of You | <b>THE BLENDERS</b><br>Decca 27587 and *9-27587                                     |
| The Hokey Pokey<br>Boogie To Boogie To Boone                         | <b>STUBBY AND THE BUCCANEERS</b><br>Decca 46315 and *9-46315                        |
| If You Ever Should Leave Me<br>You Can Depend On Me                  | <b>RAY-O-VACS</b><br>Decca 48211 and *9-48211                                       |
| Felicidad<br>A La Orilla Del Mar                                     | <b>GRUPO DEKANO</b><br>Decca 21344  |

\*Indicates 45 RPM Version

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Songs in French

Selections include: Les Feuilles Mortes—Gigi—Tenampa—Si Tu Viens Danser Dans Mon Village—Tout Ça—Lena—Cérisier Rose Et Pommier Blanc—Tol... Et Tes Bras Et Tes Lèvres  
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## NEW GOLD LABEL ALBUMS

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#### SYMPHONY NO. 5 IN E MINOR, OPUS 64

The Berlin Philharmonic Orchestra  
**FERENC FRICSAY, Conductor**

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DL 9519 • 12-inch Long Play Microgroove Unbreakable Record • Price \$5.85

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#### HÁRY JÁNOS SUITE

The Bavarian State Orchestra  
**GEORG Solti**  
Conductor

#### GALANTA DANCES

The Berlin Philharmonic Orchestra  
**VICTOR DE SABATA**  
Conductor

(Recorded by Deutsche Grammophon in Europe)

DL 9518 • 12-inch Long Play Microgroove Unbreakable Record • Price \$5.85

### MOZART

#### CONCERTO NO. 9 IN E FLAT MAJOR

for Piano and Orchestra, K. 271

and

#### FANTASIA IN C MINOR, K. 475

**LILI KRAUS, Piano**

With The Philharmonic Orchestra, **WALTER SUSSKIND, Conductor**

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# DECCA RECORDS

America's Fastest Selling Records

# Congress Group To Spot Concert Firms

Celler Wants To Know Whether NCAC, Columbia Violate Anti-Trust Laws

WASHINGTON, May 12.—Operations of the nation's concert booking bureaus will be brought into the spotlight of hearings next month by a House judiciary subcommittee headed by Rep. Emanuel Celler (D., N. Y.). Chairman Celler said the hearings will be held to determine whether the federal anti-trust laws are being violated and whether remedial legislation is needed.

The subcommittee will focus sharply on operations of the National Concert and Artists Corporation and Columbia Concerts, Inc., Celler said. Chairman said testimony will be welcomed from performers "and all other interested parties."

"The concert booking business has developed into big business,"

## BMI Infringe Action Names Prom Company

CHICAGO, May 12.—Broadcast Music, Inc., the licensing agency, took its second infringement action against a member of the National Ballroom Operators' Association recently, it was learned this week. BMI named Prom, Inc., the Ken Moore-controlled Midwest chain. Moore ranks with Tom Archer, Des Moines terp magnate, as a leading terp op in the U. S.

The infringement suit was initiated against the Prom Ballroom, St. Paul. As was the procedure in the infringement case against W. T. Shaw, of Buckeye Lake, O., BMI is not suing directly, but named Acuff-Rose Music, Hill & Range Songs, Peer-International and Spencer Music, the bellwether firms of the org, as plaintiffs. Alleged infringements at the St. Paul terpalace during October, 1950, were cited. Suit was filed in the U. S. District Court of Minnesota. The Moore firm has until May 24 to file its answer. Moore's side is being handled by Tom Roberts, NBOA legal counsel, and the Minneapolis firm of Doherty, Rumble, Butler & Mitchell.

In the Buckeye Lake case, Shaw petitioned the court to dismiss the action on the grounds that BMI could not file suit against him under an Ohio statute which holds that a foreign corporation cannot file suit against a Buckeye firm.

The infringement suits follow a period of three years in which NBOA and BMI unsuccessfully tried to work out a blanket agreement under which terps would pay a blanket licensing fee.

## Welk to East On 1-Nighters

HOLLYWOOD, May 12.—Following a lucrative stay at Ocean Park's (Calif.) Aragon Ballroom, Lawrence Welk begins a cross-country one-nighter tour May 29, covering to date 21 bookings, three of which are locations. Music Corporation of America, which booked the junket, will sign additional dates. At present, tour winds up early in September in Chicago, with Welk getting \$1,250 on Monday-Tuesday-Wednesday dates and \$1,500 Thursday-Friday-Saturday-Sunday, both instances against a 60 per cent door divvy. Ork gets a \$4,000 weekly guarantee for the initial date in Denver.

Road trip gets underway at Ely's Gardens, Denver, followed by Jaffer's Pavillion, North Platte, Neb., June 19; Municipal Airport, Ainsworth, Neb., June 20; Auditorium, York, Neb., June 21; Howell's Ballroom, Howell, Neb., June 24; Peony Park, Omaha, June 26-July 1; Roof Garden Ballroom, Arnold Park, Ia., July 2; Auditorium, Watertown, S. D., July 3; Legion Pavillion, Breckenridge, Minn., July 4; Auditorium, Zealand, N. D., July 5; Auditorium, Aberdeen, S. D., July 6-7.

Front Park Pavillion, Cheyenne, Wyo., July 23-28; Auditorium, Rapid City, S. D., July 29; Auditorium, Philip, S. D., July 30; American Legion Ballroom, Gettysburg, S. D., July 31; State Fairgrounds, Minot, N. D., August 1-2; Lakeview Ballroom, Mentor, Minn., August 3; Kato Ballroom, Mankato, Minn., August 5; Indian Acres

Representative Celler told *The Billboard*, "and consequently it is necessary to make sure that its operations are not in restraint of trade. We are anxious to find out whether independent booking agencies are free to enter the field and whether there is room for free competition."

"As matters now stand, there apparently are ironclad agreements and procedures for the booking of concerts, ensembles, instrumentalists and symphonies. While this booking is being done for the good of music and the arts, we must find out whether the procedures are in accordance with the federal anti-trust statutes. If concert booking bureaus should be exempt under the statute, then we must determine that, too. But, obviously, it is high time for Congress to look into this matter and see whether legislative changes should be recommended."

Celler's subcommittee has held several preliminary discussions of the subject behind closed doors. The subcommittee formally voted this week (10) to stage the hearings. Expectations are that at least two days will be involved.

## IN-AGAIN-OUT-AGAIN DISK BIZ

### Monroe Clicks With 3 Hits After 2 Years of Also-Rans

NEW YORK, May 12.—The in-again-out-again nature of the disk business has seldom had a better testimonial than Vaughn Monroe's three current best selling platters after the orkster had gone hitless for almost two years. Riding high with *Sound Off*, *Old Soldiers Never Die* and a solid cover job on *Old Smoky*, Monroe is the hottest seller on the Victor label. This is his first real period of platter eminence since his pair in the spring and summer of 1949—*Riders in the Sky*, released in April, and *Someday*, which came out in August.

Between *Someday* and *Sound Off* Victor released some 20 diskings by Monroe—40 sides—of which none made a real dent. An occasional effort like *Mule Train* ran a fair second to other versions, and *Bamboo* showed flash action as a result of a heavy Victor promotional hype.

It is difficult to put the finger on the imponderables responsible

## Three Groups In Bowl Opera

HOLLYWOOD, May 12.—Marco Wolff, who this week succeeded Harold Lloyd as head of Hollywood Bowl opera, will utilize three talent groups for this summer's sked artists from the Met, pic talent and local singers. Trio of operatic performances include *Die Fledermaus*, *Aida* and *The Student Prince*. *Fledermaus*, first on tap bows July 10 for five days.

Serving with Wolff are Nadine Connor, Lawrence Tibbett, Johnny Green, Jean Hersholt, Vladimir Rosing, Jerome Hines, Mrs. Ida Koverman, Mrs. Joseph L. Levy, Robert Armbruster, Meredith Wilson, Arthur Kachel, Earle C. Anthony, Mrs. Lela Osborn Napp, Haig Prince, C. E. Toberman, Hugh Edwards, Dr. T. Perceval Gerson, Dr. Theodore H. Palmquist, Serge Krizman and Otto K. Olesen.

## Thompson Honored

MIAMI BEACH, Fla., May 12.—Pianist Fred Thompson, currently working the Driftwood Room of the Nautilus Hotel here, will receive an honorary doctor of music degree next month from Bradley University, Peoria, Ill. He's getting the sheepskin for penning the school song, *Clap Your Hands for Bradley*. Thompson is the spouse of thrush Beth Challis, whose initial album of tunes has been published by Art Records, Miami Beach.

Ballroom, Streator, Ill., August 15; Playdium, Sheboygan, Wis., August 22, and Riverview Ballroom, Sauk City, Wis., August 29.

## 2,250 TOOTLERS IN--SHH, PHILLY,

PHILADELPHIA, May 12.—About 2,250 horn blowers from 30 bands in the area were on hand Thursday (20) night when the 19th annual convention of the Pennsylvania Bandmasters' Association was called to order at the John Bartram Hotel. Gatherings will be climaxed by a parade this afternoon (12). John H. Jenny, director of Temple University's Diamond Band, is president of the association. Albert A. Knecht, local music merchant, is general chairman of the convention.

## 3 Cap Execs Take to Road

HOLLYWOOD, May 12.—Three of Capitol Records' toppers will be on the road simultaneously during the next few weeks. Cap Prexy Glenn E. Wallichs leaves for a series of biz hops embracing the various divisional offices. Sales Veepee Floyd Bittaker, still on the road, will soon conclude his junket of label's branches.

Artist-repertoire Veepee Alan Livingston leaves for New York next week to wax Jose Ferrer in his Academy Award winning *Cyrano* role, as well as the Broadway musical, *Flahooley*.

for the renaissance, but it is notable that the three current best sellers and *Riders* were all arranged by members of the Victor a. and r. staff. Charley Grean arranged *Riders* and collaborated with Norman Leyden on the arrangements for *Sound Off* and *Old Soldiers*. Dewey Bergman, who left the staff recently, arranged *Smoky*. Flip side of *Soldiers*, *Love and Devotion*, which has been showing in the diskery's reports, was arranged by Hugo Winterhalter. Otherwise, the Monroe arrangements are usually penned by his own writers.

## TV-Phono Merchandising

NEW YORK, May 12.—All TV trade talk still centers around the unhappy sales situation, heavy inventories, and the various predictions on the eventual pick-up in sales. Opinions and stories vary so greatly as to distinctly point up that everyone is guessing. Estimates, for example, of the amount of finished inventory in distribution channels range all the way from 1,000,000 to 3,000,000 sets. Much credence, however, is given to the talk that several more top TV firms will guarantee prices in order to assuage dealer feeling and, in some cases, to convince the banks that the inventory "is as good as gold." One top manufacturer is known to have close to \$25,000,000 in finished sets. The figure doesn't include the inventory being held by distributors and dealers.

## Radio, TV Set Sales Boom in Canada

Canada is quietly undergoing a boom in sales of radio and TV sets, according to the U. S. Commerce Department. The boom in TV receivers is unparalleled in Canada despite the fact that it has not yet established a television broadcasting system and the establishment of the first TV station is almost a year away. The Canadian radio boom, according to Commerce Department trade experts, reflects a similar tide in Brazil, Costa Rica and the Philippines. In Canada, the story of radio-TV sets growth is viewed as an amazing one. Even without a single TV station, the Dominion ranks third, after the U. S. and Great Britain, in the number of home receivers sold. The Commerce Department says that despite the current world situation, the Canadian Broadcasting Corporation, Canada's governing body of radio-TV, has no intention of delaying construction of TV stations in Montreal and Toronto. A transmitter at Mount Royal is

## HEP FANDOM PAYS

# '30's Collectors Now Waxery Execs

NEW YORK, May 12.—Graduates of a tight little coterie of jazz record collectors of the middle 1930's have come to occupy key positions in the disk business—each of them turning the knowledge gained thru an avocation to commercial account in later years.

One of the first of the cult to enter the commercial field was Milt Gabler. Decca a. and r. staffer. Gabler, who was probably the first individual to start an "indie" label with his UHCA and Commodore lines some 15 years ago, paved the way for the plethora of jazz, rhythm, pop and country indies which followed in later years. Gabler's indie operations and the catalog knowledge he acquired while running the Commodore Music Shop brought him to the attention of the late Jack Kapp and a job with Decca.

### Other Collectors

Other jazz collectors with the majors include George Avakian, who is now in charge of international wax for Columbia; Dave Dexter, a. and r. staffer at Capitol; Steve Sholes, country and blues topper at Victor. Avakian and Sholes came in as advisors and jazz archivists and later branched into other aspects of the business. Dexter entered in a public relations capacity, later turning his jazz knowledge to use in the rhythm and country fields, and eventually ending as a pop staffer. The late Gene Williams, collector and jazz writer, was hired at Decca for jazz album work.

John Hammond, who began as a collector, was associated with the Columbia, Keynote and Mercury diskeries as exec and recording director, and still keeps his hand in. He recently recorded a series of Alfred Newman sides for Mercury. Norman Granz, whose *Jazz at the Philharmonic* waxings on Mercury are about the hottest staple in the jazz disk field, was also a pioneer collector.

In the indie field, Herb Abramson and Ahmet Ertegun, of Atlantic Records; Ross Russell, of Dial; Alfred Lion, of Blue Note; Marilee and Nesui Ertegun, of

Jazzman; Leonard Feather, of Mercury, and Jerry Newman, of Esoteric, all running their own disk business, began as collectors in the 1930's.

### Revive Records

Tho hot jazz in general accounts for only a fractional part of popular disk sales, many traders credit the jazz fans and collectors of the 1930's with having made a strong contribution toward the revival of the record business, which had been in the doldrums for perhaps a decade or more. The collectors restimulated an interest in records as they poured thru warehouse stocks, wrote jazz histories and discographies, started their own small-label operations and encouraged the almost down-and-out purist musicians by patronizing spots like Nick's, the Famous Door, etc. The cultists, by beginning with their interest in the then obscure Jelly Roll Mortons and King Olivers, later evinced interest in the Luncefords, Hendersons and Goodmans, thereby helping spark the swing era which put the record business back on its feet

## Eberly Disks Get Cap Push

HOLLYWOOD, May 12.—Capitol is speeding up its promotional campaign on Bob Eberly, rushing a second release by the newly acquired balladist as an immediate follow-up to his initial Cap disk release. Label issued Eberly's *I Made a Promise*, backed by *Alone*, as a special release, rushing platter to market to speed launching of Eberly's disk come-back. Cap will follow immediately with Eberly's version of *You Belong to My Heart*, from Ezio Pinza's *Mr. Imperium* pic.

Cap artist-repertoire rep Dave Dexter will wing to New York at the end of this month to wax additional sides by Eberly, altho warbler recently cut eight sides for the label at its Hollywood studios. Cap's initial sides re-teaming Eberly with Helen O'Connell will be waxed during the Gotham sessions. Batoner-arranger Harold Mooney is prepping cleffings and also will fly eastward for the sessions. Heretofore, Cap has refrained from pairing Eberly with Miss O'Connell, top disk selling team of a decade ago, seeking to build Eberly first as a single before confining him to duet diskings. However, according to label's sales figures, Eberly is catching on faster than anticipated and duets will be waxed in advance of previous plans.

## New England Showing Interest in "Hat Dance"

NEW YORK, May 12.—Unprecedented number of requests for *Mexican Hat Dance* forced Eliot Lawrence to make up an arrangement for his book, the maestro reports, following a series of New England dates. Calls for the tune were heavy at Roseland Ballroom, Boston, and followed thru at Amherst College and Harvard University. At the University of New Hampshire Lawrence had to play the number five times before the students were satisfied. Heretofore Lawrence faked the tune.

According to Arthur Murray, his dancing schools in the New England area have also been experiencing heavy requests by pupils anxious to learn the dance

## Decision Reserved in Vance ASCAP Petition

NEW YORK, May 12.—Federal Judge Edward Weinfeld this week reserved decision on the motion by Edward Vance to intervene in the government's anti-trust suit against the American Society of Composers, Authors and Publishers. Vance had sought to open the consent decree of March, 1950.

Harold Lasser, assistant attorney general, argued against intervention on the part of a private party. Lasser argued that the attorney general was charged with the enforcement of the anti-trust laws and that Vance did not show sufficient cause why the Department of Justice should move to reopen the case against ASCAP.



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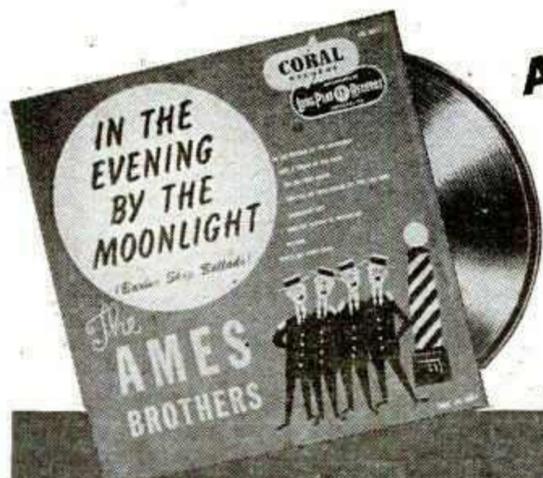
WITH ORCHESTRA DIRECTED BY ROY ROSS



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Selections include: In The Evening By The Moonlight—Just A Dream Of You Dear—Till We Meet Again—You Tell Me Your Dream, I'll Tell You Mine—Moonlight Bay—Meet Me Tonight In Dreamland—Because—Love's Old Sweet Song

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CORAL 60452 (78 RPM) and 9-60452 (45 RPM)

# CORAL RECORDS

*America's Fastest Growing Record Company*

*(A subsidiary of DECCA RECORDS, Inc.)*

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

## Hyperion Joins Growing

## Classic LP Indie List . . .

Added last week to the ever-increasing list of classical LP independent record firms is Hyperion, New York label headed by Harry Robbin, concert manager and director of the acoustical department at the Juilliard School. The label will concentrate on first recordings and intends to issue four 12-inch disks a year to retail at \$5.95. First 12-incher features pianist Muriel Kerr playing Hindemith's "Third Piano Sonata" and three pieces by Robert Schuman. Musart is national distributor for the firm.

## Philly Music Festival

## Scheduled for June 15 . . .

Full musical gamut from symphony to swing will mark the seventh annual Philadelphia Musical Festival, sponsored by the Philadelphia Inquirer, June 15, outdoors at the Municipal Stadium. In addition to various college and school bands and choruses, plus the festival symphony conducted by Alexander Smallens, guest music makers will be the bands of Benny Goodman, Duke Ellington and Meredith Wilson. Alfresco music festival, which has become a major event here, is offered at a \$3 top, with all proceeds going to the Philadelphia Inquirer Charities, Inc.

## Major Pubber Closes Chi

## Office Bul Keeps Rep . . .

A new kind of economical trenchment was initiated in Chicago last week, when a major publisher kept its rep here, but closed down its office in the Woods Building. Joe Bennett, the Bregman, Vocco and Conn rep here, has junked his 54 W. Randolph address to work out of his home. While smaller pubbers consistently have maintained reps here working out of their hats, this marks the first time in years that a major rep hasn't had a local Loop office.

## Sammy Kaye Wowing

## 'Em in Corn Belt . . .

Sammy Kaye is hitting good grosses on his one-nighter tour thru South Dakota, Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska and Kansas. Recent takes include the Coliseum, Davenport, Ia., 2,243 admissions for a gross of \$3,925.25, and the Corn Palace, Mitchell, S. D., where he grossed \$4,660.25 with 2,663.

## 2,000 Paris Aprils

## Is Pubber's Tie . . .

Southern Music is preparing a big promotional push on the tune, "Two Thousand Aprils in Paris," tying in with the 2,000th anniversary of that city. The anniversary is now being celebrated in shop windows and stores on class thoroughfares. The tune was written by Serge Walter, member of the American Society of Composers, Authors and Publishers, and Margaret Biggerstaff, promotion director of the New York Botanical Gardens. Plans are currently being blueprinted for plugging of the tune via Radiodiffusion Francaise, the French radio system. The French offices of Southern is preparing a set of Gallic lyrics for Continental exploitation.

## Jack Carlton Upped

## In Southern Job . . .

Jack Carlton has been appointed general assistant to Ben Selvin, general manager of Southern Music Publishing Company. Carlton will work out of the Hollywood office and will handle record company contacts and sales, in addition to his professional work. Carlton, a former band singer, has been with Southern five years.

## ATW To Back Winner

## Spearman's Concert . . .

The American Theater Wing Sunday (13), in Times Hall, New York, will sponsor the debut recital of Rawn Spearman, tenor, who won the Wing's 1951 annual concert award. Recitalists usually face a loss of \$1,000 to \$2,000 on debuts, but the entire tab on Spearman's will be picked up by the Wing. The singer was chosen as a result of a three-month tournament of eliminations.

## Intro Plattery After

## Henry Busse . . .

HOLLYWOOD, May 12.—Intro Records, Aladdin's pop subsid, is seeking the disk services of Henry Busse. Deal is being negotiated by Associated Booking Corporation's Bob Philipps. Busse

currently waxes for Coral; however, his contract comes up for renewal soon. If Busse goes over to Intro, he would be the first full band orkster to cut for the label. Intro last month inked Terrea Lea, Tommy Duncan and Andy Parker and the Plainsmen, for release via folk and Western diskings.

## New York

In obscurity for about five years, Eduardo Chavez is back in the orchestra business with a newly organized group of former jazz band and rumba combo musicians. Their first date is at the Casablanca Hotel's El Morocco Room, Miami Beach, Fla., where they expect to remain for part of the summer and then hit the road. Joe Steinberg has replaced Earl Swope on trombone with Elliot Lawrence's band.

Folk Singer Burl Ives giving a cocktail concert at the St. Regis Hotel Thursday (17) for the benefit of the Music Research Foundation. Ives is head of the Foundation's folk music division. Elliot Lawrence's band booked for a July 6-12 date at Steel Pier, Atlantic City. Tiny Kahn, former drummer traveling with the Billy Eckstine troupe has joined Elliot Lawrence's band, replacing Howie Mann. Kahn will also do arranging.

London Records will issue its first 78-r.p.m. album in over a year when the label ships a square dance set, complete with instruction book, and recorded by Jim Magill and His Northern Ramblers. Anne Shelton, newly arrived from London, guests on the Milton Berle video show Tuesday (15). London label's singer is also set for guest spots on a series of network radio and TV programs and will wax several duets with Bobby Wayne. Singer Ralph Young back in town for a series of recording dates and leaves within two weeks for a booking at the Pittsburgh Copa. Joel Cooper, of Tell Music, Chicago label and distributing firm, in New York on a combined business-pleasure jaunt. Westminster Records expanded its distribution set-up when the firm's veepee, Henry Gage, set up new distributors on the West Coast, British Columbia; Alberta, Alta.; Alaska, Texas, New Mexico and the Carolinas. Gage was to leave for the Midwest Tuesday (15).

Pianist Irving Fields and his trio open at the Roxy Theater, May 23. It is Fields' second Roxy booking within a year. Lee Morgan, Chi nitery and radio warbler, in town last week negotiating deals for a few of her tunes.

Frank Sinatra and Dagmar cut a duet waxing of a tune titled "Mama Will Bark" for Columbia. Mitch Miller left for the Coast Friday night (11) for a week of recording. Buddy Morrow breaks in his ork with an afternoon appearance at the RCA Victor Harrison plapt Monday (14). Mack Wolfson, formerly with Knickerbocker Music, is the new professional manager for the Eddie Kassner firms here. Pat Terry opens at the Click in Philadelphia Thursday (17). Contact man Duke Niles has left the Fred Fisher pubbery to set up in the disk promotion business. Bob Room, of the William Morris publicity department, was married to non-professional Sydelle Schwartz at the Warwick Hotel Saturday (5).

## Chicago

Jimmy Wakely set for the Capitol Theater, his first New York date, May 24, for two weeks. General Artists Corporation will probably ink the Don Terry West Coast band, following his release from Music Corporation of America. Dick (Two-Ton) Baker, who probably set a Midwest record for benefit shows for veterans during the last war, is starting a series of cancer drive p.a.'s May 16, when he treks to Champaign, Ill., to spearhead the drive there. He will also work in benefits at Chanute, Ill., Army Air Field.

A new service for entertainers has been set up by Glory Fox here. Artists Personal Service will screen personal mail to artists and will answer same. Johnny Desmond, Jack Haskell,

Fran Allison and Mary Hartline are first accounts, as well as two web shows on American Broadcasting Company. Herb Pauley is activating his Turnpike Casino terpalace, Lincoln, Neb., for late summer and fall dates. Steve Fruge, Lake Charles, La., has started Goldband Records. First artists on the label are Eddie Shuler, H. B. Band; Iry Lejune, Cajun French ork; James Freeman, R. and B. artist, and Stanford Sanders, spirituals. Benny Strong has added the Ladd Sisters, singing and dancing trio, to replace Kathy Owen, who was married to Bud Fraser, Capitol regional chief, recently.

## Hollywood

Kitty White and Paul Nero have inked with the Gene Howard office. Gal's first Decca sides are "Paradise" and "You're Tired of Me." Russ Morgan and Harry Babbit will entertain at the Arcadia, Calif., police benefit, May 22. Miller Music will release a folio of Steve Allen piano impressions of various standards. Allen has included in the work a prose section. Kay Brown is repping for her second pic at MGM. First film was "The Strip." DeeJay George Sanders made Life last week re the initial playing of MacArthur disking in the country. Thelma Walker left Discovery Records Friday (11) to take a position as secretary in a construction firm in Norwalk, Calif. Howard Keel completed waxings for MGM's "Texas Carnival." Kathryn Grayson sails for Europe June 1, returning in July to work in "Lovely To Look At" at MGM. A chapter on production problems as relating to the filming of a musical will be scribed by Joseph Pasternak for The Arts and Sciences of Motion Pictures, forthcoming industry publication by Muriel De Lisa. Ginny Jackson guested on Redd Harper's Armed Forces Radio Service show last week. Ike Carpenter bows at Zenda Ballroom May 26 followed by Vido Musso, June 9. Ork of Lorraine Cugat slated to cut series of Standard Transcriptions. Mel Henke Trio cut four sides on Tempo Monday (7). Guy Lombardo will open the new Statler Hotel when the building is complete late this year. Local chapter of Delta Tau Phi presented Debbie Reynolds, Carolea Carpenter, Bob Crosby, Paula Kelly, the Modernaires and Jerry Gray's ork at its annual scholarship fund dance in the Palladium. Leeds Music moved from its Vine Street site to 6223 Selma. Current plug tune of Claremont Music is "I

## Alexander Calls Affils in BMI Suit

NEW YORK, May 12.—Several affiliated Broadcast Music, Inc., publishers and two major diskeries have been subpoenaed by Perry Alexander to appear for pre-trial examination in his anti-trust action against the licensing organization. Mellin, Regent and E. B. Marks pubberies are scheduled to appear Tuesday (15) along with Decca Records; Columbia has been asked to appear on Thursday (17). Alexander, former BMI affiliate, has been suing the organization for several years.

## Tempo's Fogel to East For Confab With Philco

HOLLYWOOD, May 12.—Tempo Records' prexy, Irving Fogel, has skedded an Eastern trip in 10 days to confer with Philco Corporation execs regarding the latter's large-scale promotion to sell its combination radio and TV sets. Philco purchased 20,000 LP albums from the diskery, over \$500,000 worth, for use as demonstration platters (The Billboard, April 28). Tempo chief will spend several days in Philadelphia and then proceed to New York for confabs with distributors. Fogel hopes to continue his trek to Germany where he will supervise a recording session.

Fogel has expressed much pleasure with the Philco tie-in and is reportedly seeking similar deals, altho on a smaller scale. Pact with Philco resulted in a complete tie-up of Tempo's pressing plants, to the extent that during the time disks were being shipped east, Tempo halted its regular releases.

Am Free." . . . Almost 2,000 heard Hazel Scott's recent recital in Philharmonic Auditorium, sponsored by the Alpha Kappa Alpha sorority. Offerings included "Freedom Suite," and compositions by Chopin, Dohnanyi and Bach-Busoni. . . . Herb Jeffries will sing his own penning, "In My Heart," in "Disk Jockey." Eight other new tunes will be featured in the Allied Artists-Maurice Duke pic. . . . Hadda Brooks cut a swing version of "Schubert's Serenade" for Modern. Flip is "Greig's Concerto." . . . Vernon Hoffman and Arthur Skates added to Song Writer's Co-Operative, Inc., staff. . . . Phil Moore has signed with United Productions of America to score the "Frankie and Johnny" legend for a cartoon tagged "Root-a-Toot-Toot." . . . Charlita, Mexican singer-hooper, making the rounds on local TV shows.

## Philadelphia

Lincoln Records, Inc., New York diskery, applied for a certificate of authority from the commonwealth for setting up shop here, including the manufacture and distribution of records. . . . Frankie Juele, who has been conducting the band for an ice show in Brazil for the past 19 weeks, gets back from South America in time to head the pit band at the Earle Theater, June 1. . . . New dance promotion combine, with operations largely at Reynolds Hall, is Squire Bryant, former newspaper columnist, and Russell Floyd, who recently left the college campus. . . . Irv Rosenfeld, former trumpeter with Louis Prima and Sonny Dunham under the name of Jackie Fields, operating his own 1524 Club, intimate jazz spot. . . . Frank Staub for the split-week dance chores at the Yorktown Tavern. . . . Chubby Jackson brings his bass fiddle to Charlie Ventura's band at the maestro's roadhouse on the Jersey side. . . . Local No. 77, American Federation of Musicians, opened its new downstairs lounge in the Union Building, with former maestro Jon Arthur the official greeter. . . . Organist Viola Klais heads north after the winter in Palm Beach, Fla., to open at Vaughn Comfort's lounge in Somers Point, N. J., next week.

## Toronto

The Merrymakers just came up from south of the border to handle musical chores at Concord while Daisy Mae and Her Hepcats, novelty jump group, follow. . . . Six to eight weeks booking is seen for Wager and Carrell when they start at the Concord, June 1. . . . Doc's Vita Men are in the dining room of the Holiday Tavern, with Phyllis Marshall, vocalist, and the Brant Trio, following them.

The Skylighters Trio are still playing at the El Mocambo. . . . Emilie Longacre, thrush who sang at the Barclay Hotel's Indigo Room, joined the Les Brown aggregation to accompany Bob Hope and Marilyn Maxwell on a tour of American Army camps in Europe. . . . The marathon stay of Chicho Vallee and His Latin American Rhythms, at the Cork Room, has proved worthwhile with the s.r.o. sign being held up each week-end. . . . Warbler Bill Darnell is at the Edison. . . . Piano-vocalist, Peter Carew has moved from Club One-Two to the Paddock Tavern while Manny DeSilva has taken over chores at One-Two. . . . Tony Wade is the piano-vocalist at the Flamingo Room, Hamilton. . . . Milt Herth Trio is at the Windsor Hotel, Hamilton. The Hans Kaufman Trio is at the St. Regis, while Dan Datri and His Neopolitan Sereaders entertain in the evening. A cocktail party is planned at the Royal York by Maxwell Zimmerman, local London distributor, for London Gramophone Company officials from Montreal. Among those coming from Montreal are Fraser Jamieson, general manager; John Glen, sales manager, and Ronnie Bordaniuk, promotion manager.

## Hartford

Paul Clement Trio is marking its fourth anniversary at the Parisian Room of the Old Town Hall, East Hartford, Conn. . . . The Artones are providing music at Schaub's Restaurant, East Windsor Hill, Conn.

## Detroit

Babe Balone's Quintet moves into the Connor Show Bar, for Monday night jam sessions, alternating with The Gay Lords to give the spot a new seven-day entertainment policy. . . . Jerry Marshall and Gene Allen are opening at Yeamans, West Side spot, replacing Jan August. . . . Don Wright, one-time member of the Four Dukes, is forming a new team with Smilin' Jim Deland, currently at the Rosedale Show Bar. . . . Tanya, pianist, and Tony Leonard, baritone, opened at Sid's East Side supper spot. . . . Ed Sowulewski is reviving his former Prudentia Records label under the new name of Cinderella Music. . . . Topp Records, recent addition to the independent record label field, is being dropped with the departure of two partners, Michael F. Frank and Edward J. McHugh, for the Navy and Army respectively.

## Milwaukee:

Jack Teter, of "Johnson Rag" fame, and Roy Stevenson have taken over ownership and operation of the White Pub. Spot features dining and dancing to the Jack Teter Trio and organ music by Bob Kames. Kames was recently inked to recording contract by Mercury Records. . . . Ken Wendel, who heads the Pfau record distrib office here, is coming out shortly with a new label of his own, called Ken. . . . Doris Drew, Mercury thrush, is making a two-week stand at the Schroeder Hotel Empire Room, with the Billy Bishop ork providing background music. . . . Angelo Ferlano, of Independent Music Enterprises, is flacking his recently released cleffing of "Anthony and Marie," done by the Johnny Dee Trio on the fledgling Dubonnet label.

## Music Galore In Dane Park

COPENHAGEN, May 12.—The Tivoli, with nearly a score of orchestras ranging from dance combos to the Tivoli Symphony Orchestra, opened last week Wednesday (2). Concert music, ballets and pantomime performances vie with rides, hot dogs and skill games at his amusement park. An entire afternoon or evening of concerts and varied stage presentations can be enjoyed for less than 25 cents, including the price of admission to the park. Appearing as soloist with the Symphony Orchestra Tuesday (8) was soprano Dorothy Maynor. The concert was held in the big Concert Hall, with Sven Chr. Felumb conducting.

At the KB Hallen, one of Copenhagen's popular concert halls, Andre Kostelanetz will direct the Royal Opera Orchestra Tuesday (15) in a concert featuring Coloratura Lily Pons as soloist.

## London Issues LP By Ljuba Welitch

NEW YORK, May 12.—The latest long-playing disk release by London Records features a 12-inch waxing of Viennese vocal selections by Ljuba Welitch, Metopera soprano. Altho Miss Welitch is regularly a Columbia Records artist, a series of artist exchanges between the two diskeries enabled London to issue the new LP. Sides were recorded in Europe over a year ago, but the agreement between the two labels held up final release.

Other items on the London release include the complete recording of Lehar's operetta, The Count of Luxembourg; Tschaiakowsky's Romeo and Juliet fantasy overture Schubert's Sixth Symphony and Brahms's piano music.

## Modern Shifts Plants, Promotion Men in East

HOLLYWOOD, May 12.—Modern Records has made a switch in both its Eastern plant and sales promotion staff. Move resulted from label exec Saul Bihari's three-week trek thru the East and South. Diskery feels going from Kay Records plant in New Jersey to Craft Records, Brooklyn, will make for a product of superior quality.

Waxery also has appointed Justin Kaplan and Jack Angel as its Eastern reps, replacing Cy House. House last week was inked by Specialty Records as field rep in charge of sales and promotion on the East Coast.

**SWEEPING THE COUNTRY!**  
In only two weeks!  
The pick of — **BILLBOARD,**  
The "OPS", The **DISK JOCKEYS,**  
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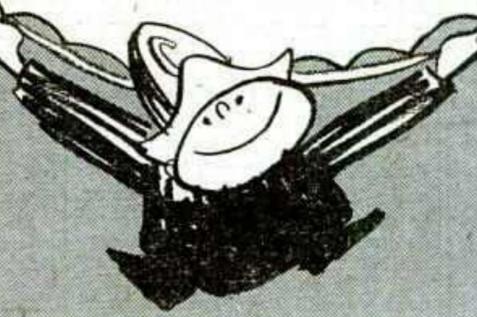
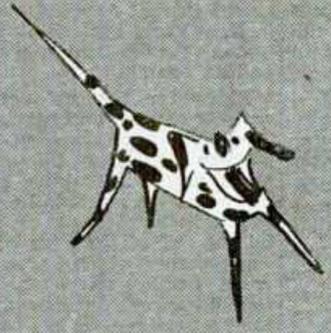
**"JEZEBEL"**

Orchestra under the direction of Mitch Miller  
and

**"Rose, Rose, I Love You"**

Orchestra under the direction of Paul Weston  
Both with the Norman Luboff Choir • Carl Fischer at the Piano

78 rpm 39367 • 33 1/3 rpm 3-39367 • 45 rpm 4-39367



**COLUMBIA RECORDS**

First, Finest, Foremost in Recorded Music

# Kaye Disk Is C'right Issue

TORONTO, May 12.—Due to the difference in copyright law in this country from that of the United States, the Sammy Kaye tune, *Tell Me You Love Me*, will not be given any more hearings here.

Copyright owners of the original music from which the song is taken, Frederick H. Harris Company, Ltd., have asked the record companies to withdraw all disks from circulation. In addition, radio stations have been requested not to play the tune.

The song was adapted from the aria, *Vesti La Giubba*, from the opera, *Pagliacci*, by Leoncavallo. The copyright in the British Empire has until 1969 to run, while it ran out during the past year in the U. S.

It is felt that since the song is doing well enough on its own, the owners do not want to jeopardize its earning power thru "the plagiarization of the original music."

Rod Collier, head of the Harris Company, said the record companies have been most co-operative, "while only a few of the stations consider me an ogre. Complete co-operation has been received from the CBS."

No action is contemplated by Collier against the holdouts, at least for the present.

Kaye is willing to pay the license fee on the music, if any arrangements can be made, but the owners are reluctant to spoil the earning powers of the original music.

# 176 of 60,000 Tunes Aired, Some Sold

NEW YORK, May 12.—A statistical check-up of Jan Murray's *Songs for Sale*, the Columbia Broadcasting System airer, indicates that out of 60,000 tunes submitted, 176 found their way to the airways in the course of one year. Broadcast Music, Inc., in a tie-in with the show, agreed to publish all the winners, but indie publishers get a crack at tunes whether they are winners or not.

Altho BMI has taken the bulk of the tunes, others who have pubbed the show's tunes are Beacon Music (*Paging Mr. Jackson*); Mellin Music (*Why Should I Dream?*); Barton Music (*You Used To Be My Only One*), and (*Francis, My Darling*); Clairmont Music (*I Am Free*); J. J. Robbins (*Oo La-La Madelana*); E. H. Morris (*I'm a Shy Guy From Cheyenne*).

Tho the clefters are amateurs, there have been no infringement suits filed against any of these tunes. Pubbers are loathe to take tunes by amateurs, but in this instance each tune receives a legal investigation prior to airing.

# NAMM Issues Summer Ad Mat Service Series

NEW YORK, May 12.—The National Association of Music Merchants has published its summer advertising mat service containing reproductions of 47 mats plus copy and layout suggestions, radio and TV commercials and a special clinic and idea exchange. Association members can obtain all the mats for \$4, while individual ad mats sell for 15 cents each.

Merchandise covered in the series includes band and orchestra instruments, fretted instruments, accordions, pianos, organs, sheet music, records, phonographs and musical accessories. Mat reproductions are contained in a 24-page booklet already sent to NAMM members.

# "Waltz" Parade

Continued from page 13

performances were available from BMI. But reliable sources testify that up to the first of the year about 100,000 performances of all types were registered for the months of November and December of 1950. The logs should show the growth of the song in the contrasting performance figures for the final three months of 1950. In October, prior to the release of the new waxings, the song is believed to have accrued about 3,000 local performances and less than 2,000 network shots. In November, when the Page recording was issued, the performances began to stir and are said to have hit about 2,000 network performances. (including disk jockey shows) and about 2,000 network performances. In December, when the song really began to take a toe-hold, it is estimated that it accumulated about 53,000 local airings and made about 7,000 network appearances.

Also not taken into the dollar accounting at this point is the foreign moneys which the song will earn. It has been a best selling song for the past 15 weeks in England and hit the No. 1 position there for a substantial run. In England the tune is published by Cinephonic.

# The Portable RCA Ballyhoo

NEW YORK, May 12.—RCA Victor this week kicked off its promotional push on the line's portable radios and portable 45 r.p.m. phonographs.

Crux of the campaign is an ad schedule in mags, radio and TV media built around the theme, "Good company anywhere." Mag space includes the May issues of *Coronet*, *Life*, *Collier's* and *Army Times*, and the June issue of *Ebony* and *Extension*. Radio schedule includes commercials on the seven weekly shows recently signed by RCA Victor. These are *The \$64 Question*, the *Boston Pops Orchestra*, *The Private File of Rex Saunders*, *Screen Director's Playhouse*, *Man Called X*, *RCA Victor Musical Merry-Go-Round* and *The Magnificent Montague*.

Plugs for the portable radio line will also be aired on the TV program, *Kukla, Fran and Ollie*, over the NBC-TV network.

Extensive point of sale promotion, including window streamers, car cards, prepared radio spots, ad mats, etc., are being furnished dealers.

Models being promoted are Globe Trotter (BX-6); two three-way models (BX-55 and BX-57); the latest book-size model (B-411), and the portable 45 r.p.m. player (45-EY-3).

# Sholes Cuts RCA Artists in Atlanta

NEW YORK, May 12.—Steve Sholes, country and Western a. and r. chief at RCA Victor, is spending this week in Atlanta, waxing 11 of the label's country artists. Accompanying him on the trip is Al Miller, recently appointed in charge of sales for the country and blues department for Victor, checking on the dealers, distributors and deejays from the sales standpoint.

Sholes announced the signing of the Beaver Valley Sweethearts, fem duo who sang on the original Pinetoppers etching of *Mockin' Bird Hill* for Coral.

# Hover Leases Isle Ballroom

HOLLYWOOD, May 12.—Ciro's owner-op, Herman Hover, expanded his theatrical properties this week by leasing Casino Ballroom, Catalina Island. Lease extends thru Labor Day and was made thru the isle's Chamber of Commerce, which for some time has been seeking a landlord for its chief entertainment spot. Casino opens May 26 and will continue on a Saturday-only basis until June 22, at which time it will run nightly.

Santa Catalina Isle Company and the Chamber have been negotiating with Hover for over a year. Also mentioned in connection with the lease was Music Corporation of America. Hover will bring in name bands, similar to former attractions, Benny Goodman, Jan Garber, Dick Jurgens and Kay Kyser, and possibly add such features as beauty contests, pageants and musicals to hypo biz.

# Cap. Working Film Tie-In

NEW YORK, May 12.—Capitol Records and other diskeries are working with Screen Gems, TV film subsidiary of Columbia Pictures, on a series of short films to be synchronized with disks.

Execs of Screen Gems at this point are loathe to go into details. It has been reported, however, that the series in preparation differs from straight film and is more in the nature of cartoons. One exec described the contemplated productions as a "series of still frames."

# No Hot Resolutions By Local 47 Group

HOLLYWOOD, May 12.—Maury Paul, recording secretary of Local 47, American Federation of Musicians, leaves Wednesday (16) for New York to attend the AFM annual confab June 3. Paul said that as far as he can see there will be no new resolutions of any importance emanating from the Coast delegation at the Eastern conclave. Paul returns here June 18.

Local members, however, are working on a resolution for the issuance of a performance trust fund brochure which if okayed would be strictly in the public relations vein.

# Victor Waxes Peerce In "What's Boy?" Poem

NEW YORK, May 12.—Jan Peerce waxed for Victor this week *What Is a Boy?*, the prose-poem written by Alan Beck for a New England mutual life insurance company leaflet and subsequently reprinted in several national magazines. Peerce did the bit as a straight recitation, to an instrumental background composed for the occasion by Hugo Winterhalter. The recitation got considerable attention as a result of a performance by comic Bert Wheeler on a recent Milton Berle show.

# Record Bootleggers

Continued from page 13

dedication of the tune into the public domain.

## Possible Headaches

The Granz vs. Harris case, tried in Southern District Court, New York, has been heard, but no decision has yet been handed down. If the court should find for the defendant and support the contention that the sale of a record puts it in public domain, the disk business will have another problem on its hands along with the Igoe decision and the ambiguous bootleg disks.

Another potentially important issue is raised in the same case, where Granz claims that Harris, in releasing the records on a 33 1/2 r.p.m. platter, also violated Granz's proprietary rights in the musical renditions and performances on the masters. Should this contention be upheld, the disk business would have still another far reaching problem to contend with, what with the great amount of material that has been and is being transferred from shellac to 33 and 45 r.p.m. disks. In most cases, not another disk promoter, but the artists involved could have something to say about such transfers if the Granz position were to be upheld.

# Short Scannings

Continued from page 11

## Personnel Notes

### From Miami Area . . .

Carl E. (Rusty) Bruton, producer-cameraman at WTVJ, Miami, wed last week to Ruby Vogt, of the traffic department. Honey-mooning in Rochester and Syracuse. . . . Former legit actor with the Margaret Webster group, John Behney, is currently affiliated with WTVJ. . . . Edwin C. Derryberry, account executive with same station, reports to Bolling Field, Washington, July 5, for active duty with the air force. He's a captain.

### Hurrell TV Org Prepares NY Market Plunge . . .

The Walt Disney TV film producing subsidiary, Hurrell Productions, last week took initial exploratory steps to crash the New York commercial and entertainment film market by delegating one of its executives, Frank Hansen, to canvass the New York agencies for prospective business. Hansen has been here all week seeing agency toppers. Hurrell Productions has already made a TV film for Hunt Foods on the Coast.

### Sterling To Handle 5

### Tele Pix Packages . . .

Sterling Television, New York TV film distributors, last week signed to handle national distribution on five new video film packages. The deal includes 36 handicraft and patriotic shorts for International Film Bureau, Inc.,

Chicago; another handicraft series for Brandon Films, New York; the entire film library of the Ontario, Can., State government; 12 adventure shorts, Van Campen Heilner, and a group of fairy tales films for Children, Inc.

### "Comedy Cameos" Is New Video Series . . .

Cameo Curtains, Inc., New York, will launch a national TV advertising campaign next month, via sponsorship of a 15-minute film show "Comedy Cameos" in key TV markets. The series' initial schedule covers stations in New York, Philadelphia, Chicago, Boston, Washington and Baltimore. Airers feature both silent and sound comedy shorts starring Charlie Chaplin, Buster Keaton, Laurel and Hardy and others. The series is packaged by Irving Zuckerman, Cameo's ad manager, and is produced by Nat Lorman. Agency is Product Services, Inc., which signed to handle all Cameo TV advertising, effective last week.

### Weigh "The Abbotts" As Video Material . . .

A former radio series, "The Abbotts," last week was being considered for conversion into a television program. The Mende Brown package is in the hands of the William Weintraub Agency, New York, which is studying old scripts for possible use of a client as a TV series. If a deal is set the show probably would get a fall debut.

# Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Continued from page 11

where the show is now slotted at 4 p.m., half an hour earlier than his former series. Format-wise the ailer still belongs in the same general adjective file—a folksy-homespun-friend-of-the-housewife-type broadcast.

Cameron handles his formula-philosopher role well. His leisurely paced delivery sounds sincere and, judging by the show reviewed, most of his chatter items are reasonably informative, as contrasted to the oh-you-kid type of emcee drivel dispensed on the average ailer aimed at the housewives.

By way of personalized "book of knowledge" jottings for last Wednesday's program, Cameron commented on a retired traffic cop turned cab driver, living expenses in Milwaukee (highest in the U. S.), and the fact that rabbits are braver in face of danger than men.

Cameron's commercial technique is tops. He integrates the plugs with palaver so neatly that the dialer is just naturally lured into listening right thru the pitch.

June Bundy

in the face of the fine, brash and bumptiously yearning Marchbanks turned in by Alfred Ryder, who stole the show. Wesley Addy, as the husband, Morrell, was also excellent.

Candida is the typical Shavian female who evolves from a sweet helpmeet type into a glowing, self-assured emancipist to make damn fools of all the men in sight. She is a mature dish, with a good dollop of vibrancy and sex appeal. Miss Cornell played a Candida who was mature enough, but overly spiritual and rarefied. Perhaps she is better seen and heard than only heard, and a TV *Candida* might prove much more satisfactory than an AM one.

Jerry Wezler.

# Juicy Deal

Continued from page 11

chains in that area. Same is true in New York, Philadelphia, Washington, Boston and other Metropolitan centers.

Plugs for the product consist entirely of spots and participations. These are now aired on 26 radio stations and nine TV outlets in areas where Flamingo has been placed on the market. Leigh hopes to fill in blank spots on the map by the end of the year. It would cap a career which began in 1933, when Leigh entered the outdoor sign business, during which, for the past decade, he has been seeking a product of his own to promote.

## 200G to CBS

In New York, Leigh recently signed a \$200,000 contract with WCBS and WCBS-TV for spots and participations. This is believed the largest amount spent by a single food product on one local outlet. The station, of course, itself signed with Leigh for use of his spectacular at 46th and Broadway, but this returns Leigh only about half of his own expenditure.

In preparation now are one-minute and 20-second film spots for TV. These are animated cartoons done by Otto Messner of the Leigh office, who formerly drew "Krazy Kat" and who set up the animated Leigh sign which WCBS currently utilizes. Incidentally, before that station moved onto that sign, it was occupied by WAGA, Atlanta, which wanted to let New York advertisers and agency men know about itself.

# Theater Guild on the Air

WNBC, Sunday (6), 8:30-9:30 p.m.

Katharine Cornell was a wispy *Candida* in her first appearance on a commercial radio play. She has had undisputed title to the lead role of the Shaw staple since the time she first played it on the New York stage in 1924, but the microphone canceled a good measure of the charm.

She played thruout in one minor, softly modulated key, ineffably British and reticent. Her failure to project was the more marked

# Conn. Summer Symph Starts Season in Clear

BRIDGEPORT, May 12.—For the first time since its inception, the Connecticut Pops concerts offered by the Connecticut Symphony Orchestra will begin operations for the summer concerts "in the clear." \$10,129 has been removed from the books, accumulated since 1947, but also the loss suffered in the last series, which totals more than \$6,000.

The money was raised by a committee of 27 business, professional and industrialists, among which included Edward Wallerstein, former president of Columbia Records, Inc., of this city.

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*Exclusive Decca Recording Artist*

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*The*

# PIZZICATO RHUMBA

*Theme from*

# SWEDISH RHAPSODY

*(Your Home Is In My Arms)*

Both Recorded in England

**CAMARATA conducts The Kingsway Symphony Orchestra**

Decca 40213 (78 RPM) and 9-40213 (45 RPM)



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Fastest Selling  
Records*

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No. 1 Song

"DOWN THE TRAIL OF ACHING HEARTS"

**The Billboard Picks:**  
"DOWN THE TRAIL OF ACHING HEARTS"

**Records Most Played by Disk Jockeys:**  
"DOWN THE TRAIL OF ACHING HEARTS"

**Best Selling Pop Singles:**  
"DOWN THE TRAIL OF ACHING HEARTS"

**Most Played Juke Box Records:**  
"DOWN THE TRAIL OF ACHING HEARTS"

Words and Music by  
JIMMY  
KENNEDY  
and  
NAT  
SIMON

Recorded by

Columbia — Sammy Kaye  
Decca — Guy Lombardo  
Mercury — Patti Page  
MGM — Phil Brito  
RCA Victor — Hank Snow

AL GALILICO MUSIC CO., Inc.  
RKO BLDG. RADIO CITY NEW YORK, N. Y.

## THE BILLBOARD Music Popularity Charts

### HONOR ROLL OF HITS

Trade Mark Reg.

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received May 9, 10 and 11.

Last Week | This Week

#### 1. 1. Mockin' Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V45148-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851, A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444 L. Paul-M. Ford, Cap 1373; Pifetoppers, Coral 64061; P. Page, Mer 5595 (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552; Saddle Kings, MacGregor 653.

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

#### 2. 2. How High the Moon

By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)

RECORDS AVAILABLE: C. Brown, Alladin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012, MGM 10332

ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard.

#### 3. 3. On Top of Old Smoky

By Pete Seeger—Published by Folkways (BMI)

RECORDS AVAILABLE: C. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612; Josh White, London 1028.

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

#### 8. 4. Too Young

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated.

#### 4. 5. If

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

RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Fotine, World; Vincent Lopez, Thesaurus; Mindy Carson Associated.

#### 7. 6. Be My Love

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

From the MGM film, "Toast of New Orleans."  
RECORDS AVAILABLE: B. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V(45)119-1353, (78)110-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith, Dec 27534.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus; Bob Eberle, World; George Wright, Associated.

#### 9. 7. I Apologize

(Appeared first in 4/21/51 issue)

By Al Hoffman, Al Goodheart and Ed Nelson—Published by Crawford Music (ASCAP)

RECORDS AVAILABLE: Champ Butler, Col 39189; D. Cherry-D. Terry Ork, Dec 27484; B. Eckstine, MGM 10903; T. Martin, V 20-4056; Anita O'Day, London 964; D. Washington, Mer 8209.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens, Associated.

#### 6. 8. Would I Love You?

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

RECORDS AVAILABLE: J. Gray Ork, Dec 27402; D. Day-H. James, Col(78)39159, (45)4-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Piel, London 8932; B. Clooney, King 15102; G. Jenkins, Dec 27490; M. Davis, Coral 65048; S. Reichtzeit, Banner 2589.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.

#### 5. 9. Sparrow in the Tree Top

By Bob Merrill—Published by Santly-Joy (ASCAP)

RECORDS AVAILABLE: L. Baxter Ork-L. Doherty, Cap 1440; B. Crosby-Andrew Sisters, Dec 27477; G. Mitchell, Col 39190; A. Mooney, MGM 10924; L. Murray, Coral-60401; R. Allen, Mer 5597, (45)5597X45.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Dick Jurgens, Associated.

#### 10. Beautiful Brown Eyes

By Arthur Smith and Alton Delmore—Published by American (BMI)

RECORDS AVAILABLE: R. Clooney, Col 39212; D. Drew-L. Douglas Ork, Mer 5370; L. Kirk, V(78)20-4062, (45)47-4062; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130; A. Mooney, MGM 10924; J. Rogers, V 21-0454; A. Smith, Cap 1426; A. (Guitar Boogie) Smith, MGM 10914; J. Wakely-L. Baxter, Cap 1393; B. Walker, Col 20798; E. Zack, Dec 46302.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

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**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

	<b>78</b>	<b>45</b>
	rpm	rpm
"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie	1521	F1521
"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin	1508	F1508
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr	1484	F1484
"MR. ANTHONY'S BLUES," "COOK'S TOUR" Ray Anthony	1502	F1502

**HOT SELLERS!**

**POPULAR**

"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
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford	1373	F1373
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton	1480	F1480
"WHEN YOU AND I WERE YOUNG MAGGIE BLUES," "TILL WE MEET AGAIN" Margaret Whiting and Jimmy Wakely	1500	F1500
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely	1393	F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul and Mary Ford	1316	F1316
"COME BACK, MY DARLING," "THEN YOU'VE NEVER BEEN BLUE" Kay Starr	1492	F1492
"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ" Tennessee Ernie	1470	F1470
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat "King" Cole	1468	F1468
"MR. ANTHONY'S BLUES," "COOK'S TOUR" Ray Anthony	1502	F1502
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr	1484	F1484

**WESTERN & FOLK**

"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin	1508	F1508
"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie	1295	F1295
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson	1528	F1528
"THE HOKEY POKEY," "JUMP ROPE BOOGIE" Cliffie Stone	1496	F1496
"AS LONG AS YOU BELIEVE IN ME (LITTLE DARLIN')," "WHITE PETALS FROM A ROSE" Jimmie Davis	1510	F1510
"R C COLA AND MOON PIE," "BEER DRINKING BLUES" "Big Bill" Lister	1488	F1488
"SCOOT, GIT AND BEGONE," "BLUES IS BAD NEWS" Skeets McDonald	1518	F1518
"I'LL FLY AWAY," "WE WILL RISE AND SHINE" James and Martha Carson	1415	F1415
"WHERE IS YOUR HEART TONIGHT!" Hank Thompson	1444	F1444
"STOP YOUR GAMBLIN'," "PLEASE DON'T STAY AWAY TOO LONG" Boots Faye and Idaho Calls	1498	F1498



Week ending  
**MAY 19, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

his first one for Capitol ...  
and it's a **BIG ONE**

**BOB  
EBERLY** sings



**"i made a promise"**  
coupled with **"alone"**

on Capitol 78 r.p.m. No. 1533 • on 45 r.p.m. F1533

**NEW RELEASES ON Capitol**

POPULAR		78 rpm	45 rpm
<b>LOU ELLA ROBERTSON</b> and the <b>WANDERERS</b> <small>with Orchestra Conducted by Don Robertson</small>	<b>THE LETTER</b> <small>coupled with</small> <b>ROSE, ROSE I LOVE YOU</b>	1532	F1532
<b>BOB EBERLY</b> <small>with Orchestra Conducted by Harold Healey</small>	<b>I MADE A PROMISE</b> <small>coupled with</small> <b>ALONE</b>	1533	F1533
<b>JIMMY WAKELY</b> <small>and Chorus with Orchestra Conducted by Sid Feller</small>	<b>OLD SOLDIERS NEVER DIE (THEY JUST FADE AWAY)</b> <b>I LIKE THE WIDE OPEN SPACES</b> <small>From the Ken Murray TV Show</small>	1534	F1534
<b>STAN KENTON</b> <small>and His Orchestra</small>	<b>TORTILLAS AND BEANS</b> <small>Vocal by Eddie Gomez and Ray Watral</small> <b>DYNAFLOW</b> <small>Instrumental</small>	1535	F1535
<b>THE VOICES OF WALTER SCHUMANN</b>	<b>FOOLS RUSH IN (WHERE ANGELS FEAR TO TREAD)</b> <small>Tenor Solo by Eddie Miller</small> <b>HOLIDAY FOR STRINGS</b>	1536	F1536
<b>PAUL NEIGHBORS</b> <small>and His Orchestra</small>	<b>AND I WAS KISSING YOU</b> <b>THERE SHE WAS</b>	1537	F1537
<b>MICKEY KATZ</b> <small>and His Orchestra</small>	<b>MONA LIZA</b> <small>Vocal by Jay Novello Parody of "Home Life"</small> <b>TURKISH LULLABY</b> <small>Vocal by Annette Warren</small>	1538	F1538
<b>BOBBY SHERWOOD</b> <small>and His Orchestra</small>	<b>THE ELKS' PARADE</b> <b>SHERWOOD'S FOREST</b> <small>Instrumental</small>	1539	F1539
WESTERN & COUNTRY			
<b>TEX WILLIAMS</b> <small>and His Orchestra</small>	<b>GOODNIGHT CINCINNATI,</b> <small>coupled with</small> <b>SUGAR</b> <b>GOOD MORNING TENNESSEE</b> <small>with</small> <b>COATED LOVE</b>	1540	F1540
<b>CARL BUTLER</b>	<b>I LIVE MY LIFE ALONE</b> <b>OUR LAST RENDEZVOUS</b>	1541	F1541
<b>OLE RASMUSSEN</b> <small>and His Orchestra</small>	<b>RAMBLING BLUES</b> <small>Vocals by Ted Wilde</small> <b>HALF A LOVE AFFAIR</b>	1542	F1542

# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

... Based on reports received May 8, 9 and 10

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Artist	Label
7	1	1	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
7	3	2	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen	Dec(78)27515; (45)9-27515-BMI
5	10	3	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
13	5	4	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
11	2	5	MOCKIN' BIRD HILL	P. Page	Mercury (78)5595; (45)5595X45-ASCAP
5	6	6	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
19	4	7	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
2	29	8	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)39367; (33)3-39367-ASCAP
5	13	9	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-BMI
10	7	10	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
15	9	11	WOULD I LOVE YOU?	P. Page	Mercury (78)5571; (45)5571X45-ASCAP
1	—	12	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146-ASCAP
3	12	13	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-BMI
4	11	14	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing and Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
22	8	15	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
2	19	16	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328; (45)4-39328; (33)3-39328-BMI
12	27	17	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190-ASCAP
12	16	18	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212-BMI
1	—	19	ROSE, ROSE, I LOVE YOU	B. Morrow	V(78)20-4135; (45)47-4135-ASCAP
18	25	20	IF	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082-ASCAP
4	14	21	MOONLIGHT BAY	Bing and Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
4	21	22	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
9	28	23	WOULD I LOVE YOU?	H. O'Connell	Cap(78)1368; (45)F-1368-ASCAP
1	—	24	UNLESS	G. Mitchell-M. Miller	Col(78)39331; (45)4-39331; (33)3-39331-ASCAP
4	18	25	SEPTEMBER SONG	S. Kenton	Cap(78)1480; (45)F-1480-ASCAP
1	—	25	PRETTY EYED BABY	F. Laine-J. Stafford	Col(78)39388; (45)4-39388; (33)3-39388-ASCAP
16	26	27	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352-ASCAP
6	—	28	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
16	15	29	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282-ASCAP
1	—	29	RED SAILS IN THE SUNSET	Nat (King) Cole	Cap(78)1468; (45)F-1468-ASCAP

## England's Top Twenty

POSITION	Weeks   Last   This	to date   Week   Week	English	American
6	1	1	MOCKIN' BIRD HILL	Southern
6	2	2	ROSE, ROSE, I LOVE YOU	Sterling
9	5	3	BE MY LOVE	Francis Day
10	4	4	THE ROVING KIND	Leeds
16	3	5	TENNESSEE WALTZ	Cinephonic
11	9	6	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit
14	6	7	MY HEART CRIES FOR YOU	Morris
4	10	8	SPARROW IN THE TREE TOP	Cinephonic
15	8	9	SEPTEMBER SONG	Chappell, Ltd.
21	7	10	PETITE WALTZ	Duchess
5	12	11	MARY ROSE	Magna
17	11	12	IF	Lennox
3	16	13	SHOTGUN BOOGIE	Connelly
4	17	14	DADIM DADOM (RAINY DAY REFRAIN)	Maurice
15	13	15	I'LL ALWAYS LOVE YOU	Chappell, Ltd.
3	15	16	SO IN LOVE	Chappell, Ltd.
13	14	17	C'N I CANOE YOU UP THE RIVER?	Leeds
1	—	18	MAY KWAY, OH MAY KWAY (ROSE, ROSE, I LOVE YOU)	Maurice
22	18	18	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.
1	—	18	LIFE'S DESIRE	Lennox

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

## VOX JOX

### Preems

Art Glenn is the new pilot for "Nightwatch" over WHAT, Philadelphia. . . . Lloyd Harvey, WIRL, Peoria, Ill., has a new hour show, "Saturday Matinee," featuring The Billboard's Honor Roll of Hits. . . . Clark Reid, WAKR, Akron, has moved his "Request Review" show over to the Mayflower Hotel Terrace Room, a local nitery, where it will air as a nightly remote. . . . Harry Light, WSN, Allentown, Pa., has started a two and one-half hour nightly d.j. show over WARD, Johnstown, Pa. . . . Jack R. Harter and George Perry, WFMY, Greensboro, N. C., have resumed their "Record Rumpus Room" daily ailer. . . . Dick Terlier, ex-WHAN, Charleston, S. C., has transferred his "Jazz-Bop" sessions to WGAC, Augusta, Ga. . . . Ray Rayner, ex-WONE, Dayton, O., has shifted to WOOD, Grand Rapids, Mich., where he plays The Billboard's Top 10 every Saturday morning. . . . Don Reed, new staffer at Charleston, W. Va., reports gratifying audience response to his initial d.j. sessions. . . . Barry Nesbitt has replaced Dick Nelson on the all-night platter run at CKFH, Toronto. . . . The National Safety Council of Chicago has cited Larry Mann, CHUM, Toronto, for his efforts in their behalf. . . . Mike Wood, ex-CJBC, Toronto, has entered the radio parts business in Ottawa. . . . Jack Gale, formerly with WSID, Baltimore, has joined WTBO, Cumberland, Md., where he is spinning morning platters, plus a midnight telephone request show on Saturday. His frau takes care of the "Ameche." . . . Bud Sunkel was appointed program director of new station WPRS, Paris, Ill., which tees off the middle of this month. . . . Rodd Purse, WXYZ, Detroit, has drawn a new two-hour morning stint for a video remote from the local airport, tagged "Flying Start." . . . Sid Garris has joined CKLW, Windsor-Detroit, with a two-hour afternoon session under the moniker of Symphony Sid. . . . Dick Maphet, KECK, Odessa, Tex., is leaving for a new berth in Santa Barbara, Calif. . . . Vern Brake has joined KSIM, Sikeston, Mo. . . . Dick Biondi, ex-KVOB, Alexandria, La., has moved to KSYL, same city. . . . Dana Adams has left KTBB, Tyler, Tex., to open his own record shop. . . . Dick Wheeler has taken over Adams' "Club 600" show. . . . Harold Stevens has joined WMID, Atlantic City, replacing Bob Brown, who has switched to WAAT, Newark, N. J. . . . Walt (Kousin) Kay has signed with WDOK, Cleveland, to pilot 25 hours of record airers a week.

### Gab Bag

Jack Chandler, KYOU, Greeley, Colo., writes, "We receive wonderful service from most of the disk outfits—but no Victor! Since 1948, I have written letters to RCA in Denver, Camden and Hollywood—all to no avail. Consequently, we have stopped playing Victor records at this station. We are situated in one of the 10 richest counties in the country and have a potential listening audience of over 100,000." "Here's a tip on how to get out of playing a request record you don't want to spin" from Dave Fentress, WTIK, Durham, N. C., who says "we tell them the light just burned out in the record room, and we can't see to find the selection." "Sorta embarrassed around here," pens Bob Laverly, KWSD, Mt. Shasta, Calif. "Haven't received Les Paul's 'How High the Moon' yet, so have to fill out with other versions." . . . Jack Lynn, KVER, Albuquerque, N. M., is "still waiting for a small plug about my new tunes 'You're Not a Cowboy' and 'No More Love.'" "Each week I pick a different label and play the plat-

(Continued on page 34)

## Best Selling Sheet Music

... Based on reports received May 8, 9 and 10

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Publishers
13	1	1	MOCKIN' BIRD HILL (R)	Southern
7	4	2	ON TOP OF OLD SMOKY (R)	Folkways
14	8	3	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
9	7	4	BEAUTIFUL BROWN EYES (R)	American
17	2	5	IF (R)	Shapiro-Bernstein
4	10	6	TOO YOUNG (R)	Jefferson
21	11	7	BE MY LOVE (F) (R)	Miller
8	13	8	I APOLOGIZE (R)	Crawford
20	3	9	IT IS NO SECRET (R)	Duchess
10	6	10	SPARROW IN THE TREE TOP (R)	Santly-Joy
1	—	11	SYNCPATED CLOCK (R)	Mills
25	5	12	TENNESSEE WALTZ (R)	Acuff-Rose
12	9	13	WOULD I LOVE YOU? (R)	Walt Disney
11	12	14	ABA DABA HONEYMOON (F) (R)	Feist
2	—	15	HOW HIGH THE MOON (R)	Chappell

## Songs With Greatest Radio Audiences (ACI)

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

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

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(Beginning Friday, May 4, 8 a.m., and ending Friday, May 11, 8 a.m.)

Aba Daba Honeymoon (F) (R)	Feist-ASCAP
Be My Love (F) (R)	Miller-ASCAP
Because of You (R)	BMI-BMI
Here's to Your Illusions (M) (R)	Chappell-ASCAP
Hot Canary (R)	Leeds-ASCAP
How High the Moon (R)	Chappell-ASCAP
I Apologize (R)	Crawford-ASCAP
I Love the Way You Say Goodnight (R)	Rgmick-ASCAP
I Whistle a Happy Tune (M) (R)	Williamson-ASCAP
If (R)	Shapiro-Bernstein-ASCAP
I'll Buy You a Star (M) (R)	T. B. Harms-ASCAP
I'll Never Know Why (R)	Bregman-Vocco-Conn-ASCAP
I'm Late (F) (R)	Walt Disney-ASCAP
It's a Lovely Day Today (M) (R)	Berlin-ASCAP
Love Me (R)	Words & Music-ASCAP
Loveliest Night of the Year (F) (R)	Robbins-ASCAP
May the Good Lord Bless and Keep You (R)	Pickwick-ASCAP
Mockin' Bird Hill (R)	Southern-ASCAP
My Prayer (R)	Shapiro-Bernstein-ASCAP
Never Been Kissed (R)	Paxton-ASCAP
No One But You (R)	Harms-ASCAP
On Top of Old Smoky (R)	Folkways-BMI
Sound Off (R)	Shapiro-Bernstein-ASCAP
Sparrow in the Tree Top (R)	Santly-Joy-ASCAP
Syncpated Clock (R)	Mills-ASCAP
Too Late Now (F) (R)	Feist-ASCAP
Too Young (R)	Jefferson-ASCAP
Vampin' (R)	Simon House-BMI
When You and I Were Young Maggie Blues (R)	Mills-ASCAP
Where the Red Roses Grow (R)	Famous-ASCAP
Would I Love You (R)	Walt Disney-ASCAP

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

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

Week of May 3 to May 9	
1. Would I Love You—Disney	125
2. How High the Moon—Chappell	120
3. Be My Love—Miller	105
4. If—Shapiro	90
5. Mockin' Bird Hill—Southern	90
6. When You and I Were Young Maggie Blues—Mills	90
7. I'll Buy You a Star—T. B. Harms	80
8. On Top of Old Smoky—Folkways	80
9. Too Young—Jefferson	60
10. I Apologize—Crawford	55
11. It's a Lovely Day Today—Berlin	55
12. Once Upon a Nickel—Valando	55
13. I Whistle a Happy Tune—Williamson	50
14. Sparrow in the Tree Top—Santly	50
15. You're Just in Love—Berlin	50
16. Nevertheless—Crawford	45
17. How Could You Believe Me When I Said I Love You?—Feist	40
18. Make the Man Love Me—T. B. Harms	40
19. Aba Daba Honeymoon—Feist	30
20. If I Were a Bell—Morris	30
21. I'll Never Know Why—BVC	30
22. I Won't Cry Anymore—United	30
23. Beautiful Brown Eyes—American	25
24. Tennessee Waltz—Acuff-Rose	25
25. Alice in Wonderland—Disney	20
26. A Penny a Kiss—Shapiro	20
27. Bring Back the Thrill—Maypole	20
28. Because of You—BMI	20
29. Hello Young Lovers—Williamson	20
30. Happiness—Simon House	20

**...Get ready for some BIG sales action!**

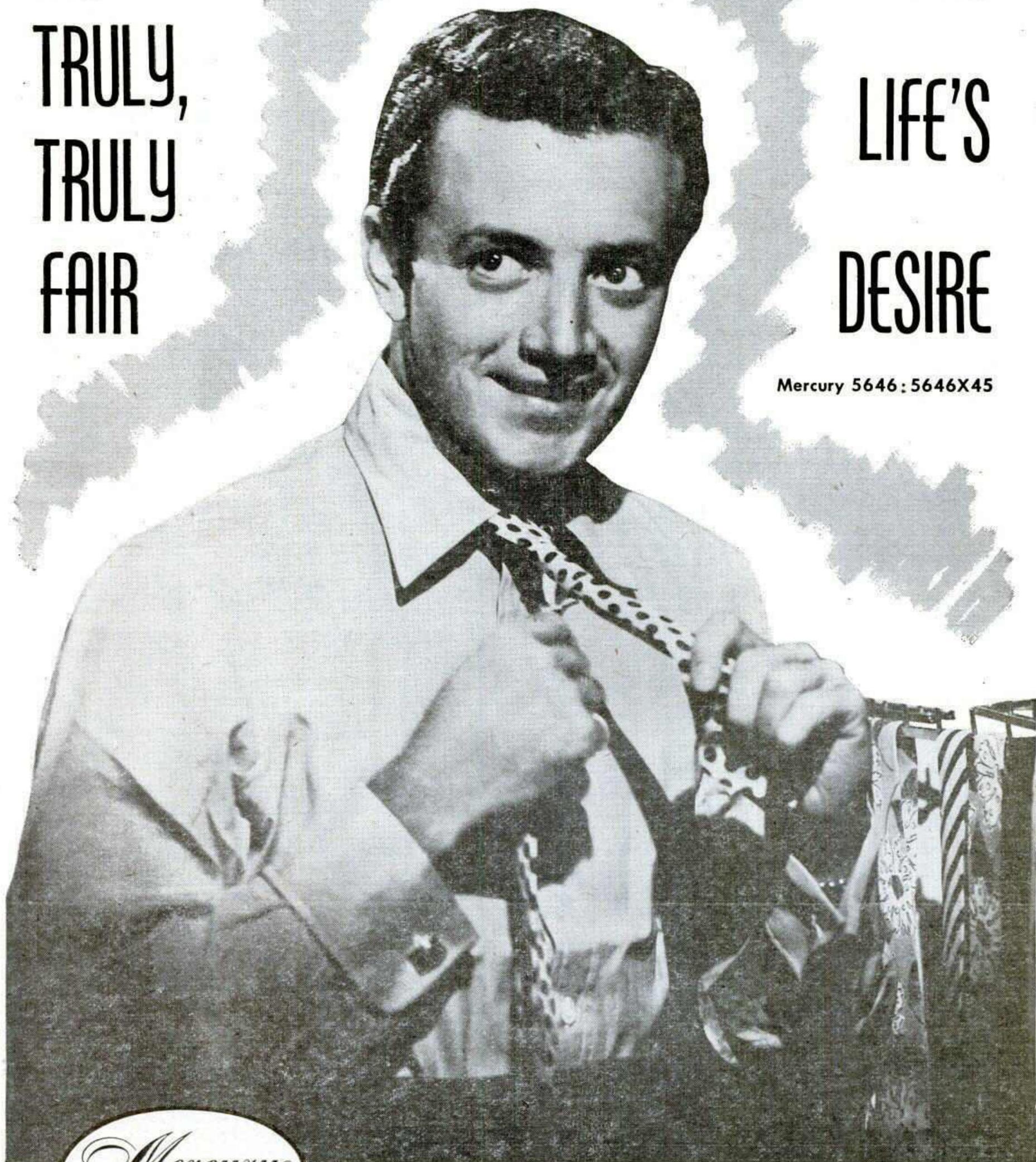
*This Kid Just Finished A Good Day's Work!*

MY  
TRULY,  
TRULY  
FAIR

**TWO REALLY GREAT SIDES**

MY  
LIFE'S  
DESIRE

Mercury 5646:5646X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

Based on reports received May 8, 9 and 10

Week Last	Week This	Title	Artist	Label
8	1	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
8	2	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515-BMI
6	4	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
13	3	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
14	5	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
5	6	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
23	7	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
3	11	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-BMI
2	19	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146-BMI
12	8	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
6	15	LOVELIEST NIGHT IN THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
19	9	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
2	17	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-ASCAP
3	18	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-BMI
5	10	WHEN YOU AND I WERE YOUNG	Bing and Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
8	12	SYNCPATED CLOCK	L. Anderson	Dec(78)16005; (45)9-16005-ASCAP
15	14	WOULD I LOVE YOU?	P. Page	Mercury(78)5571; (45)5571X45-ASCAP
15	13	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282-ASCAP
3	22	UNLESS	E. Fisher-H. Winterhalter	V(78)20-4120; (45)47-4120-ASCAP
12	16	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (33)3-39190; (45)4-39190-ASCAP
8	21	HOT CANARY	F. Zabach	Dec(78)27509; (45)9-27509-ASCAP
10	25	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477-ASCAP
1	—	I LIKE THE WIDE OPEN SPACES	A. Godfrey-L. Anders	Col(78)39404; (45)4-39404; (33)3-39404-BMI
5	20	MOONLIGHT BAY	Bing and Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
11	24	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212-BMI
4	22	SEPTEMBER SONG	S. Kenton	Cap(78)1480; (45)F-1480-ASCAP
3	25	UNLESS	G. Mitchell-M. Miller	(78)39331; (45)4-39331; (33)3-39331-ASCAP
1	—	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45-ASCAP
1	—	PRETTY EYED BABY	J. Stafford-F. Laine	Col(78)39388; (45)4-39388; (33)3-39388-ASCAP
11	27	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP

## Best Selling Classical Titles

Based on reports received May 8, 9 and 10

Week Last	Week This	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(33)LM-1127	
2	2	Bizet Carmen, Paris Opera Comique Soloists, Cluyten, conductor	Col(33)SL-109	
3	2	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna Philharmonic Ork, Vienna State Opera Chorus	London(33)LLP-281-82	
4	4	Offenbach: Tales of Hoffman, Royal Philharmonic Ork, Sir Thomas Beecham, conductor	London(33)LLP-A-4	
4	5	Verdi: Aida, M. Caniglia, Gi Li Beniamino, E. Stignani, G. Bechi, I. Tajo, T. Serafin, conductor	V(33)LCT-6400	

Week Last	Week This	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1506	
2	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11	
3	2	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1395	
5	3	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork	V(45)WDM-1020	
4	5	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor	V(45)WDM-920	
5	5	Offenbach Tales of Hoffman, Royal Philharmonic Ork, Sir Thomas Beecham, conductor	London(45)LGF-78	

## Advance Classical Releases

Bela Bartok: Sonata No. 1 for Violin and Piano Album—J. Stern-A. Zakin (1-12") Col (33) ML-4376	Dvorak: Quintet No. 3 in E-Flat Major, Op. 97 Album—Budapest String Quartet-M. Katins (1-10") Col (33) ML-2173
Brahms: Symphony No. 4 in E Minor Op. 98 Album—Berlin Philharmonic Ork-Victor De Sabata, Cond. (1-12") Dec(33)DL-9516	Laudate Dominum Album—Gregorian Chant by the Trappist Monks-Thomas Merton (Father Lewis) (1-12") Col (33) ML-54994
Conchita Supervia: A Program of Spanish Songs Album—C. Supervia-Frank Marshall (1-10") Dec(33)DL-7510	Gen. Douglas A. MacArthur's Speech to Congress, April 19, 1951 Album (1-12") Col (33) PL-4410
Debussy: La Fille Aux Cheveux de Lin—Jascha Heifetz-Emanuel Bay (Hora Staccato) (V(45)-49-3312	Rachmaninoff: Suite No. 1 for Two Pianos, Op. 5 (Fantasy) and Suite No. 2 for Two Pianos, Op. 17 Album—V. Vrotsky-V. Babin (1-12") Col (33) ML-4379
Dinicu-Heifetz—Hora Staccato—Jascha Heifetz-Emanuel Bay (Debussy: La Fille) (V(45)49-3312	Schumann-Brahms Recital Album—G. Sandor (1-12") Col (33) ML-4375
Doynanyi: Suite in F-Sharp Minor for Orchestra, Op. 19 Album—London Symphony Ork-Sir M. Sargent, Cond. (1-10") Col (33) ML-2172	Spanish Folk Songs Album—Victoria da los Angeles-Renata Tarrago (1-10") V (33)LM-63

(Continued on page 89)

## DEALER DOINGS

### Big Celebration

Combination of the shop's fifth anniversary and the receipt of an award from the Brand Names Foundation was the basis of a large-scale celebration and promotion by Radio Center, New Orleans. Shop had all major disk firms represented during the week-long open house and used kleig and searchlights. Refreshments and gifts for all. Door prize contest offered a free, all-expense trip to Cuba, three major appliances and 500 smaller prizes consisting of pop disks. Shop also sponsors a regular deejay show devoted to David Rose disks.

### News and Chatter

The Music Box, Portland, Ind., switched from supplying free disks in exchange for plugs at the local drive-in theater to a system of taping complete full-hour musical programs, including the plugs for the disk store. Shop is celebrating its first anniversary, beginning June 18, and seeks promotional tips for the event. Write to Jacquelyn W. Macy at 205 North Commerce St. . . . Martha Coggins, disk department manager of the Baskette Piano Company, Atlanta, reports that the general business lull hasn't affected her trade—all 45 disks and classical LP's are doing well. . . . New England Appliance and Radio News for April devoted a three-page article with photos to the operation of the Spence Music Shop, Whitinsville, Mass.

### Trade Talk

Polka Music Shop, Brooklyn, thinks that all diskeries are due congratulations on the wonderful polka records being issued, that more disks by the silver bells ork are warranted, and would like to hear from other polka shops. . . . Burritt Music Shop, New Britain, Conn., reports that business has fallen a great deal in the last few weeks but that the store continues to advertise on the local radio station. . . . S. S. Kresge's store No. 59, Grand Rapids, Mich., hopes to see more labels issue 45 disks with optional centers a la Capitol. . . . Record Mart, Cleveland, would like to see The Billboard devote a section to recorded tunes being featured in current motion pictures. Any others? . . . S. S. Kresge's store No. 103, Jackson, Mich., reports continuing success with merely airing the top 10 disks via a loud-speaker system in the store. . . . Tri Boro Record Shop, Jamaica, L. I., N. Y., complains that the flood of new releases is "killing me." . . . R. E. Myers, Best Music, Oakland, Calif., still believes that RCA Victor is ignoring a good market by not issuing pop LP records, "But I guess they don't care if they keep shoving 45's down our throats." . . . Spencer Harmony Hall, Iowa City, Ia., says that the big gripe centers around the inability to obtain store promotional material (hangers, folders, etc.) from RCA Victor . . . Music & Recording, Hanover, N. H., writes that Decca has a fine disk in Walter Huston's "September Song," but "try and get it!"—we can't.

### Promotions Pay Off

A letter from Loren E. Brown, Music Mart, Holdrege, Neb., points out that good promotions will pay off in small towns as well as the large ones. The shop has always tied in with appearances of name bands. Brown explains that too many dealers fail to take advantage of the band dates. Recent Sammy Kaye appearance in Holdrege saw the Music Mart tie in by stocking all Kaye disks, setting up displays and tie-in ads in both newspapers and on radio.

## Best Selling Children's Records

Based on reports received May 8, 9 and 10

Position	Weeks Last	Title	Artist	Label
14	1	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F-1360
23	1	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
66	3	CINDERELLA (Two Records)	I. Woods & Others	V(78)Y-399; (45)WY-399
31	4	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
12	5	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709
6	10	LITTLE WHITE DUCK (One Record)	D. Kaye	Dec(78)27350; (45)9-27350
150	5	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
31	7	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
16	—	PETER AND THE WOLF (Two Records)	Sterling Holloway	V(78)Y-386; (45)WY-386
146	8	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
36	9	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
25	11	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
62	12	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
3	13	TEDDY BEAR'S PICNIC (One Record)	F. DeVol	Cap(78)CAS-3083; (45)CAS-3083
16	—	HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	B. Smith	V(78)Y-414; (45)WY-414

## Best Selling Pop Albums

Based on reports received May 8, 9 and 10

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

Week Last	Week This	Title	Artist	Label
1	1	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
2	2	LULLABY OF BROADWAY	Doris Day	Col(78)C-235; (33)CL-6168
3	3	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
4	4	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork	V(78)DM-1506; (33)LM-1127
5	5	CARNegie HALL JAZZ CONCERT, Vol. I and II	B. Goodman	Col(33)SL-160
6	6	GUY'S AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
7	7	ROYAL WEDDING	J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543
—	8	MACARTHUR'S SPEECH TO CONGRESS	General D. MacArthur	V(78)P-317; (33)LMP-5
8	9	TWO WEEKS WITH LOVE	J. Powell-C. Carpenter-D. Reynolds	MGM(78)MGM-61; (33)E-530
10	10	MACARTHUR'S HISTORICAL SPEECH	D. MacArthur	Col(33)PL-4410

Week Last	Week This	Title	Artist	Label
1	1	LULLABY OF BROADWAY (Four Records)	Doris Day	Col(78)C-235; (45)B-235
2	1	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
3	3	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork	V(78)DM-1506; (45)WDM-1506
4	4	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
5	5	ROYAL WEDDING (Four Records)	J. Powell-F. Astaire	MGM(78)MGM-70; (45)K-70
6	6	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
7	7	TWO WEEKS WITH LOVE (Three Records)	J. Powell	MGM(78)MGM-61; (45)K-61
8	8	GUY'S AND DOLLS (Seven Records)	Original Cast	Dec(78)DA-825; (45)9-203
—	9	MACARTHUR'S SPEECH TO CONGRESS (Three Records)	General D. MacArthur	V(78)P-317; (45)WP-317
10	10	OKLAHOMA	J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon-J. Blackton, Director	Dec(78)DA-359; (45)9-6

## Classical Reviews

RICHARD TAUBER: VIENNESE OPERETTA FAVORITES (1-10") Decca (33) DL-7511	78	FRANZ LEHAR: SONGS FROM HIS OPERETTAS — Aulikka Rautawarra-Peter Anders, German Opera House Ork, Hans Schmidt-Isserstedt, Peter Kreuder, Conds. OSCAR STRAUS: OPERETTA EXCERPTS, Jean Lohe-Madlon Harder-Rosl Segars-Berlin State Opera Ork-Hans Schindler, Cond. (1-12") Capitol Telefunken (33) P-8139	65
Selections from The Land of Smiles, The Gypsy Baron, Frederica, The Merry Widow, White Horse Inn, Giuditta, Fran Luna. The Richard Tauber died just a little over three years ago, his voice has already become as legendary as that of Caruso. Certainly there is a large market for Tauber selections. In this instance, the market should be well satisfied with the excellent choice made in selecting the nine vocal pieces here reproduced. As for the quality, it is far superior to what could have been hoped for. Engineering skill has done wonders with some "ancient" Tauber diskings. Packaging is excellent.		Apparently the market for music of Lehar and the Strauss family is never satiated. For that reason, if no other, this collection of vocal excerpts from operettas should be salable. On the credit side are the excellent voices of soprano Rautawarra, tenor Anders, the batoning of Schmidt-Isserstedt, Kreuder and Schindler, and the quality of the recording and reproduction. Partially in the debit column is the heavy competition of similar German diskings and that this is a potpourri collection.	
VICTORIA DE LOS ANGELES—SPANISH FOLK SONGS—Renata Tarrago, guitar (1-10") Victor (33) LM-63	66	DOHNANYI: SUITE IN F-SHARP MINOR FOR ORCHESTRA, OP. 19—London Symphony Ork-Sir Malcolm Sargent, Cond. (1-10") Columbia (33) ML-2172	67
Miss de los Angeles, a brilliant young Spanish soprano who recently made her debut here after bowing them over in England, has been shown on wax over here in a variety of operatic effort ranging from Massenet to Mozart and Wagner. In this package, she turns to the folk music of her native Spain to further illustrate her superb bell-like quality and her versatility of style. She sings 11 songs drawn from the folklore of six of Spain's 49 provinces to the accompaniment of a guitar, used for atmospheric accuracy and played splendidly by Renato Tarrago. The soprano sings them with a warm understanding and a radiant quality. Miss de los Angeles will certainly accumulate a fast following who will not want to miss this set.		Columbia has drawn from its English catalog a much-needed modern recording of this highly listenable and considerably enjoyable music. The work has a ballet-like flavor and a lush melodic quality invested with several folk-like themes. It makes for easy, entertaining listening, but is hardly a work of major import. Sargent has whipped up an altogether fine reading of the work and it is recorded in the typically expert manner expected of English made diskings these days.	

(Continued on page 30)



MINDY'S biggest seller since "CANDY AND CAKE"

WHEN YOU AND I WERE YOUNG

# MAGGIE BLUES

MINDY CARSON

RCA VICTOR { 20-4119 (47-4119)\*

SEE GOING STRONG BELOW

This week's

## New Releases

... on RCA Victor

Release 51-20

Ships Coast to Coast, Week of May 20

### POPULAR

- RALPH FLANAGAN and His Orchestra  
Chicken in the Car  
I Have Dreamed  
20-4147—(47-4147)\*
- HENRI RENE and His Orchestra  
I'm in Love Again  
Roller Coaster  
20-4148—(47-4148)\*
- THE THREE SUNS  
Tom's Tune  
These Things I Offer You  
20-4150—(47-4150)\*
- FRAN ALLISON  
Light in the Window  
And Then I Prayed  
20-4104—(47-4104)\*

### COUNTRY

- CHET ATKINS  
The Jitterbug Waltz  
My Crazy Heart  
21-0471—(48-0471)\*
- CECIL CAMPBELL'S TENNESSEE RAMBLERS  
Tennessee Steel Guitar  
Paper Roses  
21-0472—(48-0472)\*

### WESTERN

- ROSALIE ALLEN and the Black River Riders  
Just a Sailor's Sweetheart  
Somebody  
21-0470—(48-0470)\*

### RHYTHM

- LLOYD THOMPSON with Brother Moncur's Strollers  
Baby, You Ain't Nowhere  
I Want a Lavender Cadillac  
22-0128—(50-0128)\*

### RED SEAL SPECIAL

- EZIO PINZA and FRAN WARREN  
Andiamo  
Let Me Look at You  
10-3391—(49-3391)\*

### NEW ALBUMS

- SONS OF THE PIONEERS  
Garden of Roses  
P-309—(WP-309)\*
- HANK SNOW (The Singing Ranger) and His  
Rainbow Ranch Boys  
Hank Snow Sings Famous  
Railroading Songs  
P-310—(WP-310)\*

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



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

- Old Soldiers Never Die/Love and Devotion  
Vaughn Monroe .....20-4146—(47-4146)\*
- Sound Off/Oh, Marry Me  
Vaughn Monroe .....20-4113—(47-4113)\*
- The Loveliest Night of the Year  
Mario Lanza .....10-3300—(49-3300)\*
- On Top of Old Smoky/Shall We Dance  
Vaughn Monroe .....20-4114—(47-4114)\*
- Be My Love  
Mario Lanza .....10-1561—(49-1561)\*
- Never Been Kissed  
Freddy Martin .....20-4099—(47-4099)\*
- I Have No Heart/Unless  
Eddie Fisher .....20-4120—(47-4120)\*
- Rhumba Boogie  
Hank Snow .....21-0431—(48-4031)\*
- Kentucky Waltz  
Eddy Arnold .....21-0444—(48-0444)\*
- Down the Trail of Achin' Hearts/Bluebird Island  
Hank Snow and Anita Carter .....21-0441—(48-0441)\*
- Syncopated Clock  
The Three Suns .....20-4090—(47-4090)\*  
The Boston "Pops" Orchestra under Arthur Fiedler. 10-3044—(49-3044)\*
- Would I Love You  
Tony Martin .....20-4056—(47-4056)\*
- If/Zing Zing—Zoom Zoom  
Perry Como (Sigmund Romberg) (Mitchell Ayres). 20-3997—(47-3997)\*
- Lonesome/Poison Love  
Johnnie and Jack .....21-0377—(48-0377)\*
- There's Been a Change in Me  
Eddy Arnold .....21-0412—(48-0412)\*



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

- Hello, Young Lovers/We Kiss in a Shadow  
Perry Como .....20-4112—(47-4112)\*  
Both sides, the Retailers Pick, May 12th issue, Billboard.
- Rose, Rose I Love You  
Buddy Morrow and His Orchestra .....20-4135—(47-4135)\*  
The Disk Jockeys Pick, May 12th issue, Billboard.
- Three Cornered Tune  
Dinah Shore .....20-4107—(47-4107)\*  
The Disk Jockeys Pick, Billboard, May 5th issue.
- Good-By, G.I. Al  
Eddie Fisher .....20-4100—(47-4107)\*  
Disk Jockeys Pick, April 14th issue, Billboard.

### TIPS

## I'M IN LOVE AGAIN

Henri Rene and His Orchestra. Vocal by April Stevens. 20-4148—(47-4148)\*



What is your reaction after reading, say a list of all-time baseball greats or the twenty greatest men in history, the ten best dressed women or any other list of greats?

Your interests are basically like the interests of about one hundred million other Americans, your curiosity is piqued and almost immediately you mentally check such a list against your own imaginary one. And if perchance such a list involves a commercial product, say, for example, a list of the 50 all-time best selling records, it is quite possible you will transfer your curiosity into action.

Well, during the week of May 15 RCA Victor is going to advertise across the nation, in metropolitan newspapers, the 50 BEST SELLING SINGLE RECORDS FROM THE RCA VICTOR CATALOG. And just as you would react to other lists, so, too, will millions of readers react to this provocative RCA Victor list. Customers will find their way to your store to hear one or more of these tunes, and after hearing they will buy. This list comprises records that would account for better than three million unit sales over the year, and what is more, over the years to come they will ring up millions of additional sales.

Be smart, cash in on the interest these ads will create. Check your distributor (if he has not already advised you) on these famous 50 and get the selections in stock. Do what many will do and install a window display built around the famous 50.

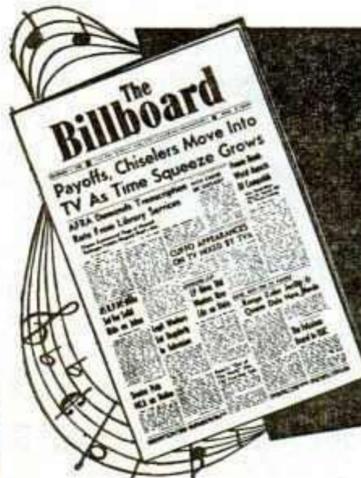
Hamburg Bros., of Pittsburgh, report dealer interest in the famous 50 is outstanding. Last, but not least, check your RCA Victor distributor on how you can get a terrific counter merchandiser featuring the 50 best sellers placed prominently on your counters. The famous 50 arouses consumer interest. Nature will take care of the rest.

The stars who make the hits are on

# RCA VICTOR Records

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





# Today's TOP TUNES

YOUR NAME IMPRINTED HERE ADDRESS & PHONE

Copyright 1951, The Billboard Pub. Co.

Vol. 1—No. 5 MAY 19, 1951

COMPILED FROM THE BILLBOARD MUSIC POP CHARTS

## 1 MOCKIN' BIRD HILL

- ELTON BRITT & ROSALIE ALLEN—V (78) 21-0396; (45) 48-0396 (Tomorrow You'll Be Married)
- CLARK & McMULLEN—R.F.D. 5075 (Behind the Chapel Wall)
- TINY HILL—Mercury (78) 5552; (45) 5552x45 (If You've Got the Money I've Got the Time)
- MARLIN SISTERS—London (78) 851; (45) 30296 (Girl I Left Behind)
- ARVADA MILLER—Cormac BR5 1168 (Daddy Blues)
- RUSS MORGAN—Dec (78) 27444; (45) 9-27444 (Flying Eagle Polka)
- PATTI PAGE—Mercury (78) 5595; (45) 5595X45 (I Love You Because)
- LES PAUL & MARY FORD—Cap (78) 1373; (45) F1373 (Chicken Reel)
- PINETOPPERS—Coral (78) 64061; (45) 9-64061 (Big Parade Polka)

## 2 HOW HIGH THE MOON

- ALL STARS—Mercury 11009-10
- CHARLES BROWN—Aladdin 3071 (Texas Blues)
- DON BYAS—Savoy 916 (Koko)
- LILYANN CAROL & CHARLIE VENTURA ORK—National 7015 (Please Be Kind)
- AL CASEY & SEXTET—Cap (45) 15638 (All I Do Is Dream of You)
- AL CASEY & SEXTET—Cap 10034 (Sometimes I'm Happy)
- NAT (KING) COLE—Cap (78) 10191; (45) F531 (Blues in My Shower)
- JOAN EDWARDS—Liberty 292 (House With the Little Red Barn)
- DUKE ELLINGTON—Col (78) 38950; (33) 1-778 (Cowboy Rhumba)
- ZIGGY ELMAN—MGM 10332 (Night Is Young)
- ELLA FITZGERALD—Dec (78) 24387; (45) 9-24387 (You Turned the Tables on Me)
- ERROLL GARNER—Col (78) 39145; (33) 3-39145 (Poor Butterfly)
- BENNY GOODMAN SEXTET—Cap 4-20126 (Benny's Boogie)
- BENNY GOODMAN SEXTET—Cap (45) 15478 (World Is Waiting for the Sunrise)
- LIONEL HAMPTON & QUINTET—Dec (78) 24513; (45) 9-24513 (Ribs and Hot Sauce)
- BILL HARRIS—Cap 60004 (Moon Is Low)
- EDDIE HEYWOOD—Signature 40002 (Sarcastic Lady)
- JATP ORK—Stinson 453-1 (How High the Moon, Parts I & II)
- KAYE BROTHERS ORK—Stinson 777-3 (Bird in Hand)
- STAN KENTON—Cap (78) 911; (45) F911 (Willow, Weep for Me)
- STAN KENTON & JUNE CHRISTY—Cap 15117 (Interlude)
- GENE KRUPA ORK—Col 38345 (Tea for Two)
- DODO MARMAROSA TRIO—Atomic 225 (Mellow Mood)
- GENE NORMAN'S ALL STARS—Modern 20-681 (How High the Stars)
- ANITA O'DAY—Signature (78) 15185; (45) 45185 (Key Largo)
- LES PAUL-MARY FORD—Cap (78) 1451; (45) F1451 (Walkin' and Whistlin' Blues)

## 3 ON TOP OF OLD SMOKY

- OSCAR PETERSON—Mercury 8943 (Nameless)
- BOYD RAEBURN ORK & GINNY POWELL—Atlantic 860 (Trouble Is a Man)
- DAVID ROSE ORK—MGM (78) 30012; (45) K30303 (Gay Spirits)
- HAZEL SCOTT—Signature 15025 (Rainy Night in G)
- GEORGE CATES ORK—Coral (78) 60436; (45) 9-60436 (Syncopated Clock)
- PERCY FAITH & BURL IVES—Col (78) 39328; (45) 4-39328; (33) 3-39328 (Syncopated Clock)
- BURL IVES—Col (78) 36735; (45) 4-36735 (Peter Gray: Sweet Betsy From Pike)
- TERREA LEA—Intro 6014 (Jesse James)
- VAUGHN MONROE—V (78) 20-4114; (45) 47-4114 (Shall We Dance?)
- MINNIE PEARL—King 590 (In the Shadow of the Pine)
- GEORGE SIRAYO-RAY BARBER—Mercury (78) 5612; (45) 5612X45 (Did You Dig John Peel?)
- WEAVERS-T. GILKYSOON—Dec (78) 27515; (45) 9-27515 (Across the Wide Missouri)
- JOSH WHITE—London (78) 1028; (45) 45-1028 (Black Girl)

## 4 TOO YOUNG

- FRAN ALLISON—V (78) 20-4105; (45) 47-4105 (Lies)
- PATTY ANDREWS & VICTOR YOUNG—Dec (78) 27569; (45) 9-27569 (Gotta Find Somebody to Love)
- TONI ARDEN—Col (78) 39271; (45) 4-39271; (33) 3-39271 (Too Late Now)
- NAT (KING) COLE—Cap (78) 1449; (45) F1449 (That's My Girl)
- JOHNNY DESMOND—MGM (78) 10920; (45) K10920 (I Fell)
- RICHARD HAYES—Mercury (78) 5599; (45) 5599X45 (Shenandoah Waltz)
- DENNY VAUGHAN—Coral (78) 60393; (45) 9-60393 (I Love the Way You Say Goodnight)
- VICTOR YOUNG—Dec (78) 27366; (45) 9-27366 (Be My Love)

## IF

- LOUIS ARMSTRONG—Dec (78) 27418; (45) 9-27418 (You're Just in Love)
- PERRY COMO—V (78) 20-3997; (45) 47-3997 (Zing Zing—Zoo Zoom)
- VIC DAMONE—Mercury (78) 5565; (45) 5565X45 (You and Your Beautiful Eyes)
- BILLY ECKSTINE—MGM (78) 10896; (45) K10896 (When You Return)
- IAN CARBER ORK—Cap (78) 1351; (45) 1351 (Castles in the Sand)
- LALO GUERRERO—Imperial 471 (Would I Love You?)
- INK SPOTS—Dec (78) 27391; (45) 9-27391 (A Friend of Johnny's)
- DICK JAMES—London 833 (Long, Long Ago)
- GUY LOMBARD ORK—Dec (78) 27449; (45) 9-27449 (Wait for Me)

- JOHNNY LOPEZ—Dec 21338 (My Heart Cries for You)
- DEAN MARTIN—Cap (78) 1342; (45) F1342 (I Love the Way You Say Goodnight)
- CHUCHO MARTINEZ—V (78) 23-5396; (45) 51-5396
- ETHEL SMITH—Dec (78) 27543; (45) 9-27543 (Be My Love)
- JO STAFFORD—Col (78) 39082; (45) 4-39082; (33) 3-39082 (It Is No Secret)
- DENNY VAUGHAN ORK—Coral (78) 60355; (45) 9-60355 (Wait for Me)

## 6 BE MY LOVE

- RAY ANTHONY ORK—Cap (78) 1352; (45) F1352 (I Wonder What's Become of Sally)
- GEORGE AULD QUINTET—Royal Roost 524 (Seh Seh)
- OWEN BRADLEY—Coral (78) 60373; (45) 9-60373 (Sentimental Music)
- LES BROWN ORK & CHAMP BUTLER—Col (78) 39157; (45) 4-39157; (33) 3-39157 (In the Land of Make Believe)
- BILLY ECKSTINE—MGM (78) 10799; (45) F10799 (Only a Moment Ago)
- ELLA & EL—Col 6619X (Sparrow in the Tree Top)
- ERROLL GARNER—Jubilee 5052 (Love Is the Thing)
- LALO GUERRERO—Imperial 479 (Yo Se Que Es Imposible)
- JOHNNY LOPEZ—Dec 21310 (Tell Me You Love Me)
- MARIO LANZA—V (78) 10-1561; (45) 49-1353 (I'll Never Love You)
- CHUCHO MARTINEZ—V (78) 23-5396; (45) 51-5396 (If)
- ETHEL SMITH—Dec (78) 27534; (45) 9-27534 (If)
- VICTOR YOUNG ORK—Dec (78) 27366; (45) 9-27366 (Too Young)

## 7 I APOLOGIZE

- CHAMP BUTLER—Col (78) 39189; (45) 4-39189; (33) 3-39189 (There'll Be Mourning in the Morning)
- DON CHERRY—Dec 27484 (Bring Back the Thrill)
- BING CROSBY—Brunswick (78) 80057; (45) 9-80057 (Sweet and Lovely)
- BILLY ECKSTINE—MGM (78) 10903; (45) K10903 (Bring Back the Thrill)
- HOLLYWOOD HUCKSTERS—Cap (78) 7-1230; (45) 6F-1230 (Happy Blues)
- TONY MARTIN—V (78) 20-4056; (45) 47-4056 (Would I Love You)
- ANITA O'DAY—London (78) 964; (45) 45-964 (You Took Advantage of Me)
- DINAH WASHINGTON—Mercury (78) 8209; (45) 8209X45 (My Heart Cries for You)

## 8 WOULD I LOVE YOU

- BETTIE CLOONEY—King 15102 (Faithful)
- MARTHA DAVIS—Coral (78) 65048; (45) 9-65048 (Get Out Those Old Records)
- DORIS DAY & HARRY JAMES ORK—Col (78) 39159; (33) 3-39159; (45) 4-39159 (Lullaby of Broadway)

IT'S NEW!

## Here's what they've said SO FAR:

### DEALERS

We use them in our listening booths.  
**Bell Sales Company**  
 Knoxville 2, Tenn.  
 Today's Top Tunes is an excellent counter aid in selling pops.  
**Jacobs Brothers Music Company**  
 Philadelphia 3, Pa.  
 This is a wonderful idea. Billboard's name means a lot around here.  
**Modern Housekeeping**  
 Oak Ridge, Tenn.  
 Very good idea. The size is good and I believe it would be very good for mailing purposes.  
**Snead Sales Company**  
 Missoula, Mont.  
 Congratulations! Best and easy to read list ever.  
**Whittle Music Company**  
 Dallas 1, Texas  
 This will be best form for dealers to date.  
**Roanoke Record Shop**  
 Roanoke, Va.

Very good. An aid to buying records as well as aid to customers.  
**Rundquists**  
 Fairfield, Iowa  
 We are a small dealer. Therefore find information like this valuable.  
**Zentz Radio & Electric**  
 Elmors, Minn.  
 Believe it to be better than what's on the market today.  
**Broadway Music Company**  
 Bridgeton, N. J.  
 Thank for once again trying to make our life easier.  
**Pennington Music Company**  
 Columbus, Ind.  
 Listing all the artists is the best idea anyone has had yet.  
**Coral Music Shop**  
 Miami, Fla.  
 I like idea of album and color combination.  
**Payless Drug Store**  
 Spokane, Wash.  
 Makes a very helpful addition.  
**Sears, Roebuck & Company**  
 Norfolk, Va.

Could not buy records intelligently without Billboard. All your services are invaluable.  
**Triangle Music Store**  
 Waukesha, Wis.  
 You increase your sales by having this record guide in shop.  
**S & H Amusements**  
 Bogalusa, La.  
 This is just what we have been waiting for—Good deal—Go ahead!  
**Muskegon Record Shop**  
 Muskegon, Mich.  
 A great help to us in sales, ordering, and keeping our inventory balanced.  
**Randall Radio Corp.**  
 Middletown, N. Y.  
 Fine medium of advertising and keeping the newest and most popular recordings before the public.  
**Cardinal Music Shop**  
 Carrollton, Ohio  
 We think this a good idea. Others are trying to do this also but are very inadequate.  
**Salem Record Shop**  
 Salem, Oregon

We need it for a suggestion list for the retail store.  
**Duce Music**  
 Sweetwater, Texas  
 This is great. Have been waiting for this.  
**Bucci Brothers Company**  
 New York 56, N. Y.  
 Billboard has always been a good prediction agency.  
**Prairie Supply Company**  
 Prairieville, Miss.  
 This is just what we were looking for to stimulate our out-of-town record business.  
 Nice going.  
**Carnes Music Company**  
 Pocatello, Idaho  
 A great help in ordering records, all versions listed together.  
**Dickinson Music Shop**  
 Dickinson, N. Dak.  
**OPERATORS**  
 A list to go into all windows of Jukes—30 for 100 Rec Machines  
**E. Slaughter**  
 York Beach, Maine  
 Great idea! Big assistance to Juke Box Operators.  
**Vilmain Sound Service**  
 Eagle Grove, Iowa

Invaluable to leave with locations.  
**Park Music Service**  
 South Gate, Calif.  
 Very Good Idea! This idea is especially good for the operator. Thank you!  
**B & B Music**  
 Los Angeles 16, Calif.  
 This is a very good idea—We juke box dealers love this.  
**Western Amusement**  
 San Diego 1, Calif.  
 I operate 21 Jukes and most try to choose Today's Top Tunes each week. Your guide in the past has been good.  
**E. & H. Vending**  
 Oakland, Calif.  
 For Record information where can you get anything better than The Billboard?  
**Stephen Patrick**  
 West Grove, Pa.  
 I would use the top tunes list in buying records.  
**Walter Dunaway**  
 Conway, Ark.

Useful as public relations for an operator.  
**LaFayette Distributing Company**  
 LaFayette, Ind.  
 Helps solve some of the operators' problems.  
**Acc Distributing Company**  
 New York, N. Y.  
**DISTRIBUTORS**  
 Buying this from you for all my dealers.  
**Leonard Smith, Inc.**  
 Albany, N. Y.  
 Terrific idea!  
**M. S. Distributing Company**  
 Chicago, Ill.  
 A good idea.  
**Decca Distributing Corp.**  
 Dallas, Texas  
 A big "assist."  
**Klayman's Music Shop**  
 Cincinnati 3, Ohio  
**RECORD MANUFACTURER**  
 A truly great idea and can do much for the record business.  
**Frank B. Walker**  
 MCM Records

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**ERRY GRAY ORK**—Dec (78) 27402; (45) 9-27402 (Say It With Kisses)  
**LALO GUERRERO**—Imperial 471 (If)  
**GORDON JENKINS**—Dec (78) 27490; (45) 9-27490 (I Love You Much Too Much)  
**TONY MARTIN**—V (78) 20-4056; (45) 47-4056 (I Apologize)  
**HELEN O'CONNELL**—Cap (78) 1368; (45) F1368 (Gypsy Heart)  
**PATTI PAGE**—Mercury (78) 5571; (45) 5571x45 (Sentimental Music)  
**EVE YOUNG**—London (78) 892; (45) 45-892 (Just for Tonight)

**9 SPARROW IN THE TREE TOP**

**REX ALLEN**—Mercury (78) 5597; (45) 5597x45 (Always You)  
**LES BAXTER & DOUGHERTY**—Cap (78) 1440; (45) F1440 (Tonight We'll Go Dancing)  
**HELEN CARTER & DON DAVIS**—Tennessee 761 (Counterfeit Kisses)  
**BING CROSBY & ANDREWS SISTERS**—Dec (78) 27477; (45) 9-27477 (Forsaking All Others)  
**ELLA & EL**—Col 6619X (Be My Love)  
**REGGIE GOFF**—London (78) 931; (45) 45-931 (I Love You Because)  
**GUY MITCHELL & MITCH MILLER**—Col (78) 39190; (45) 4-39190; (33) 3-39190 (Christopher Columbus)  
**ART MOONEY**—MCM (78) 10924; (45) K10924 (Beautiful Brown Eyes)  
**LYN MURRAY**—Coral (78) 60401; (45) 9-60401 (Let Me In)

**10 BEAUTIFUL BROWN EYES**

**CHESTER BUDNY**—Col (78) 18781-F; (45) 4-18781-F (C. B. Polka)  
**ROSEMARY CLOONEY**—Col (78) 39212; (45) 4-39212; (33) 3-39212 (Shot Gun Boogie)  
**DORIS DREW**—Mercury (78) 5370; (45) 5370x45 (Shut Up and Make Me Love You)  
**LIZA KIRK**—V (78) 20-4062; (45) 47-4062 (Charlie Is My Darling)  
**EVELYN KNIGHT**—Dec (78) 27485; (45) 9-27485 (That's How Our Love Will Grow)  
**TED MAXIM**—Dec (78) 45130; (45) 9-45130 (There's More Pretty Girls Than One)  
**LOS MENDOZA TRIO**—Col (78) 6609-X; (45) 4-6609-X (Tennessee Waltz)  
**CLYDE MOODY**—King (78) 952; (45) 45-952 (What Can I Do)  
**ART MOONEY**—MCM (78) 10924; (45) K10924 (Sparrow in the Tree Top)  
**IESSE ROGERS**—Vic (78) 21-0454; (45) 48-0454 (Telling My Baby Bye Bye)  
**ARTHUR (GUITAR BOOGIE) SMITH**—MGM (78) 10914; (45) K10914 (2 Parts)  
**ARTHUR SMITH**—Cap (78) 1426; (45) F1426 (Train Whistle Blues)  
**IMMY WAKELY & LES BAXTER**—Cap (78) 1393; (45) F1393 (At the Close of a Long, Long Day)  
**BILLY WALKER**—Col (78) 20798; (45) 4-20798; (33) 3-20798 (I Ain't Got No Roses)  
**EDDIE ZACK**—Dec (78) 46302; (45) 9-46302 (Shenandoah Waltz)

**11 MAY THE GOOD LORD BLESS AND KEEP YOU**

**EDDY ARNOLD**—V (78) 21-0425; (45) 48-0425 (Im Writing a Letter to the Lord)  
**BING CROSBY**—Dec (78) 27404; (45) 9-27404 (A Perfect Day)  
**FRANKIE LAINE**—Mercury (78) 5580; (45) 5580x45 (Dear Dear, Dear)  
**LYN MURRAY**—Coral (78) 60359; (45) 9-60359 (My Twilight Prayer)  
**KENNY ROBERTS**—Coral (78) 64073; (45) 9-64073 (Wide Is the Gate)  
**DAVID ROSE ORK**—MCM (78) 30334; (45) K30334 (The Vision of Bernadette)

**12 SOUND OFF**

**ERRY GRAY**—Dec (78) 27054; (45) 9-27054 (Lonesome Whistle)  
**VAUGHN MONROE**—V (78) 20-4113; (45) 47-4113 (Oh, Marry, Marry Me)  
**MARK WARNOW**—Cap 1517 (Stars and Stripes Forever)

**13 WHEN YOU AND I WERE YOUNG MAGGIE BLUES**

**MINDY CARSON**—V (78) 20-4119; (45) 47-4119 (Gotta Find Somebody To Love)  
**BING & GARY CROSBY**—Dec (78) 27577; (45) 9-27577 (Moonlight Bay)  
**ARTHUR GODFREY-JANETTE DAVIS**—Col (78) 39326; (45) 4-39326; (33) 3-39326 (Love and Devotion)  
**ROBERTA QUINLAN-RICHARD HAYES**—Mercury (78) 5615; (45) 5615x45 (I Whistle a Happy Tune)  
**D. REYNOLDS & C. CARPENTER**—MCM (78) 30359; (45) K30359 (Didja Ever?)  
**SLOCUM BROTHERS**—King 15082 (Nagasaki)  
**MARGARET WHITING-JIMMY WAKELY**—Cap (78) 1500; (45) F1500 (Till We Meet Again)

**14 ABA DABA HONEYMOON**

**HOAGY CARMICHAEL & CASS DALEY**—Dec 27474 (Golden Rocket)  
**FREDDIE (SCHNICKELFRITZ) FISHER**—Dec (78) 27510; (45) 9-27510 (Wild, Wild Women)  
**RICHARD HAYES & KITTY KALLEN**—Mercury (78) 5586; (45) 5586x45 (I Don't Want To Love You)  
**HELEN KANE**—Col (78) 39205; (45) 4-39205 (33) 3-39205 (Hug Me Kiss Me Love Me)  
**FREDDIE MARTIN**—V (78) 20-4065; (45) 47-4065 (Beautiful Madness)  
**D. REYNOLDS & C. CARPENTER**—MCM (78) 30282; (45) K30282 (Row, Row, Row)  
**WILLIE SOLAR**—Col (78) 38802; (33) 3-38802 (S'nal)  
**CLIFF STEWARD**—Coral (78) 60374; (45) 9-60374 (Down 'n Jungle Town)

**15 ROSE, ROSE, I LOVE YOU**

**LOU DINNING**—Cap 1532 (The Letter)  
**GORDON JENKINS**—Der (78) 27594; (45) 9-27594 (Unless)  
**FRANKIE LAINE**—Col (78) 39367; (45) 4-39367; (33) 3-39367 (Jezebel)  
**ART LUND**—MGM (78) 10978; (45) K10978 (I Like the Wide Open Spaces)  
**BUDDY MORROW**—V (78) 20-4135; (45) 47-4135 (What Can I Say After I Say I'm Sorry)  
**LOU ELLA ROBERTSON & WANDERERS**—Cap (78) 1532; (45) F1532 (The Letter)

**16 OLD SOLDIERS NEVER DIE**

**GENE AUTRY**—Col (78) 39405; (45) 4-39405; (33) 3-39405 (God Bless America)  
**BING CROSBY**—Dec (78) 27606; (45) 9-27606 (My Own Bit of Land)  
**RED FOLEY**—Dec (78) 46319; (45) 9-46319 (Peace in the Valley)  
**RENE HALL**—Dec (78) 48213; (45) 9-48213 (How Long Car You Take It?)  
**LEROY HOLMES**—MGM (78) 10977; (45) K10977 (I've Got Sixpence)

**ERNEST TUBB**—Dec (78) 46295; (45) 9-46295 (When It's Prayer Meetin' Time in the Hollow)  
**IAN PEARCE**—V (78) 10-3274; (45) 49-3274 (Sing Everyone, Sing)

**17 SYNCOPATED CLOCK**

**LEROY ANDERSON POPS ORK**—Dec (78) 40201; (45) 9-40201 (The Waltzing Cat)  
**LEROY ANDERSON**—Dec (78) 16005; (45) 9-16005 (The Waltzing Cat)  
**BOSTON "POPS" ORK**—V (78) 10-3044; (45) 49-3044 (Classical Juke Box)  
**BOSTON POPS ORK**—V (78) 10-3047; (45) 49-3047 (Classical Juke Box)  
**TONY FONTAINE**—Mercury (78) 5607; (45) 5607x45 (I'm Yours To Command)  
**EILEEN BARTON**—National (78) 9152 (Lock the Barn Door)  
**GEORGE CATES ORK**—Coral (78) 60436; (45) 9-60436 (On Top of Old Smoky)  
**PERCY FAITH ORK**—Col (78) 39328; (45) 4-39328; (33) 3-39328 (On Top of Old Smoky)  
**DAVID ROSE**—MCM (78) 30353; (45) K30353 (The Mask Waltz)  
**THREE SUNS**—V (78) 20-4090; (45) 47-4090 (March of the Cards)  
**ROSEMARY CLOONEY & PERCY FAITH**—Col (78) MIV-109 (Who Tied the Bell on the Old Cat's Tail?)  
**FRED WARING**—Dec (78) 27563; (45) 9-27563 (Serenata)  
**LOUIS CASTELLUCCI BAND**—Cap (78) 95001; (45) F95001 (Lohengrin Introduction to Act 3)  
**LOUIS CASTELLUCCI BAND**—Cap (78) 984; (45) F984 (Sleigh Ride)  
**ETHEL SMITH**—Dec (78) 27583; (45) 9-27583 (Loveliest Night of the Year)  
**ED WOJCIK**—Dec (78) 45135; (45) 9-45135 (The Hot Canary Polka)

**18 LOVELIEST NIGHT OF THE YEAR**

**ANN BLYTH**—MCM (78) 30352; (45) 9-K30352 (How Am I To Know?)  
**PERCY FAITH**—Col (78) 39192; (45) 4-39192; (33) 3-39192 (You Are the One)  
**MARIO LANZA**—V (78) 10-3300; (45) 49-3300 (La Donna E Mobile)  
**HELEN O'CONNELL**—Cap (78) 1408; (45) F1408 (Arthur Murray Taught Me Dancing in a Hurry)  
**ANNE SHELTON**—London (78) 937; (45) 45-937 (Love Me, My Love)  
**ETHEL SMITH**—Dec (78) 27583; (45) 9-27583 (Syncopated Clock)  
**FRED WARING & HIS PENNSYLVANIANS**—Dec (78) 27507; (45) 9-27507 (Tulips and Heather)

**19 UNLESS**

**LES BAXTER**—Cap (78) 1493; (45) F1493 (Because of You)  
**EDDIE FISHER & HUGO WINTERHALTER**—V (78) 20-4120; (45) 47-4120 (I Have No Heart)  
**DICK JAMES**—London 1027 (Now That You've Left Me)  
**GORDON JENKINS**—Dec (78) 27594; (45) 9-27594 (Rose I Love You)  
**HERB JEFFRIES**—Coral (78) 60478; (45) 9-60478 (Old Soldiers Never Die)  
**GUY MITCHELL**—Col (78) 39331; (45) 4-39331; (33) 3-39331 (Beggar in Love)  
**BILL SNYDER**—London (78) 1075; (45) 45-1075 (My Dearest)

**20 JEZEBEL**

**ALEXANDER BROTHERS**—Mercury 5620 (Pennsylvania Dutch)  
**FREDDIE DARIAN**—Vita 1002 (Look for the Rainbow)  
**FOUR BLUEJACKETS**—Mercury 8031 (Weep No More, My Children)  
**GOLDEN GATE QUARTET**—Col 37835 (God's Gonna Cut You Down)  
**ALLEN GREENE**—Mercury (78) 5622; (45) 5622x45 (The Miracle)  
**FRANKIE LAINE**—Col (78) 39367; (45) 4-39367; (33) 3-39367 (Rose, Rose, I Love You)  
**SILVER ECHO QUARTET**—Manor 8019

**Additional Tunes Coming Up**

BECAUSE OF RAIN  
 I WON'T CRY ANYMORE  
 THE LETTER  
 LOVE IS THE REASON  
 MY ANGEL  
 TAHATI, MY ISLAND  
 THAT'S THE ONE FOR ME  
 THESE THINGS I OFFER YOU  
 TOM'S TUNE

A service  
 for YOU  
 from The Billboard's  
 fact-finding, continuing  
 nationwide tabulation  
 of record sales  
 ORDER  
 YOURS  
 TODAY!

**THE BILLBOARD'S TODAY'S TOP TUNES ORDER FORM**

Quantity	PRICES	Price
50	.....	\$ 1.00
250	.....	3.50
500	.....	5.50
1000	.....	9.50
2000	.....	18.00
5000	.....	42.00

PLUS POSTAGE

Until Further  
 Notice Ship the  
 Following  
**QUANTITY**

UNTIL FURTHER NOTICE please print and ship

Weekly  Charge  
 Twice a month \$ ..... Enclosed  
 Monthly

SEND CASH WITH ORDER—WE PAY POSTAGE

IMPRINTED AS FOLLOWS

Name ..... (Please Print)

Address .....

City and State .....

Phone .....

Ordered by .....

Your Name ..... 565  
 Address .....  
 City ..... Zone ..... State.....  
 Dealer  Operator

Mail to THE BILLBOARD—2160 Patterson St.—Cincinnati 22, Ohio



# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Records

... Based on reports received May 8, 9 and 10

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
7	1	1.	1.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP		
7	2	2.	2.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers	Dec(78)27515; (45)9-27515—BMI		
13	3	3.	3.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP		
13	4	4.	4.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP		
18	5	5.	5.	IF	P. Como	V(78)20-3997; (45)3997—ASCAP		
9	8	6.	6.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP		
14	7	7.	7.	WOULD I LOVE YOU?	P. Page	Mercury(78)5571; (45)5571X45—ASCAP		
5	12	7.	7.	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP		
12	6	9.	9.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP (R. Hayes-K. Kaffen, Mer 5586; H. Carmichael-C. Dailey, Dec 27474; F. Fisher, Dec 27510; Helen Kane, Col 39205; F. Martin, V 20-4065)		
4	10	10.	10.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP (R. Hayes-R. Quinlan, Mer 5615; Mindy Carson, V 20-4119; Reynolds & Carpenter, MGM 30359; M. Whiting-J. Wakely, Cap 1500)		
3	18	11.	11.	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113—ASCAP		
3	21	12.	12.	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114—BMI		
20	12	13.	13.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP		
10	9	14.	14.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP		
10	11	15.	15.	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI		
2	17	15.	15.	MOONLIGHT BAY	Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP (L. Welk, Cora 60444)		
12	16	17.	17.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP		
10	12	18.	18.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI		
11	15	18.	18.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP		
1	—	18.	18.	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367 (33)3-39367—BMI (Alexander Bros., Mer 5620; Allen Greene, Mer 5622)		
2	22	21.	21.	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP (Buddy Morrow, V 20-4135; Lou Dinning, Cap 1532; G. Jenkins, Dec 27594; Art Lund, MGM 10978; Bob Eberly, Cap 1533)		
6	22	22.	22.	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444—ASCAP		
7	—	23.	23.	ABA DABA HONEYMOON	F. Martin	V(78)20-4065; (45)47-4065—ASCAP		
5	19	24.	24.	METRO POLKA	F. Laine	Mercury(78)5581; (45)5581X45—BMI (Alonzo & Oscar, Dec 46299; Russ Morgan, Dec 27528; Marlin Sisters, London 995; Pinetoppers, Coral 64074; Whoopee John Wilfahrt, Dec 45131; L. Welk Ork, Coral 60405)		
5	26	24.	24.	NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099—ASCAP (J. Lewis-D. Stable Ork, Cap 1482)		
1	—	24.	24.	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146—ASCAP (G. Autry, Col 39405; J. Wakely, Cap(1-12'')1534)		
1	—	24.	24.	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328; (45)4-39328; (33)3-39328—ASCAP		
3	—	24.	24.	ABA DABA HONEYMOON	H. Carmichael-C. Dailey	Dec (78)27474—ASCAP		
1	—	24.	24.	EVER TRUE EVER MORE	P. Page	Mercury(78)5579; (45)5579X45—ASCAP		
2	28	30.	30.	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP (Fred Waring, Dec 27507; Anne Shelton, London 937; Helen O'Connell, Cap 1408; Ann Blyth, MGM 30352; P. Faith Ork, Col 3-39192; Ethel Smith, Dec 27583)		

### NOTICE!

One of the South's largest and most progressive distributors wants several lines of records for distribution to operators, also low price L.P. records for retail.

**BOX D38**

Care The Billboard

Cincinnati 22, Ohio

For exciting spring sales order these new M-G-M HITS!

**TOMMY TUCKER**  
AND HIS ORCHESTRA

play **The LETTER**  
(DEAR JOHN)

backed by **MY OHIO HEAVEN**  
78 RPM—MGM 10970 • 45 RPM—MGM K10970

**FRED ASTAIRE** ★ **JANE POWELL**  
"THE LIAR SONG"

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

backed by **TOO LATE NOW**  
(Both from the M-G-M Technicolor picture "Royal Wedding")  
78 RPM—MGM 30316 • 45 RPM—MGM K30316

**CARLETON CARPENTER** ★ **DEBBIE REYNOLDS**

**DIDJA EVER?**

backed by **WHEN YOU AND I WERE YOUNG MAGGIE BLUES**  
78 RPM—MGM 30359 • 45 RPM—MGM K30359

**MACKLIN MARROW**  
Conducts the M-G-M Orchestra and Chorus in

**TERESA**  
(Inspired by the M-G-M picture "Teresa")

backed by **BIRD OF PARADISE**  
(Inspired by the 20th Century-Fox picture "Bird Of Paradise")  
78 RPM—MGM 30360 • 45 RPM—MGM K30360

**RUSS CASE**  
and His Orchestra play

**ON THE RIVIERA**

backed by **HAPPY ENDING**  
(Both from the 20th Century-Fox picture "On The Riviera")  
78 RPM—MGM 10954

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 19, N.Y.

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

# THE BILLBOARD Music Popularity Charts

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

Based on reports received May 8, 9 and 10

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

Weeks   Last   This	POSITION	Record	Artist	Label
to date   Week   Week				
6 2 1	1.	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
11 1 2	2.	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
10 4 3	3.	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
3 6 4	4.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
19 3 5	5.	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—BMI
23 5 6	6.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
9 8 7	7.	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
1 — 8	8.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter	Cap(78)1393; (45)F-1393—BMI
1 — 9	9.	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	V(78)21-0441; (45)48-0441—ASCAP
3 7 10	10.	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP

### Coming Up

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

1.	HOBO BOOGIE	R. Foley	Dec(78)46304; (45)9-46304—BMI
2.	STRANGE LITTLE GIRL	R. Foley-E. Tubb	Dec(78)46311; (45)9-46311—ASCAP
3.	STRANGE LITTLE GIRL	Tennessee Ernie	Cap(78)1470; (45)F-1470—ASCAP

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

Based on reports received May 8, 9 and 10

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

Weeks   Last   This	POSITION	Record	Artist	Label
to date   Week   Week				
11 1 1	1.	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
6 2 1	2.	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
22 3 3	3.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
9 4 4	4.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
3 5 5	5.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
10 7 6	6.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI
2 10 6	6.	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter	V(78)21-0441; (45)48-0441—ASCAP
2 8 8	8.	HOBO BOOGIE	R. Foley	Dec(78)46304; (45)9-46304—BMI
1 — 9	9.	STRANGE LITTLE GIRL	R. Foley-E. Tubb	Dec(78)46311; (45)9-46311—ASCAP
2 9 10	10.	BLUEBIRD ISLAND	H. Snow	V(78)21-0441; (45)48-0441—BMI

### Coming Up

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

1.	MY BABY'S JUST LIKE MONEY	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
2.	HOWLIN' AT THE MOON	H. Williams	MGM(78)10961; (45)K-10961
3.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	J. Wakely-M. Whiting	Cap(78)1500; (45)F-1500—ASCAP

## FOLK TALENT AND TUNES

By JOHNNY SIPP

### Disk Jockey Doings

Lee Stewart, WHAT, Philadelphia, took a radio show to a local crippled kids' hospital for a music and ice cream session. . . . Dave Dewitt has joined WWXL, Peoria, Ill., doing the late evening country show. . . . Lew White is doing a d.j. show over KRKD, Los Angeles. . . . Cactus Jack Strong, last at WKYW, Louisville, is now spinning them over WESC, Greenville, S. C. Strong, who daily does 90 minutes of d.j.ing on country music, is doing personals with The Blue-Steel Boys, a teen-age group, doing daily shows on the station. Pee-Wee Dalton, formerly with Arthur (Guitar) Smith, also has joined the station.

Uncle Don Andrews, WSGW, Saginaw, Mich., has nabbed an oil sponsor on his daily h.b. show. . . . Art Barrett, WSAP, Portsmouth, Va., reports he is doing an all-out promotion job on the forthcoming "West Virginia Waltz" by Clyde Moody on King. Tune was submitted to Barrett by one of his listeners and Barrett assisted in placing it with Nat Tannen. Barrett says that since placing the tune, he has been besieged with manuscripts, but finds that amateur tunesmiths come up with too much carbon copy stuff of hits already on the market.

Larry Carothers, KMOX, St. Louis, is working with Brother Bob Hastings in readying The Acorns, folk music ranch, located at Mitchell, Ill., near St. Louis, for its grand opening. Boys plan to use top name headliners on Sunday shows, with local and regional units as house bands. Carothers would like fellow h.b. spinners, who might be interested in starting a d.j. club, to contact him or the writer of this column. Carothers feels that mutual benefits might be set up for jockeys.

### Artists' Activities

Bob Gilmore, Southern Music chief, reports that songwriter Vaughn Horton is buying a country home near Stroudsburg, Pa. . . . Jimmy Kish has added a Saturday morning show over WKBN, Youngstown, O., in addition to his shows over WBBW, Youngstown. . . . Buffalo Johnson (Rich-Tone) is appearing at the Swing Bar, Cincinnati. Johnson became the father of a son, David Jack, recently. He reports that Merlin Mays is now doing d.j. shows over WFHG, Bristol, Va. . . . Former emcee with Gov. Jimmy Davis' troupe, Jimmy Key, is now doing a d.j. stint at WFMH, Cullman, Ala.

Jenny Lou Carson, the Hill & Range Songs' writer, was married April 29 to Bill Newman, Chicago drug store chain exec. Red Foley and his wife, Eva, who is Miss Carson's sister, were in the wedding party. The Foleys are currently in Florida on a two-week vacation. . . . Elton Britt (Victor) is set for a trip to Korea in June to entertain G.I.'s. Britt is now doing a TV show for kiddies weekly over WGR-TV, New York.

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

Based on reports received May 8, 9 and 10

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

Weeks   Last   This	POSITION	Record	Artist	Label
to date   Week   Week				
12 2 1	1.	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
6 3 2	2.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
10 1 3	3.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
19 4 4	4.	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
4 9 5	5.	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP
9 6 6	6.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
21 9 7	7.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
2 8 8	8.	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
11 — 9	9.	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (33)3-20772; (45)4-20772—BMI
14 7 10	10.	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI

### Coming Up

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

1.	ON TOP OF OLD SMOKY	A. Parker-T. Lea	Intro 6014—BMI
2.	LET'S LIVE A LITTLE	C. Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
3.	HOWLIN' AT THE MOON	H. Williams	MGM(78)10961; (45)K-10961

## Country & Western (Folk) Record Reviews

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

LABEL AND NO.	ARTIST	COMMENT TUNES	REVIEWED
MERLE TRAVIS Deep South CAPITOL 1519	Travis chants a jump novelty about the charms of Dixie. Routine stuff.	65--65--65--65	
Boogie In Minor	Travis chants a minor key boogie blues that just plods along.	65--65--65--65	
SMILEY BURNETTE I Can't Be Honest With You CAPITOL 1520	Burnette gets off a dull novelty in so-so style, with a muted trumpet featured in the country combo.	60--60--60--60	
Do the Pines Grow Green in the Valley?	Tune has real down-home nostalgia and a poetic quality; Burnette and crew present it capably at a light dance tempo.	70--70--70--70	
TINY HILL ORK Two Letters MERCURY 5635	Tiny moans out a country tear jerker about the letter dady wrote to his kids from the front before he was killed. A sick selling job of the patriotically slanted ditty.	73--74--73--73	
Pick Up Truck	A country novelty item could provide Hilly with a sequel to his successful "Hot Rod Race." It's a clever ditty done by the maestro. Could do okay country business and maybe grab pop coin too.	82--84--81--81	

(Continued on page 89)

## Advance Folk (Country & Western) Record Releases

Are You a Devil or an Angel?—Rusty Cline-Vera Wells (Lonesome Now) Crystal 314	Hold the Phone—Hank Penny (What She's) V 21-0466
At Mail Call Today—Gene Autry (I'll Be) Col 20814	Hot Rod Race No. 3—Bob Williams (I've Lived) Tennessee 771
Babu's Boogie—Babe Neeley (Turkey In) Tennessee 765	Hunters of Kentucky—Bob Atcher (Old Smoky) Col 20484
Big Old Handsome You—Bobby Gregory (Two Eyes) Gregorian 2203	I Ain't Cryin' Over You—Hank Thompson (Hang-over Heart) Cap 1528
Bogle to Boogie to Boone—Stubby and the Buccaneers (The Hokey) Dec 46315	I'm Crying—Anita Carter (Right Way) V 21-0461
Captain Bly's Daughter, Nellie—Sandune Sanders (My Daddy) Pimick FS-1000	I Told My Heart—Johnny Nelms (Crossroads) Dec 46318
Crime Will Never Pay—Gene Autry (Gold Can) Col 39347	I Wish I May I Wish I Might—Ricky Riddle (Does Your) Tennessee 768
Crossroads—Johnny Nelms (I Told) Dec 46318	I Wish, I Wish—Georgia Gibbs (Tom's Tune) Mer 5644
Does Your Heart Have a Guarantee—Ricky Riddle (I Wish) Tennessee 768	If You're Ever Loney Darling—Ray Price (You've Got) Col 20810
Emilia Polka—Saddle Kings (Mockin' Bird) Mac-Gregor 653	I'll Be Back—Gene Autry (At Mail) Col 20814
Evertrue Evermore—Guy Lombardo (Just for) Dec 27584	I'm Hog Wild Crazy Over You—Grandpa Jones (Nobody Loves) King 948
From Lexington to Louisville—Fairley Holden (The Lady) Federal 10012	In the Valley of My Dreams—Zeke Clements (Ridin' Down) MGM 10965
Georgia Rose—Neal Burris (Popcorn) King 954	It May Be Silly—"Little" Jimmy Dickens (What About) Col 20809
Gold Can Buy Anything—Gene Autry (Crime Will) Col 39347	I've Lived My Life Alone—Bob Williams (Hot Rod) Tennessee 771
Good Night Cincinnati, Good Morning Tennessee—Tex Williams (Sugar Coated) Cap 1540	Kentucky Waltz—Saddle Kings (Lil Liza) Mac-Gregor 654
Hangover Heart—Hank Thompson (I Ain't) Cap 1528	Lady and the Soldier, The—Fairley Holden (From Lexington) Federal 10012
Hokey Pokey, The—Stubby & the Buccaneers (Boogie to) Dec 46316	

(Continued on page 89)

### HOTTEST LITTLE LABEL IN THE COUNTRY



### CHESS RECORD CORP.

5249 Cottage Grove Chicago 15, Illinois

# THE BILLBOARD Music Popularity Charts

## Best Selling Retail Rhythm & Blues Records

... Based on reports received May 8, 9 and 10

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

14	1	1.	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
3	3	2.	TEND TO YOUR BUSINESS	J. Wayne	Sittin' In—588
5	5	3.	I WILL WAIT	Four Buddies	Savoy 769—BMI
10	10	4.	DON'T TAKE YOUR LOVE FROM ME	J. Morris	Atlantic 923—BMI
3	—	4.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
2	4	6.	ROCKET 88	J. Brenston	Chess 1458—BMI
3	—	7.	GEE BABY	J. Otis-M. Walker	Savoy 777—BMI
13	2	8.	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
3	—	8.	TEARS, TEARS, TEARS	A. Milburn	Aladdin 3080
4	—	10.	TENNESSEE WALTZ BLUES	S. McGhee	Atlantic 926

## Most Played Juke Box Rhythm & Blues Records

... Based on reports received May 8, 9 and 10

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

15	1	1.	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
2	7	2.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
6	3	3.	CHICA BOO	L. Glenn	Swingtime 254—BMI
3	2	4.	I WILL WAIT	Four Buddies	Savoy 769—BMI
14	3	4.	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
21	6	6.	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
5	5	7.	TENNESSEE WALTZ BLUES	S. McGhee	Atlantic 926
3	7	8.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
2	10	8.	ROCKET 88	J. Brenston	Chess 1458—BMI
6	—	8.	RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI

## Rhythm & Blues Record Releases

After My Laughter Came Tears—Joe Turner (Chains of) Atlantic 939  
 All I Gotta Do Is Think of You—Blenders (The Busiest) Dec 27587  
 Appetite Blues—Big Three Trio (Blip Blip) Col 30239  
 B. O. Plenty's Return—Morris Lane (Blue Jeans) Apollo 808  
 Baby Blues—Sugar Child Robinson (The Donkey) Cap 1526  
 Beautiful Blues—Roy Brown (Wrong Woman) DeLuxe 3313  
 Believe in Me—Richard Lewis (Forever) Modern 20-818  
 Blip Blip—Big Three Trio (Appetite) Col 30239  
 Blue and Disgusted—Ira Amos (What You) Modern 20-817  
 Blue Barrelhouse—Stick McGhee (One Monkey) Atlantic 937  
 Blue Jeans—Morris Lane (B. O. Plenty's) Apollo 808  
 Blues After Sunset—Helen Foster (I Got) Tennessee 113  
 Bongo Boogie—Lucky Millinder (I'm Waiting) King 4453  
 Busiest Corner in My Home Town, The—Blenders (All I) Dec 27587  
 Can't You See—Chuck Willis (It Ain't) Col 30238  
 Chains of Love—Joe Turner (After My) Atlantic 939  
 Clambake Boogie—John Green (When You) V 22-0125  
 Deep Purple—Sarah Vaughan (These Things) Col 39370  
 Denkey Song—Sugar Child Robinson (Baby Blues) Cap 1526  
 Dual Trumpet Blues—Frank Motley (That's All) Gotham G-272  
 Early in the Morning—Tampa Red (She's Dynamite) V(45)50-0123  
 Everybody Clap Hands—Amos Milburn (That Was) Aladdin 3039  
 Forever—Richard Lewis (Believe in) Modern 20-818  
 Free Samples—Scat Man Crothers (A Gruntin') Intro 6016  
 Gone Again Blues—Sonny Thompson (Jumping With) King 4446  
 Gruntin' and a Groanin', A—Scat Man Crothers (Free Samples) Intro 6016  
 Hard to Get Along—Annisteen Allen (Too Long) Federal 12020  
 I Believe I'll Fall in Love—Wynonie Harris (A Love) King 4445  
 I Got a Big Fat Daddy—Helen Foster (Blues After) Tennessee 113  
 If You Ever Should Leave Me—Ray-O-Vacs (You Can) Dec 48211  
 I'll Always Be in Love With You—Charles Brown (The Message) Aladdin 3091  
 I'm Waiting Just for You—Lucky Millinder (Bongo Boogie) King 4453  
 It Ain't Right to Treat Me Wrong—Chuck Willis (Can't You) Col 30238  
 John L's House Rent Boogie—John Lee Hooker (Queen Bee) Modern 20814  
 Jumping With the Rhumba—Sonny Thompson (Gone Again) King 4446  
 Just Like Two Drops of Water—Scat Man Crothers (King Berman's) Intro 6017  
 King Berman's Stomp—Scat Man Crothers (Just Like) Intro 6017  
 Lonesome Lover Blues—Al Jackson (That Was) Coral 65052  
 Love Fever Blues—Joe Morris (Midnight Grinder) Atlantic 940  
 Love Untrue, A—Wynonie Harris (I Believe) King 4445  
 Message, The—Charles Brown (I'll Always) Aladdin 3091  
 Midnight Grinder—Joe Morris (Love Fever) Atlantic 940  
 One Monkey Don't Stop the Show—Stick McGhee (Blue Barrelhouse) Atlantic 937  
 Please Don't Leave Me—Cardinals (Shouldn't I) Atlantic 938  
 Poppa Stoppa—Pee Wee Clayton (Thinking of) Modern 20-816  
 Queen Bee—John Lee Hooker (John L's) Modern 20-814  
 She's Dynamite—Tampa Red (Early in) V- (45)50-0123  
 Seven Days—Gory Carter (When Night) Modern 20-819  
 Shouldn't I Know — Cardinals (Please Don't) Atlantic 938  
 That Was the Last Mistake—Al Jackson (Lonesome) Coral 65052  
 That Was Your Last Mistake—Goodbye—Amos Milburn (Everybody Clap) Aladdin 3090  
 That's All Right With Me—Frank Motley (Dual Trumpet) Gotham G-272  
 These Things I Offer You—S. Vaughan (Deep) Col 39370  
 They Ain't Gonna Tell It Right—Blow Top Lynn (Up On) V 22-0124  
 Thinking of You — Pee Wee Clayton (Poppa Stoppa) Modern 20-816  
 Too Long—Annisteen Allen (Hard to) Federal 12020  
 Trust in Me—Bull Moose Jackson (Wonder When) King 4451  
 Up on the Hill—Blow Top Lynn (They Ain't) V 22-0124  
 What You Been Doin' to Me—Ira Amos (Blue and) Modern 20-817  
 When Night Falls—Gory Carter (Seven Days) Modern 20-819  
 When You Love—John Greer (Clambake Boogie) V 22-0125  
 Wonder When My Baby's Coming Home—Bull Moose Jackson (Trust in) King 4451  
 Wrong Woman Blues — Roy Brown (Beautiful Blues) DeLuxe 3313  
 You Can Depend On Me—Ray-O-Vacs (If You) Dec 48211

## Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT
<b>BUDDY JOHNSON ORK (Arthur Prysock)</b> My Reverie DECCA 27567—Prysock applies his accurate, legit-ish pipes to the standard for a distinctive performance, backed by a class arrangement.	81--81--81--81
<b>Am I Blue?</b> (Ella Johnson) Johnson uses the Ray-O-Vac rhythm gimmick with sister Ella on the vocal. It doesn't ring the bell.	67--67--67--67
<b>JIMMY McCRACKLIN (Blues Blasters)</b> Railroad Blues Aladdin 3089—Warbler chants a slow blues in Southern style, with guitar-rhythm combo putting down a slow-drag backing. Effective regional blues.	70--70--70--70
<b>Bad Luck and Trouble</b> Much like flip in mood and style.	70--70--70--70
<b>PAUL MONDAY</b> Dearest Mother PEACOCK 1569—Unusual item here—a mother tune set to a slow, moody blues background. Monday chants with feeling. Odd enough to get attention.	73--73--72--74
<b>Happy Birthday to You</b> Another off-the-path side—the familiar "Happy Birthday" phrase set in a pop-blues background. This one's a bit too busy, but can be spotted on deejay shows.	69--73--68--66
<b>OSCAR McLOLLIE (Austin McCoy Combo)</b> I'm Hurt MERCURY 8227—Warbler gets a load of pathos into a striking torch, with combo chording easy in back.	75--75--75--75
<b>Tears in My Eyes</b> McLollie again gets feeling into a blues ballad, this one not as strong as flip.	72--72--72--72

(Continued on page 88)

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

Atlantic Records signed tenor man Willis Jackson to a three-year disk deal. Jackson, fronting a sextet, currently is on tour with Atlantic's top thrush, Ruth Brown. The pact is approved by the American Federation of Musicians. . . . Columbia Records' r. and b. recording and promotion exec Danny Kessler came back to New York for a meeting with diskery prexy Jim Conkling and then headed for Washington, Baltimore and points south until the end of the next week in pursuit of talent and alignment of promotion potentials.

Lee Egalnick, prexy of Premium, Chicago diskery, is staging a series of "Spider Rock" contests, starting in Memphis June 1. Gimmick is built around Tab Smith's latest release on Premium. Other dance contests, which will feature Smith's sextet at local auditoriums, will be held at Little Rock, Birmingham and Atlanta. Lou Simpkins, of Premium, is setting the dates with private promoters. The finals will be held in Atlanta Civic Auditorium late in June.

Premium has inked the Morning Echoes, five-voice harmony group from Atlanta. Egalnick and Floyd Hunt will trek to New York this week to get their Premium Music pubbery into high gear. . . . Eddie Sargeant, pianist with Johnny Brenston, who cut the currently riding "Rocket 88" on Chess, has cut his first session for that label. . . . Sam Evans, d.j. now on WGN, Chicago, has added a seg at WAAF. . . . Bernie Asbell, Chi flack, is now handling the Blue Note, Frank Holsfiend's Windy City jazz citadel.

Dot RECORDS, INC.  
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 BIG JEFF  
 DOT #1058

Juke Box Moneymaker!  
**MONEY BLUES**  
 by CAMILLE HOWARD #401  
 Specialty records

2 BLUES & RHYTHM HITS!  
 #125  
**"NOBLE'S SHUFFLE"**  
 By Jimmy Milner Orch.  
 #802  
**"DOG ME BLUES"**  
 By Henry Smith  
 FORTUNE RECORDS  
 11629 Linwood Detroit 6, Mich.

Smashing Triple!!!!  
**AMOS MILBURN**  
 "EVERYBODY CLAP HANDS"  
 "THAT WAS YOUR LAST MISTAKE—GOODBYE"  
 AL 3090  
**CHARLES BROWN**  
 "THE MESSAGE"  
 "I'LL ALWAYS BE IN LOVE WITH YOU"  
 AL 3091  
**LOWELL FULSOM**  
 "GOOD WOMAN BLUES"  
 "DOUBLE TROUBLE BLUES"  
 AL 3088

OUR HIT PARADE!  
 COMING UP STRONG!

- \* GREATEST NOVELTY BLUES RECORD EVER MADE!  
**STACKED DECK #1**  
 SAVOY #781 with BILLY WRIGHT  
 KEEP YOUR EYE ON THIS SMASH!
- \* **SWEET SLUMBER #2**  
 SAVOY #779 THE FOUR BUDDIES  
 A NEW HIT BY A NEW ARTIST!
- \* **DOGGIN' BLUES #3**  
 SAVOY #780 J. OTIS ORCH. with LINDA HOPKINS  
 SOON #1 ON ALL POLLS!
- \* **ROCKIN' BLUES #4**  
 SAVOY #766 J. OTIS with MEL WALKER

**Savoy RECORD CO., INC.**  
 58 Market St., Newark 1, N. J.

IMPERIAL RECORDS • IMPERIAL RECORDS • IMPERIAL RECORDS

Grab the Nickels with IMPERIAL'S New Hit!  
 'Sometimes I Wonder'  
 "Don't You Lie To Me"  
 ON RECORD NO. 5123  
**FATS DOMINO**  
**IMPERIAL RECORD CO., INC.**  
 6425 HOLLYWOOD BLVD., HOLLYWOOD 28  
 IMPERIAL RECORDS

it's the PLUS that counts!

tops in talent

plus

tops in tunes!



**BILLY ECKSTINE**  
WHAT WILL I TELL MY HEART  
I'M YOURS TO COMMAND  
78 RPM—MGM 10944 • 45 RPM—MGM K10944



**JOHNNY DESMOND**  
MISTER AND MISSISSIPPI  
I FALL IN LOVE WITH YOU EV'RY DAY  
78 RPM—MGM 10974 • 45 RPM—MGM K10974



**ART LUND**  
I LIKE THE WIDE OPEN SPACES  
ROSE, ROSE, I LOVE YOU  
78 RPM—MGM 10978 • 45 RPM—MGM K10978



**GEORGE SHEARING**  
QUINTET  
I'LL BE AROUND  
QUINTESSENCE  
78 RPM—MGM 10956 • 45 RPM—MGM K10956



**BILL FARRELL**  
MY PRAYER  
WONDERFUL WASN'T IT  
78 RPM—MGM 10948 • 45 RPM—MGM K10948



**IVORY JOE HUNTER**  
IS MY POP IN THERE?  
TIME HAS PASSED  
78 RPM—MGM 10963 • 45 RPM—MGM K10963

**BEST SELLERS**

- Billy Eckstine BRING BACK THE THRILL I APOLOGIZE MGM 10903\*
- Debbie Reynolds & Carleton Carpenter ABA DABA HONEYMOON ROW, ROW, ROW MGM 30282\*
- Hank Williams DEAR JOHN COLD, COLD HEART MGM 10904\*
- Hank Williams HOWLIN' AT THE MOON I CAN'T HELP IT MGM 10961\*
- Fred Astaire & Jane Powell THE LIAR SONG TOO LATE NOW MGM 30316\*
- Blue Barron SQUEEZIN' POLKA - YOU'LL ALWAYS BE THE SWEETHEART OF MY DREAMS MGM 10952\*

\*Also available on 45 RPM

**Dealer's Tip!**

**ROME JOHNSON**  
THE WALTZ OF THE WIND  
Someday You'll Thank Me  
MGM Non-Breakable 10068

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

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

# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

MY TRULY, TRULY FAIR..... Guy Mitchell-Mitch Miller Ork...  
Columbia 39415  
Vic Damone..... Mercury 5646

Both Damone and the Mitchell-Miller team have spirited disks of the latest of the alternating verse and chorus ditties.

WANG WANG BLUES  
WHO'LL TAKE MY PLACE (WHEN I'M GONE)... Ames Brothers.....  
Coral 60489

Two familiar standards are coupled for one of the best disks yet turned out by the quartet. "Wang Wang" is a driving, beat-full reading of the eldrie. "Who'll Take My Place" is handled as mood material.

## • The Disk Jockeys Pick

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

1. MISTER AND MISSISSIPPI..... Patti Page..... Mercury 5645
2. I LIKE THE WIDE OPEN SPACES..... Arthur Godfrey-Laurie Anders..... Columbia 39404
3. DREAM..... Walter Schumann..... Columbia 39301
4. MAKE THE MAN LOVE ME..... Jo Stafford..... Columbia 39346
5. UNLESS..... Eddie Fisher-Hugo Winterhalter Ork..... Victor 20-4120
6. LOVE ME..... Frank Sinatra..... Columbia 39346
7. LOVE IS THE REASON..... Arthur Godfrey..... Columbia 39404
8. DIANE..... Tommy Dorsey Ork..... Decca 27539
9. ROSE, ROSE, I LOVE YOU..... Gordon Jenkins Ork..... Decca 27594

## • The Retailers Pick

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

1. MY RESISTANCE IS LOW..... Hoagy Carmichael-Gordon Jenkins..... Decca 27540
2. PRETTY EYED BABY..... Al Trace Ork..... Mercury 5609
3. ROSE, ROSE, I LOVE YOU..... Gordon Jenkins Ork..... Decca 27594
4. WHAT WILL I TELL MY HEART?..... Billy Eckstine..... MGM 10944
5. TOM'S TUNE..... Joe (Fingers) Carr..... Capitol 1484

## • The Operators Pick

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

1. UNLESS..... Eddie Fisher-Hugo Winterhalter Ork..... Victor 20-4120
2. UNLESS..... Guy Mitchell-Mitch Miller Ork..... Columbia 39331
3. HAPPINESS..... Guy Lombardo Ork..... Decca 27516
4. I HAVE NO HEART..... Eddie Fisher..... Victor 20-4120
5. PRETTY EYED BABY..... Jane Turzay Trio..... Decca 27479
6. STRANGE LITTLE GIRL..... Eddy Howard..... Mercury 5630
7. WHERE THE RED ROSES GROW..... Martha Tilton-Harry Babbitt..... Coral 60430

## • The Country and Western Disk Jockeys Pick

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

1. HOWLIN' AT THE MOON..... Hank Williams..... MGM 10961
2. MISTER AND MISSISSIPPI..... Tennessee Ernie..... Capitol 11521
3. I CAN'T HELP IT..... Hank Williams..... MGM 10961
4. OLD SOLDIERS NEVER DIE..... Gene Autry..... Columbia 39405
5. WITHOUT A PORT OF LOVE..... Moon Mullican..... King 947

## VOX JOX

Continued from page 24

tery's top five new releases during the week. In that way every major label is assured of plugs for their top five tunes once a month," writes Robin Busse, WHLS, Port Huron, Mich.

### Gimmix

Paul Scott, WBIS, Bristol, Conn., sparks his kid disk show, "Storytime," via a record tagged "Chug-a-Lug"—"A wonderful aid in getting the kids to drink their milk in the morning." Scott has organized a "Chug-a-Lug" club for young listeners, who drink their milk while he plays the disk. He also utilizes a "magic mirror" gimmick, which allows him to see if the kids really follow thru on the milk tricks. Parents, of course, co-operate by sending in names of delinquent drinkers. . . . Don John Ross, WJTN, Jamestown, N. Y.,

is "reviving hits from old movie sound tracks." Right now he's plugging "Snow White and the Seven Dwarfs" and "The Jazz Singer"—using "exact dubbings of the sound tracks." Ross features such obscure film oldies as Jessie Matthews' English Decca diskings of "Dancing on the Ceiling," "Looking Around the Corner" and "I Dream Too Much" with ork backing by Ambrose. For his "department of dead issues" (songs which should have made the grade but didn't) Ross lists "Song of Delilah," Nat Cole or Mitch Miller; "A Tune for Humming," Woody Herman; "Waltzing Cat," Boston Pops; "My Old Flame," Buddy DeFranco Trio; "Pick Yourself Up," George Shearing; "Falling Leaves," Mitch Miller; "Memories of Freddy Gardner," the "great British alto sax virtuoso."

# THE BILLBOARD Music Popularity Charts

## • Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

### POPULAR

Alone—Bob Eberly (Pretty) Cap 1533  
 Asthoreen Bawn—Anne Shelton (Down) London 1005  
 Black Girl—Josh White (On Top) London 1028  
 Black Maria—Owen Bradley (Satins) Coral 60458  
 'Cause I Love You—Edith Piaf (I Shouldn't) Col 39320  
 Come Back to Sorrento—Toni Arden (Little) Col 39348  
 (I'm Sending You) Bundle of Love, A—Mel Torme (The World) Cap 1524  
 Deserted Ballroom—Sidney Torch (Serenata) Coral 60469  
 Down by the Glenside—Anne Shelton (Asthoreen) London 1005  
 Fast Freight—Terry Gilkyson (Hoofbeat) Dec 27586  
 Here's to Your Illusions—Ray Anthony (These) Cap 1522  
 Hoofbeat Serenade—Terry Gilkyson (Fast) Dec 27586  
 I Get Ideas—Tony Martin (Tahiti) V 20-4141  
 I Made a Promise—Bob Eberly (Alone) Cap 1533  
 I Shouldn't Care—Edith Piaf ('Cause) Col 39320

I Whistle a Happy Tune—Fred Waring (We Kiss) Dec 27600  
 I'm Gonna Wrap My Heart Up in Cellophane—Ted Brooks (Stars) Bama 2100  
 Letter, The—Lou Ella Robertson (Rose) Cap 1532  
 Let's Gather 'Round the Parlor Piano—Bob Dewey (Somebody) V 20-4142  
 Little Child—Toni Arden (Come) Col 39348  
 Love Never Comes Around My Way—Erskine Hawkins (Nona) Coral 60460  
 Mr. and Mississippi—Dennis Day (A Trinket) V 20-4140  
 Music in My Heart—Martha Tilton-Harry Babbitt (Powder) Coral 60468  
 My Mariette—Cliff Steward (You Better) Coral 60459  
 Nono—Erskine Hawkins (Love) Coral 60460  
 On Top of Old Smoky—Josh White (Black) London 1028  
 Oo La La Madalena—Lindy Doherty (Pretty) Cap 1543  
 Out Yonder—Dick Denbroeder (Sing) Sweet-Tone 111

Pizzicato Rhumba—Camarata (Swedish) Dec 40213  
 Powder Blue—Harry Babbitt-Martha Tilton (Music) Coral 60468  
 Pretty Words—Lindy Doherty (Oo La) Cap 1543  
 Red Sails in the Sunset—Ken Griffin (The Syncopated) Col 39386  
 Rose, Rose I Love You—Lou Ella Robertson (The Letter) Cap 1532  
 Satins and Lace—Owen Bradley (Black) Coral 60458  
 Serenata—Sidney Torch (Deserted) Coral 60469  
 Sing a New Song—Dick Denbroeder (Out) Sweet-Tone 111  
 Somebody—Bob Dewey Ork (Let's) V 20-4142  
 Stars in My Crown—Ted Brooks (I'm) Bama 2100  
 Swedish Rhapsody—Camarata (Pizzicato) Dec 402213  
 Sweetnin' Stuff—Connie Haines (Who's) Coral 60454  
 Syncopated Clock, The—Ken Griffin (Red) Col 39386  
 Tahiti, My Island—Tony Martin (I Get) V 20-4141  
 These Things I Offer You—Ray Anthony (Here's) Cap 1532  
 Trinket of Shiny Gold—Dennis Day (Mr. and) V 20-4140  
 We Kiss in a Shadow—Fred Waring (I Whistle) Dec 27600  
 Who's Gonna Be My Baby—Connie Haines (Sweetnin') Coral 60454  
 World Is Your Balloon, The—Mel Torme (Bundle) Cap 1543  
 You Better Stop Tellin' Lies About Me—Cliff Stewart (My Mariette) Coral 60459

### POPULAR ALBUMS

Piano Moods—Earl Hines Album (1-10") Col (33) CL-6171—'Deed I Do; Diane; I Hadn't Anyone Till You; Rosetta; These Foolish Things; Velvet Moon; When I Dream of You; You Can Depend on Me  
 Piano Moods—Joe Reichman Album (1-10") Col (33) CL-6172—Always; All the Things You Are; Blue Moon; If I Loved You; Mama's Gone, Goodbye; Where or When; Whispering; Yes Sir, That's My Baby

### RELIGIOUS

Be Still, My Soul—George B. Shea (If You) V 20-4132  
 Gentle Carpenter of Bethlehem—Bill Kenny (His Eye) Dec 14564  
 Give Jesus Your Hand—Carpenter Trio (I Want) V (45)48-0464  
 His Eye on the Sparrow—Bill Kenny (The Gentle) Dec 14564  
 I Want To Be More Like Jesus—Carpenter Trio (Give Jesus) V (45)48-0464  
 I Want Jesus To Walk Around My Bedside—Sister Rosetta Tharpe (Royal) Dec 48209  
 If You Know the Lord—George B. Shea (Be Still) V 20-4132  
 Jesus Will Save Your Soul—Tommy Magness (When) Federal 10015  
 Mother Maria—Cathy & Bobby Gregory (Remember Jesus) Gregorian 2204  
 Remember Jesus—Cathy & Bobby Gregory (Mother) Gregorian 2204

Royal Telephone—Sister Rosetta Tharpe (I Want) Dec 48209  
 There Must Be a City—Friendly Brothers Quartet (The Woman) V (45)50-0122  
 When I Safely Reach That Other Shore—Tommy Magness (Jesus) Federal 10015  
 Woman at the Well, The—Friendly Brothers Quartet (There) V (45)50-0122

### CHILDREN

Adventures of the Lone Ranger, The: He Finds Dan Reid . . . Geo. Trendle Dec (78) K-31  
 Adventures of the Lone Ranger, The: He Helps the Colonel's Son . . . Geo. Trendle Dec (78) K-32  
 Hey, Hey, Out of My Way (Parts 1 & 2)—Ray Abrashkin—George Rasely Young People's Records YPR-804  
 I'm Dressing Myself—Gene Lowell-Philip List (Little) Young People's Records YPR-803  
 Let's Go to the Rodeo (Parts 1 & 2)—Tom Glazer Young People's Records YPR-503  
 Let's Play Zoo (Sides 1 & 2)—Marion Abeson-Tom Glazer-Charity Bailey Young People's Records YPR-802  
 Little Cowgirl, The (Parts 1 & 2)—Sue Bennett-Arthur Malvin-Ray Abrashkin-Herbert Haufrecht Young People's Records YPR-801  
 Little Old Car—Gene Lowell-Philip List (I'm Dressing) Young People's Records YPR-803  
 Magic Clock, The (Parts 1 & 2)—Jay Williams-Norman Ross-Gene Lowell Young People's Records YPR-501  
 Syncopated Clock, The—Rosemary Clooney (Who'll Tie) Col MJV-109

(Continued on page 89)

Another Smash Song Hit by KERMIT GOELL-writer of "NEAR YOU"

TWO GREAT RECORDS!

# Evertrue Evermore



## GUY LOMBARDO

and His Orchestra  
 Vocal by KENNY GARDNER  
 Decca 27584 • 9-27584



## PATTI PAGE

HARRY GELLER  
 and His Orchestra  
 Mercury 5579 • 5579x45

**SUPREME MUSIC CORPORATION**  
 NEW YORK • CHICAGO • HOLLYWOOD

JACK BREGMAN  
 ROCCO VOCCO  
 CHESTER CONN



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

LABEL AND NO.	ARTIST	COMMENT TUNES	POPULAR	CHART	CHART	CHART	CHART
<b>POPULAR</b>							
<b>AL TRACE ORK</b>	<b>Maria Christina</b>	MERCURY 5637—Lively projection of a light Latin novelty spotlights one Lucio Garcia dishing out the words.	70--70--70--70				
	<b>Why Go Home?</b>	Trace's gang knocks out a spirited etching of an amusing and infectious drinking gang song. Could score, particularly on tavern juke.	83--83--82--84				
<b>BOB EBERLY (Hal Mooney Ork)</b>	<b>I Made a Promise</b>	CAPITOL 1533—Eberly returns to wax and makes a positive impression in crooning an attractive bolero ballad	77--80--75--75				
	<b>Alone</b>	Eberly, after a shaky start, sings up a storm on this fine Arthur Freed oldie Hal Mooney backs up handsomely. Could help Eberly on the road back.	85--85--84--85				
<b>RAY ANTHONY ORK</b>	<b>These Things I Offer You</b>	CAPITOL 1522—Anthony produces another of his slick dance orkings of an up-coming new ballad, this one an infectious product. Tommy Mercer and the Skyliners vocalize. If song catches, keep an eye on this version	82--85--80--82				
	<b>Here's to Your Illusions</b>	The band crisp and clean fashions a dancery reading of a pretty class ballad from the forthcoming "Flahooley" show score. Mercer sings it.	74--77--73--73				
<b>MEL TORME (Sid Feller Ork)</b>	<b>The World Is Your Balloon</b>	CAPITOL 1524—An airy rhythm piece from the forthcoming "Flahooley" show is sung in an engaging manner by Torne. His performance should provoke some deejay interest	77--80--77--75				
	<b>(I'm Sending You a) Bundle of Love</b>	The warbler does handsomely by a breezy bounce jingle.	76--77--75--77				
<b>TERRY GILKYSO (Lionel Breese Ork)</b>	<b>Hoofbeat Serenade</b>	DECCA 27586—The folk singer-writer shows off his rich vocal quality in warbling a slick new cowboy ballad	71--77--68--68				
	<b>Fast Freight</b>	Gilkyson does a persuasive job with his own composition, a pulsating item in the style of his "Cry of the Wild Goose" Breese's orking, aided by a vocal group, sets a fine, driving background	79--80--78--78				
<b>ANNE SHELTON (Roy Robertson Ork)</b>	<b>Astoreen Bawn</b>	LONDON 1005—The British thrush delivers a tender Irish love ballad with warmth and sensitivity	72--72--72--72				
	<b>Down by the Glenside</b>	Another Irish song with a lyrical folk character is sweetly sung by Miss Shelton in a pleasant if arty side	69--69--71--67				
<b>FRED WARING &amp; HIS PENNSYLVANIANS</b>	<b>We Kiss in a Shadow</b>	DECCA 27600—The Waring organization teams for a splendid reading of this beautiful "King and I" ballad. Jane Wilson handles the soprano solo chores	79--80--80--77				
	<b>I Whistle a Happy Tune</b>	Another tasty production by Waring of the breezy bouncer from the Rodgers-Hammerstein show	75--75--75--75				
<b>CAMARATA (Kingsway Symphony Ork)</b>	<b>Pizzicato Rhumba</b>	DECCA 40213—The composer-conductor-arranger debuts on Decca with one of his own pieces, which is exactly what the title says it is. It's a breezy, engaging instrumental effort, well-recorded, which could do okay pop-wise, tho' it's more in the Boston Pops groove	81--85--80--78				
	<b>Swedish Rhapsody</b>	Camarata builds a lavish, rich, schmaltzy orking of the lovely theme from the film concerto piece. Fine mood music which could stir up a brisk catalog sale	81--84--80--80				
<b>MARTHA TILTON &amp; HARRY BABBITT (George Cates Ork)</b>	<b>Music in My Heart</b>	CORAL 6046B—A pop waltz adaptation from Strauss' "Die Fledermaus" has a hitting quality which is brought out in this engaging duet by Miss Tilton and Babbitt. There's "sleeper" potential here	80--80--80--79				
	<b>Powder Blue</b>	The team does a pleasant job with a melodically catchy ballad	72--72--72--72				
<b>SONNY BURKE ORK (Don Burke)</b>	<b>I'm Yours To Command</b>	DECCA 27576—Dance conception of this pretty newly discovered Russ Columbo ballad spots a splendid vocal by Don Burke. Not up to competitor standards, tho'	75--78--73--75				
	<b>Sweetnin' Stuff (Hub and Hubble)</b>	A breezy rhythm ditty is done crisply for dancers by Burke with a male vocal duo dishing out the lyric	70--72--67--70				
<b>KITTY WHITE (Sonny Burke Ork)</b>	<b>Paradise</b>	DECCA 27571—A fine West Coast thrush fashions a warm, feelingful reading of a lovely evergreen. The thrush should be investigated by deejays	71--78--68--68				
	<b>You're Tired of Me</b>	The thrush is not quite as convincing in handling this new ballad	65--68--64--64				
<b>THE MADCAPS (Ev Ralston)</b>	<b>Who'll Take My Place?</b>	DECCA 27582—A retentive old schmaltzer is revived promisingly on this harmonica instrumental etching. Ev Ralston plays some single-finger piano effectively. Stacker up as a strong "sleeper" bet	86--86--85--86				
	<b>Tin Sandwich Boogie</b>	The harmonicas turn out an easy bear boogie instrumental with a light country flavor. A good juke box bet and another "sleeper" contender if only for the brilliant recording sound, an ear-attracting aspect of the diskings.	84--85--83--85				
<b>NORO MORALES ORK (Pat Terry)</b>	<b>My Love Serenade</b>	DECCA 27548—The pop version of "Ay Ay Ay" is done up in a graceful bolero dance etching by Morales. Pat Terry contributes a neat vocal.	67--69--66--66				
	<b>Tell Me That You Love Me</b>	Another tasty Latin-flavored dance etching of a splendid schmaltz standard features a relaxed vocal try by Terry.	65--65--65--65				
<b>EMMA LOU WELCH (Chuck Cabot Ork)</b>	<b>Somewhere On Skid Row</b>	RONDO 262—Emma Lou reiterates her excellence as a warm warbler as she sings a hokey minor dramatic ballad, a hardly promising item. The orking behind her is splendid, as is the recording. Deejays should "discover" this fine singer.	66--75--64--60				
	<b>On a Trail Goin' Nowhere</b>	Another fine singing job, another attractive orking, another good recording job, another unlikely, wandering ballad	60--70--55--55				
<b>ART LUND (3 Beas and a Peep-LeRoy Holmes Ork)</b>	<b>I Like the Wide Open Spaces</b>	MGM 10978—The TV-stimulated novelty, which has a "Pistol Packing Mama" quality, is covered pleasantly by the label with Lund leading the way. If the ditty catches, the timing of the slicing should help grab off a snare	80--82--78--80				
	<b>Rose, Rose, I Love You</b>	Another coverage effort, this of the Oriental-flavored gang song which is beginning to show the signs of hitting.	74--75--73--74				
<b>RALPH FLANAGAN ORK (Harry Prime-Pegge King)</b>	<b>Very Good Advice</b>	VICTOR 20-4133—Flanagan's new thrush, Pegge King, makes her disk debut with this "Alice in Wonderland" ballad. She shows a fairly distinct sound. Mainly for Flanagan followers.	76--79--75--75				
	<b>Twilight Rhapsody</b>	Flanagan offers a melodious new ballad in his familiar neo-Miller style with Harry Prime and the Singing Winds making with the lyric. A neat effort	77--80--75--75				

(Continued on page 38)

# He's On His Way...

# Jerry Gray

with His

## "BAND of TODAY"

Just Completed **ANOTHER RECORD BREAKING 6 weeks' ENGAGEMENT** at the **HOLLYWOOD PALLADIUM**

**MARINE RECRUITING SHOW**  
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THANKS to GUESTS  
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Decca 27570  
"WOULD I LOVE YOU"  
Decca 27402  
"SOUND OFF"  
Decca 27608  
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SUPER MERITONE NEEDLES \$4.50 FOR 50 PKGS. @ 25¢ (List Price, \$12.50)
FIDELITONE NEEDLES (FLOAT) 50¢ LIST CARD, CARD OF 24... \$5.85
DE LUXE—\$1.00 LIST PRICE—12 TO CARTON... 5.40
NYLON—\$1.25 LIST PRICE—12 TO CARTON... 6.75
MASTER—\$1.50 LIST PRICE—12 TO CARTON... 8.10

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45 R.P.M. ATTACHMENTS—45J R.C.A. ... \$ 9.45 EACH
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45 R.P.M. WITH AMPLIFIER (portable)—45 R.C.A. or Decca. 26.00 EACH
DECCA KIDDIE PLAYER (List Price, \$13.95) ... 8.25
3-Speed Decca Radio, Webster Changer Comb., in Case \$64.95, List \$89.95
3 SPEED—45, 33 1/3, 78—SINGLE NEEDLE—(List Price, \$26.75) ... \$18.00
SPECIAL—10" STORAGE ALBUM ... 40¢ ea., \$4.20 doz.
We Handle All Makes Radios, Record Players and Accessories—wrapping bags, recording tape, etc. PRICES UPON REQUEST.

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HERE'S WHAT THE BILLBOARD SAYS OF THIS ONE by CLARENCE (GATEMOUTH) BROWN:



Justice Blues ... 82--82--82--82

PEACOCK 1568—Brown shouts a poignant slow blues from the heart, with combo establishing a great mood in back.

b/w "I Live My Life"

PEACOCK RECORDS, INC. 4104 Lyone Ave. Houston 10, Texas. Phone: OSage 3-9461—ORchard 7861

THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

LABEL AND NO. COMMENT ARTIST TUNES

Continued from page 37

POPULAR

Table with 4 columns: Artist, Label/No., Comment, Tuning. Includes entries for Vaughn Monroe & Ork, Love and Devotion, Encores & Ensemble, Ella with the Polka Dot Umbrella, Dorothy Claire, and A Rollin' Heart.

INTERNATIONAL

Table with 4 columns: Artist, Label/No., Comment, Tuning. Includes entries for Frankie Yankovic & His Yanks, Charm of Your Beautiful Dark Eyes, and Ely Polka.

CHILDREN

Table with 4 columns: Artist, Label/No., Comment, Tuning. Includes entries for Rosemary Clooney, Sparkie (Big John), Norman Rose Children's Record Guild, Gene Lowell Chorus, and Tom Glazer.

(Continued on page 88)

KMPC Debuts Longhair Seg

HOLLYWOOD, May 12.—A two-hour classical program kicks off on KMPC next week, thus becoming the second permanent longhair seg on the station. Other classical show is a one-hour Sunday morning program, airing for the past seven years.

KMPC has spasmodically presented other longhair segs in the past, such as One Hour at the Opera, Music in the Air and a series with Eugene Ormandy and the local Philharmonic Ork.

Acheson Named Rep For Sheldon on Coast

HOLLYWOOD, May 12.—Tom Acheson was named to rep Sheldon Music, Inc., on the Coast. This is the first time the Eastern pubbery has maintained a rep here. Sheldon's Moe Gale left recently for San Francisco, concluding huddles with Acheson in regard to procedure and operations.

RECORD DEALERS!

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HEARD IT YET? MORRIS LANE'S EXCITING RECORDING OF "B. O. PLENTY'S RETURN"

"BLUE JEANS" SAXSATIONAL STUFF Apollo #808

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

The # is TR 1226

BEN LIGHT'S

Tip Top Recording of an Old Favorite

BRIGHT EYES

And His Lovely New Waltz

YOU MADE ALL MY DREAMS COME TRUE

On 45 RPM #4782

TEMPO RECORD CO. OF AMERICA 8540 Sunset Blvd., Hollywood 46, California

A REAL KILLER-DILLER!

LOUIE INNIS'

"GOOD NIGHT CINCINNATI"

(AND GOOD MORNING, TENNESSEE)

RECORDED BY

TEX WILLIAMS ... Capitol LOUIS INNIS ... Mercury
SHORTY LONG ... King AL TRACE ... Mercury
ART MOONEY ... MGM

TANNEN MUSIC, Inc. 146 West 54 Street, New York City NASHVILLE REPRESENTATIVE: BOUDLEAUX BRYANT

Presser To Stage Wax Music Recital Series

PHILADELPHIA, May 12.—Collector items and the new waxes will make up a series of Thursday evening record recitals being staged in the Presser Auditorium of the Theodore Presser Music Company by the Philadelphia Record Society.

Addison Foster, president of the group, claims a record collection of some 13,000 disks, dating back to an 1890 cylinder repressed from the original matrix to a flat recording. Record recitals are removed from the jazz side, set up for the public "to encourage good music and for the benefit of those who otherwise might have no opportunity to hear it," according to Sheldon Farber, treasurer of the Society, which also has a record evaluation committee for getting up the recital programs.

# THE BILLBOARD Music Popularity Charts

## • The Honor Roll of Popular Songwriters

By Jack Burton

### No. 92—MABEL WAYNE

In Tin Pan Alley Mabel Wayne ranks as America's first lady of song.

Of the five or six women songwriters whose names have appeared on the covers of million-copy sellers, including Maude Nugent with *Sweet Rosie O'Grady*, Dolly Morse with *Three o'Clock in the Morning* and Dorothy Fields with *I Can't Give You Anything But Love*, Mabel Wayne has hit the jackpot twice with *In a Little Spanish Town* in 1926 and *Ramona* the following year—an achievement matched only by that of the late Carrie Jacobs Bond with *I Love You Truly* and *A Perfect Day*.

Moreover, Mabel Wayne is still creating hits in an era when record sales have replaced sheet music sales as an index of a song's popularity, and celebrated her silver anniversary as a songwriter by composing two radio and juke box favorites of the 1949-'50 season: *Dreamer's Holiday* and *On the Outgoing Tide*.

From the day of her birth, July 16, 1904, Mabel was destined for a musical career. She came from a musical family, her father playing the cornet and her brother the mandolin. Mabel began taking piano lessons while still in Brooklyn grade school. During a visit with an aunt in Switzerland she continued her musical education under private tutors. Upon her return to this country she enrolled at the New York School of Music to study composition, voice and dramatic art, and at the age of 16 she was ready for her stage debut.

#### Vaudevillian

As a singer, dancer and pianist, she toured the Keith and Orpheum vaudeville circuits for three seasons, spending most of her time between shows at the pianos backstage or in the orchestra pits, drawn to them by her urge to write popular songs rather than to sing them.

At the close of the 1925 season, Mabel Wayne submitted one of her melodies to Leo Feist, Inc. It not only was accepted but became a hit, and with the royalties received from her first published song, *Don't Wake Me Up, Let Me Dream*, she financed a vacation in Southern California where she fell under the spell of the old Spanish missions and primitive Indian villages.

It was money well spent—money that paid rich dividends. For on her return to New York, Mabel Wayne translated the charm of the romantic Southwest into music and wrote what proved to be her first million-copy seller, *In a Little Spanish Town*. This set the pattern for one of Tin Pan Alley's most famous songs—*Ramona*.

Written on the spur of the moment to punch up the exploitation of a silent film based on Helen Hunt Jackson's romantic novel and composed in less than an inspired

half hour, *Ramona* hit the country with the impact of an atom bomb. Weeks before the picture was released, music counters from coast to coast were besieged with requests for *Ramona*. Delores Del Rio, the star of the film, sang it in the country's movie theaters on a personal appearance tour. Paul Whiteman introduced it on the air. And *Ramona* records and *Ramona* player piano rolls put the song at the top of the Hit Parade.

#### First Film Hit

*Ramona* made Tin Pan Alley history. There's no doubt about that. It was the first of the great film songs, altho written and popularized when the screen was as silent as Cal Coolidge, the White House Sphinx, and before Al Jolson's *The Jazz Singer* made pictures without sound obsolete over night. It was the last of the songs that were bought not by one but by several millions, and thus marked the end of an old era and the beginning of a new.

Three years later, Mabel Wayne's

*It Happened in Monterey* was the outstanding number of Paul Whiteman's starring picture, *King of Jazz*, and its composer was a featured attraction on the air and made personal appearances with her own orchestra in the principal theaters of this country and abroad.

But the popularity of *In a Little Spanish Town*, *Ramona* and *It Happened in Monterey*, which permitted Mabel Wayne to indulge her passion for European travel, also caused her many troubled nights. She was typed as a composer who wrote only in the Spanish idiom. So she set out to prove such a brand was false—and pronto. Her subsequent hits, *Little Man You've Had a Busy Day*, *As Long as You're Not in Love With Anyone Else Why Don't You Fall in Love With Me?*, *His Majesty, the Baby*, and *Rose Ann of Charing Cross*, had no Spanish moss hanging on them, and you can't hear the tiniest tinkle of mission bells in the music of *Dreamer's Holiday* and *On the Outgoing Tide*.

In addition to being America's first lady of song, Mabel Wayne also holds the world's record for bad timing. In the late summer of 1941 she wrote *It Happened in Hawaii*. Five months later the Japs made their sneak attack on Pearl Harbor. After "the day that will live in infamy," the song was speedily shelved for the duration of the war. Had the Nips ever gotten their hands on a copy, they would have used *It Happened in Hawaii* for musical banzi.

### PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

### MABEL WAYNE'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

#### Popular Songs

- 1925—*DON'T WAKE ME UP, LET ME DREAM*  
With Abe Baer. Lyrics by L. Wolfe Gilbert. Leo Feist, Inc.
- 1926—*IN A LITTLE SPANISH TOWN*  
Lyrics by Sam Lewis and Joe Young. Leo Feist, Inc.  
(Available on the following records: Decca 24234 in A-609, Frank Froeba; Decca 24037 in A-1926, Fingerle and Schutt, dual pianos; Capitol 20074 in 8D-31, Frank DeVol; Decca 24622, Virginia O'Brien; Mercury 8100, Albert Ammons.)
- 1927—*RAMONA*  
Lyrics by L. Wolfe Gilbert. Leo Feist, Inc.  
(Available on the following records: Decca 24042 in A-1927, Bob Grant orchestra; Capitol 15304, Gordon MacRae.)
- 1928—*CHIQUITA*  
Lyrics by L. Wolfe Gilbert. Leo Feist, Inc.  
(Available on Decca record 24044 in A-1928, Basil Farnham orchestra.)
- 1934—*LITTLE MAN YOU'VE HAD A BUSY DAY*  
With Al Hoffman and Maurice Sigler. B. Harms Co.  
(Available on the following records: Decca 24069 in A-1934, Bob Grant orchestra; Victor 20-1918, Perry Como and Satisfiers.)
- 1935—*HIS MAJESTY, THE BABY*  
Lyrics by Neville Flesson and Arthur Terker.
- 1937—*AS LONG AS YOU'RE NOT IN LOVE WITH ANYONE ELSE) WHY DON'T YOU FALL IN LOVE WITH ME?*  
Lyrics by Al Lewis.  
(Available on Decca record 24316 in A-1943, Bob Grant orchestra.)
- 1941—*IT HAPPENED IN HAWAII*  
Lyrics by Al Dubin. Harms, Inc.

- (Available on the following records: Decca 25255, Jimmy Dorsey; Columbia 37925, Kay Kyser.)
- 1 I UNDERSTAND  
Lyrics by Kim Gannon. Leo Feist, Inc.  
(Available on Decca record 25290, Jimmy Dorsey.)
- 1942—*ROSE ANN OF CHARING CROSS*  
Lyrics by Kermit Goell.
- 1946—*LANGUAGE OF LOVE*  
Lyrics by Al Lewis.  
(Available on Decca record 18923, Jimmy Dorsey.)
- 1948—*ALL THE WAY FROM SAN JOSE*  
Lyrics by Kermit Goell.
- 1949—*DREAMER'S HOLIDAY*  
Lyrics by Kim Gannon, Shapiro, Bernstein & Co.  
(Available on the following records: Victor 20-8543, Perry Como; Decca 24738, Gordon Jenkins; Columbia 38599, Buddy Clark; Capitol 57-761, Ray Anthony; MGM 10566, Jack Fina; Capitol C-78-184, Ray Anthony.)
- IF I DIDN'T ALREADY LOVE YOU, BABY  
Lyrics by Al Lewis, Corneli Music, Inc.  
(Available on London record 679, Al Morgan.)
- 1950—*ON THE OUTGOING TIDE*  
Lyrics by Lew Brown. Skidmore Music Co., Inc.  
(Available on the following records: Capitol 946, Jo Stafford; Victor 20-3741, Perry Como; Decca 24966, Russ Morgan.)

#### Film Songs

- 1930—*KING OF JAZZ*  
A Universal film starring Paul Whiteman.  
Lyrics by Billy Rose. Leo Feist, Inc.  
IT HAPPENED IN MONTEREY  
(Available on Decca record 24052 in A-1930, Ted Straeter orchestra.)
- RAGAMUFFIN ROMEO
- 1936—*ONCE IN A BLUE MOON*  
A Paramount picture with Jimmy Savo and Nikita Balleff. Lyrics by Billy Rose. Harms, Inc.  
SUGAR COOKIE MOUNTAIN

### SONGWRITERS COMING UP!

FRANK LOESSER  
In Subsequent Issues The Billboard Will Present  
SAMMY STEPT  
CLIFF FRIEND  
SAMMY FAIN  
JOE BURKE

## • Album and LP Reviews

### POPULAR

TANGOS FOR TWO—Harry Horlick Orchestra (1-10") 60

MGM (33) E-556  
Poema, Milondita-Addio, Derecho Viejo, Adios Muchachos, Orchids in the Moonlight, Por Que?, La Camparsita, Jurame.  
Still remembered by many as the conductor of the famous "A. and P. Gypsies" radio shows of some years ago, Horlick demonstrates here that he is still able to baton a studio-type orchestra in a collection of first-rate dance music. Tho the tango is still danced by the Manhattan Latins, it's considerably less popular than the rumba or mambo. As long as dance music, this is in proper tempo and is highly listenable.

JUKES Not suitable. JOCKS For late evening shows.

PIANO MOODS—EARL HINES—(1-10") 70

Columbia (33) CL-6171  
Rosetta; When I Dream of You; You Can Depend on Me; Diane; Velvet Moon; I Hadn't Anyone Till You; These Foolish Things; Deed I Do. The label's continuing project of recording the piano technique of as many ivory-tinklers as it can find has resulted here in one of the best of the series. For some 30 years Earl (Father) Hines has been recognized as a jazz great. Here he demonstrates that he has lost none of his inventiveness and technique. Aided by Al McKibbin on bass and J. C. Heard on drums, Hines runs the gamut from modern jazz touches to barrelhouse and cocktail piano. Tunes range from an original to fine old standards, including some of Hines' best works.

JUKES Not suitable. JOCKS A must for jazz shows, fine for late segs.

DOROTHY KIRSTEN SINGS SONGS OF JEROME KERN—Dorothy Kirsten-Percy Faith Ork (1-10") 83

Columbia (33) ML-2175  
I've Told Ev'ry Little Star; All the Things You Are; Dearly Beloved; Don't Ever Leave Me; I'm Old Fashioned; Long Ago (And Far Away); Yesterdays; Look for the Silver Lining.  
Dorothy Kirsten is one of the few Metopera sopranos who can sing a pop production tune with the warmth, intimacy and feeling for a lyric of an honest-injun music-comedy star. She is delightful with these fine Kern tunes—none of the stiffness and hauteur of the concert artists descending to pops, none of the tricks of style, of the pop thrushes—nothing but lovely, unaffected bel canto, a beautiful voice doing fine songs as written. Percy Faith provides a perfect accompani-

ment with his warm, rich-textured ark-chorus cleffings. These also are topnotch without recourse to affectation—there are even a couple of brass figures that Dizzy Gillespie or Stan Kenton wouldn't spurn—but most of the arrangements are more orthodox, and all are supremely tasty.

PIANO MOODS—JOE REICHMAN (1-10") 60

Columbia (33) CL-6172  
Blue Moon; Whispering; If I Loved You; Mama's Gone, Goodbye; All the Things You Are; Always; Where or When; Yes, Sir, That's My Baby. The eight familiar standards played here by "the Pagliacci" of the piano are demonstrations of a flowing piano style which, tho not highly distinctive, has given many hours of dancing pleasure. The Reichman ork was long a favorite at the better hotels all over the country. His relaxed tinkling sets a perfect mood for the ballroom set. While this addition to Columbia's piano series doesn't figure to attract too much attention, it should be a fine catalog item and salable to buyers of "listening" music.

JUKES Not suitable. JOCKS For relaxed music shows.

SHARKEY'S SOUTHERN COMFORT—Sharkey Bonano and His Kings of Dixieland (1-10") 78

Capitol (33) H-266  
Over the Waves; Bourbon Street Bounce; Temptation Rag; Basin Street Blues; That Da-Da Strain; She's Crying for Me; Weary Blues; Eccentric. Sharkey Bonano and his pure, still humorous and danceable Dixieland have taken on a new commercial luster of late. Bonano's unit, featuring the virile tromping of Santo Pecora, has become a society niter attraction with a Palmer House date already under its belt and the class Waldorf-Astoria scheduled. Add this to the natural new market developed for Dixie in the past year or so and this package takes on a considerable commercial potential. Oddy, the sides in the album have been issued previously but in single form wound up mainly with two-beat fans who are historically aware of Sharkey. This is robust two-beat stuff played with drive, spirit and humor and should find a ready market now that Sharkey has moved his derby into the hinterland from his New Orleans headquarters. Provocative packaging will help sell the package.

JUKES Where they like two-beat, they'll like these in single form. JOCKS Dixieland etchings which are usable for both jazz and pop segs, the latter particularly if Sharkey has played the en-vivros.

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1016 N. Sycamore Ave.  
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## CORRECTION NOTICE!

Due to a typographical error on page 28 of the May 12 issue

### WONDROUS WORD (of the Lord)

by Ken Carson

was spelled incorrectly in the ad of

## BIBLETONE RECORDS, INC.

The correct spelling is as appears above. Sorry!

## Pitt's Spots Find Television Talent Puts 'Em in Black

### Local Video Sponsors Get in Act To Provide Plenty of Plus Hypo

PITTSBURGH, May 12.—Television has become the best source of talent that will make local niteries a buck. Because Pittsburgh is a one-station city, the situation is more pronounced here, but ops have found that there is nothing to compare with a TV star when it comes to winding up at the end of the week in the black.

Record names are still good, but they are only for one or two shots. If they draw big, their money goes so high it's hard to come out with them; if they don't draw, the club doesn't book them back again because of the steep asking price. When record names first started playing here about three years ago, everybody cutting wax wanted to play the town because of the heavy disk jockey promotion and the salary wasn't so important.

Today, however, the big ones like Patti Page, Frankie Laine and Vic Damone either play the theater or do one-nighters at the huge Vogue Terrace which can take in

enough in one night to pick up the huge tab.

The standard night club comics with a little name value, whose salaries soared during the immediate postwar period, were also found to be poor risks and the clubs soon tired of working for the act.

Looking for a new talent source to tap, the clubs have found that television stars are the answer. The top grosser at the Copa during the past year was Al Morgan, who had a record hit in *Jealous Heart* to go along with his weekly TV show. The Carousel hit the jackpot with Kyle MacDonnell, who was the top grosser, and the Blue Ridge found that the Beachcombers, off the Arthur Godfrey show, brought in the biggest profit.

The local sponsors are always anxious to see the TV stars show here in person. Morgan's sponsor, Drake Bread, did all the promotion for the club and his appearance here resulted in a big upward surge in sales. Last month the Copa brought in Maureen Cannon for her first nitery engagement in years and the girl did phenomenal business and was signed to come back for the week of July 9. While here, she was feted at a round of cocktail parties by the Goodyear people, and the local distributor, Ed Feigenbaum, had his own advertising agency help the club with the promotion. Cannon did her bit by using the Goodyear theme, *It's a Good Sign*, as bow music and had everyone in the club humming the tune when they walked out. The Blue Ridge had the Beachcombers for one week and held them for three. Spot would have held them longer, but the group had to go into the Beverly Hills. They have been set for a return engagement as soon as they are available. Other TV names who have brought big business here are Lew Parker, Morey Amsterdam and lesser lights at the Carousel. George Dewitt did a big job at the Copa and is booked back again June 4.

The value of a TV star to a local sponsor can be seen in the bringing of the Ed Sullivan show here for a whole week in June by the Lincoln-Mercury dealers. Even though there will be an additional cost of \$40,000, the company feels that the good will and added promotion will be worth it. The Sullivan show provides an interesting sidelight on an entertainer who worked around here a few months ago for \$150 a week. He is Ross Harvey, who scored solidly on the Sullivan show, and when the same club tried to buy him back they found the price up to \$750.

## New Rates for Borscht Acts

NEW YORK, May 12.—A series of new club date scales to apply to Catskill Mountains dates were presented the branch membership of the American Guild of Variety Artists at a meeting last week, and accepted unanimously by the membership. Negotiations with bookers and hotel owners are to start immediately.

SINGLES in Class "A" spots are asking \$40; "B" class \$27.50. Present scale is \$30 and \$21.50. DOUBLES for "A" rooms, \$60 and the "B" figure is \$47.50. Present scale is \$50 and \$37.50.

TRIOS now getting \$65 in "A" spots and \$47.50 in "B" rooms are asking \$77.50 and \$58.00. FOUR-PERSON ACTS now getting \$80 for "A" and \$69.50 for "B" rooms are asking \$95 and \$69.50. Each person over four in an act, now getting \$15 for the "A" jobs and \$10 for the "B" jobs, is asking for \$18.50 and \$12.50 on the new scale.

SOCIAL DIRECTORS, now scaled at \$65 to \$80 will be scaled \$80 to \$100. STAFF PERFORMERS now getting \$50 to \$60, will under the new scale, get \$55 to \$75.

## OPS TO RUN FOR DENVER COUNCIL

DENVER, May 12.—Two night club operators, Gerald E. Bakke and Willard S. Hartzell, partners in the Beacon Supper Club here, have announced their candidacy in the 1951 Denver city council election.

A lot of ribbing accompanied the announcement. A newspaper article said that Bakke's political experience has consisted of passing out literature for a former Denver mayor, and that Hartzell had won his political spurs thru serving food and drinks to many well-known Colorado legislators. Their entry into the councilmanic race, however, is entirely serious, Hartzell indicated.

## AGVA SKEDS DETROIT MEET FOR JUNE 7-10

### Principal Issue Is Local Autonomy Vs. National Control

NEW YORK, May 12.—The next national convention of the American Guild of Variety Artists will be held in Detroit, June 7-10. The last two days will be devoted to national board huddles.

The big battle will be around local autonomy and local voting for delegates vs. the present system that calls for branches ruled by a national office and national voting for all delegates.

The convention was originally set for Los Angeles, but the expense was so great that a national referendum was held asking for permission to change the site to an Eastern city. The vote was 1,041 for the change and 344 against.

Some 60 people will attend the confab, of which 52 will be delegates. The delegates, and the branches they represent are:

Baltimore, Lou Meyer; Boston, Charlie Brett, Billy Parker; Buffalo, Lenny Paige; Chicago, Randy Brown, Ray Conlin Sr., Adam Di Gaetano, Jack Gwynne, Tommy Martin, Dick Ware; Cincinnati, Cliff Earle, Lester Lake; Cleveland, Thomas Keyes, Bob West; Dallas, Cal Emmett; Denver, Al Sharpe; Detroit, Billy Lee, Russ Wright; Kansas City, Mo., Dave Workman.

Los Angeles, Kay Boley, Bob Russell Evans, Bud Harris, Harry Mendoza, Larry Rio, Harry Rose, George West; New York, Dewey Barto, Jackie Bright, Myron Cohen, Don Francisco, Jack Gilford, Gypsy Rose Lee, Georgie Price, Joe Smith, Russell Swann, Billy Taft, Billy Vine, Jerry Wayne; Miami Beach, Alan Gale.

Montreal, Ken Lawrence; New Orleans, Earl Warner; Philadelphia, Joe Campo, Billy Du Val; Pittsburgh, Al Aldrich, Sylvia Waiters; Providence, R. I., Pat Kelly; St. Louis, Al Mack; San Francisco, Terri Andre, Vince Silk; Seattle, Don George; Toronto, Joe Murphy.

## PALACE EXIT CUE TO VAUDE'S WOES

### Death on Vine Threatens Again As Others, Too, Reduce Flesh

Continued from page 1

acts for understandably small money.

That leaves New York, Washington and Chicago as about the only vaude towns in the country. If an act is lucky enough to be on a bill with a strong picture in New York, it'll play as much as six weeks. But New York's now a two-week town. Chicago is strictly a one-to-two-week town. The rest are all one-weekers.

The major tragedy of a Palace closing is that it will eliminate what is perhaps the best and only showcase available to small or unknown acts. Many an act got its first TV shot as a result of a Palace date. And many more were picked up by the big houses.

Spot bookings will probably continue in Boston, Dayton, Cincy, Minneapolis and other cities. But such theaters open for top attractions only. As soon as the attraction departs, the house goes back to straight flicks. Los Angeles' Hill Street, for example, will open for two weeks this summer for Josephine Baker. Hollywood's Paramount Downtown will open July 19 for a Lionel Hampton package. But these are just one-shots in a field that is narrowing daily.

Tradesters don't pretend to know the reason for this sharp cutback,

tho there are plenty of theories. The chief one is that the inroads of television have been so great that houses cannot operate with the larger budgets that flesh entails. A more realistic one is the mounting cost of pictures. With distribs refusing to recognize exhibs' problems and insisting on high percentages, grosses are cut so deeply that vaude must suffer.

At least one talent union, American Guild of Variety Artists, is huddling via committees to see what it can come up with to increase employment among jobless performers. So far it hasn't come up with anything tangible, tho it's still trying.

Some of the TV variety shows have taken up the lag of unemployed performers. But this has been too small to count.

## More Liberal Curfew Idea Pushed in Pa

### Public Niteries Opposed by Ops Of Private Clubs

PHILADELPHIA, May 12.—With a favorable legislative climate, nitery owners thruout the State are being joined by the tap and tavern operators in a drive for a 1:30 a. m. Saturday closing instead of the present midnight curfew.

Some legislators were reported leaning toward a 1:30 general closing to include the private clubs which, under the present law, are permitted to remain open until 3 a. m. Any such limits on the private clubs would be bitterly opposed by the well-organized club groups, which contend that any change in the closing hours for the public places should not affect the places operating with private club charters.

However, a 1:30 a. m. Sunday closing for both public and private spots would, it was considered here, win the support of the powerful dry forces in the State. While the dries would prefer to see a bone-dry Sunday, a standard 1:30 a. m. shut-down would be viewed as an improvement over present conditions. The dries reason that at present persons can drink to 2 a. m. (if they can afford a few dollars for a private club card), but that with a 1:30 curfew for everybody, Sunday drinking would be cut back by one and a half hours.

## 3d Detroit Nitery Closed by State

DETROIT, May 12.—The Club Bali, third major night spot to be hit here in recent months, was ordered shut by the State Liquor Control Commission. Club, operated by John Maher, had a \$200,000 fire last summer, and has never been able to reopen. Investigation by the commission indicated, it was charged, that the actual ownership of the spot was "concealed," and the license followed.

## TIP: TAKE YOUR PAY IN GUSHERS

HOUSTON, May 12.—Houston's fabulous Shamrock Hotel paid Jane Russell what is probably one of the highest salaries ever allowed a singer. Glenn McCarthy, owner of the Shamrock, signed Miss Russell for an appearance at the Emerald Room and paid her with a part interest in a drilling oil well. Last week the oil well came in.

## Baker Seeks 30-Day Gap Between Jobs

### Miami Rep Wants Clause Barring Consecutive Work

MIAMI BEACH, Fla., May 12.—Jerry Baker, local American Guild of Variety Artists rep, is attempting to have national headquarters halt the practice of acts working more than one spot here within a 30-day period.

It's been common practice in this area for top night spots to bring in high-priced talent and, after ending the date, work a local hotel for little more than the minimum plus room and meals.

Baker wants an okay from national AGVA headquarters to put a clause in the contract of all acts coming into this area prohibiting them from appearing in any other Miami or Miami Beach spot within 30 days of their original stint. Written permission from the club owner, of course, would nullify the clause.

"This is being advocated," Baker said this week, "as a means of protection for the night club owner, who spends a lot of dough bringing a high-bracket act down here. Many times, the night after the performer finishes at the club, he's booked for a week or two at a hotel.

"On at least one occasion, a hotel was advertising a performer's appearance in its room even before the performer completed his two weeks at the night club. When you consider that the supper clubs—particularly now off season—are running sans food or beverage minimum, it just isn't fair to the night club owners."

Baker is also cracking down on late-hour radio commentators who work from a cafe or restaurant. On the basis that such shows constitute entertainment, and that entertainers are interviewed constantly, he's invoking an AGVA ruling calling for such commentators to carry AGVA cards.

## Bridgeport Trianon Sold

BRIDGEPORT, Conn., May 12.—The Trianon Restaurant, Bridgeport's most centrally located nitery, was sold at auction this week for \$8,300 to James Carrafiello and Michael A. Altieri. The property was put up for sale to settle the estate of the late Carl Rust. Approval of the sale must be given by the Probate Court. Renovations are being considered, with the possibility of reopening under a new name.

## Det. Penobscot Sky Club Shuts

DETROIT, May 12.—This city's only sky club, the Penobscot, located in the downtown building of that name, closed Monday night (30), with permanent shuttering indicated. This marks the second demise of a major night spot in the last two months, following the closing of the Bowery and conversion of the structure for automotive purpose.

John C. Culbertson, who has operated the place for about four years, planned to sell the liquor license and go into manufacturing. Continuity of the spot was threatened by filing of a lawsuit by the building owners, contending that the license belongs to the building operators rather than the club lessees, an unusually intricate point under Michigan law. It was indicated that the building intended to convert the club into office space, possibly utilizing the license for a spot elsewhere in the big building, but the future is dependent upon the court's ruling.

## Extra Added

Brief but important night club-vaudeville news

### New York

Charlie Yates, in London with Bob Hope, getting better from another heart attack. He's now at Charing Cross Hospital. . . . Gene Marvey will do a series of concerts thru the Southwest and Midwest, starting in September. . . . Victor Borge goes into the Riviera after Tony Martin.

"Old actors never die," said one guy in Lindy's. "No!" replied Jack Zero. "Catch my act tonight." . . . Phil Farrell is now associated with Lew and Leslie Grade. . . . Tessie O'Shea does her first American show at the Desert Inn, Las Vegas, May 15. . . . Leo Fuld will do a concert in Havana, May 26, opens at the Latin Casino May 28, and then starts European concerts.

Jimmy and Beverly Paysees quitting the biz. Beverly's going to have a baby. . . . And Henry Dunn's also about to become a pappy. . . . Eric Thorsen goes back to the Coconut Grove. . . . Red Button plays a return date at the Paramount May 23. . . . RKO will open Boston for week of June 23 for Josephine Baker. Chain also

will open Hill Street Theater, Los Angeles, for two weeks, starting July 4, for Miss Baker. . . . Jack Gordon (Gordon's Entertainment Bureau, Hartford) is at Veterans Hospital, Newington, Conn., and asks friends to write.

### Chicago

Gene Sheldon, panto-comic, is in Hollywood working in a Universal flicker, "The Golden Girl." . . . Johnny Jones is leaving Mutual Entertainment to go with Jim Roberts. Rudy Shell will replace Jones. . . . Mr. and Mrs. Mark Abbe, who owned the Colony Club, Waterloo, Ia., have moved to Moline, Ill., where they purchased Jule's Danish Farm, which they call the Colony Club.

The Harmonicats will do a series of TV shorts for Snader Telecriptions. Sid Harris also set Bonnie Baker for Snader. . . . Chez Patee has set Jimmy Durante, who opens May 18, and Joe E. Lewis and Sophie Tucker, July 3. . . . Marvin Moss is returning to MCA's local art department, assisting Danny Gra-

(Continued on Page 42)

**Empire Room, Schroeder Hotel, Milwaukee**  
(Thursday, April 26)

Capacity, 450. Price policy, \$1-1.50 cover. One show nightly at 9:30. Owner-operator, Schroeder Hotels. Booking, non-exclusive. Manager, Louis Limecooly. Publicity, Ed Toole. Estimated budget this show, \$7,500. Estimated budget last show, \$5,000.

The Empire Room is a lush spot, but difficult to work because the bandstand and the floor are badly located for show purposes. The audience flanks the acts on both sides, while straight ahead is nothing but the stairway leading to the hotel lobby.

Operating under these handicaps with a revue that is really a vaude-stage show, Ted Lewis succeeded in satisfying the customers and the bosses.

Ted Lewis, caught in this town frequently, has never made himself as welcome as he has on this date. In for two weeks, the Lewis package does big business every night.

**Body and Face**

The Lewis act is the same, but he dishes it out expertly, keeping the hour and a half nightly stint moving like clockwork. Working with Geraldine duBois, their *I'm the Body—You're the Face* number won the evening's top mitt.

The De Ray and Young dance duo East Indian terps got good hands.

The Ben Yost Colleens, beautifully gowned quartet supply background toning for Ted Lewis numbers as well as several items of their own. Their barbershop harmonizing scored strongly.

Paul White and Elroy Peace, standard Lewis act, really work for their dough.

In addition to cutting a terrific show, the Ted Lewis musical aggregation also supplied the dance tunes. Ben Ollman.

**Cafe Gala, Hollywood**  
(Tuesday, May 1)

Capacity, 100. Price policy, \$3 minimum weekdays; \$3.50, Saturdays. Show, 10:45 continuous. Owner-operator, Jim Dolan. Publicity, Jerry Riley. Estimated budget this show, \$1,100. Estimated budget last show, \$1,200.

Fifi D'Orsay's comeback via the nitery trail won strong support here. Biz has been near-capacity since she opened. Gal socks over almost 40 minutes of solid songs and patter with inexhaustible vitality.

Actually it's her personality, rather than an outstanding voice that sells. Combining a gutty French accent with passable English she had them with her from her opening to her closing *Pigalle*. Show stoppers included *Do It Again* and *There's a Little Bit of Wolf in Every Man*. Patter is enjoyable risqué and delivered with the typical French innuendoes for good results.

Norris Bolden, making his local debut, shows promise. Boasting powerful pipes, with an earthy quality, he scores with *Liza* and *I Get a Kick Out of You*. He should brush up on timing and technique to make him a strong single. Bobby Troup Trio has improved since last caught. Three-some builds clever interlude around maestro's cleffings and does a good selling job on *Manhattan*. Group also cuts show with assistance of Larry Green, who displays top keyboard artistry for both show and intermission tinkling. Joe Bleeden.

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**Night Club-Vaude Reviews**

**Clover Club, Miami**  
(Thursday, May 3)

Capacity, 450. Price policy, \$1.50-\$3 minimum. Shows at 9:30 and 12:30. Owner-operator, Jack Goldman. Publicity, Leslie Simmonds. Booking, non-exclusive. Estimated budget this show, \$1,000.

A virtual jam session, with representations of boogie and bebop, characterizes the work of the Stan Nelson Trio in the headline spot of Jack Goldman's current Clover Club show. They're young and fresh and combine comedy with their jazz improvisations.

Working mostly around the Midwest, the trio is a family affair. Stan handles the spinet; brother Winston, the tympany, and frau Jean Montrose, the bass. However, during the course of their stint they switch instruments and also add sax, xylophone, clarinet, accordion and whatever else they can pick up from the bandstand. In addition, all three sing.

**Versatile Three**

The trio starts off with a straight version of *Ain't She Pretty*, which ends in jump style. Accompanied mugging, a few gags tossed to the audience by the leader and special material draw laughs. And a clever original tune scored big. They had to beg off.

They make a slick stage appearance and are a good bet for TV, vaudeville or a club in an area boasting an abundance of hep-cats.

**Upper Bracket Dance**

New on the current Clover bill are Luis Gomez and Beatrice, a better-than-average terp duo, backed up by songstress Laurette Foster and a line of four dancing girls. The gals, attractively gowned, open the show with ersatz balleting, featuring a graceful solo exhibition by Beatrice. Midway, her partner hits the deck for a duo exhibition of ballroom, samba and rumba. During latter, they bring up a pair of ringsiders for a free lesson and plenty of yocks from the customers.

At the close of the show Miss Foster intones a dramatic but unexciting *Love for Sale* vocal, which segues into the Gomez dancers in a display of modern dance interpretations for a big hand.

On a return engagement is Marion Powers in the solo warbling spot. She does exceptionally well with such fast tunes as *Enjoy Yourself*, *Manhattan Towers* and several slightly risqué special-material numbers. She has good mike personality, projecting okay into the packed room, and working fine with Tony Lopez's orchestra, which cuts the whole show in fine fashion. Herb Rau.

**Chez Paree, Chicago**  
(Tuesday, May 8)

Capacity, 500. Price policy, \$1.10 cover charge with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Dick Brill Production. Dorothy Dorben. Booking policy, non-exclusive. Estimated budget last show, \$12,000. Estimated budget this show, \$6,700.

Dave Halper has another Chez Paree perennial in Morey Amsterdam, whose recent TV stints have paved his first Midwest junket in years. Amsterdam is still more of a true nitery funster than a TV personality. Amsterdam's double-entendre and sex lines, never smutty, get lots of laughs he missed on TV. He has a whale of a lot of new material and stuff has excellent continuity. However, he tends to work a little too fast for a Midwest audience. His novelty songs make for top pacing.

Revue carries more TV impact in Estelle Sloan, vet local dancer, who had to go to New York TV studios to make good. Because of her new-found prominence, Miss Sloan seems to have gained lots more confidence which reflects itself in her performance. Her whirls are faster and her tapping more animated. Despite being in opening slot, she got attention immediately and nabbed big mitts. Francesca Cameo, billed as European chirp, in heavily accented, low voice, does just so-so warbling job on five songs on various language lyrics. A redhead and looker, poor selection of a gown hurt her over-all appearance. She needs novelty material to pace her ballad stint.

The final routine of the Chez line was a terrific bit based on the story of how a gal makes the club

**Palace, New York**  
(Thursday, May 10)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

The second of the house's 10-act bills is a nicely paced show that gives the illusion of running a lot less than the hour and a half it clocks. A well-balanced proportion of standard turns, new acts and nostalgia adds up to solid entertainment.

Acrobatic turn, the Three Lads, opened fast with the usual flips, stands and enough comedy panto to garner a couple of laughs. Fred and Fae's record panto act drew some big mitts as the youthful pair ran thru some bits to Ziggy Talent's *Maharajah of Magidore* disk and Spike Jones's *Cocktails for Two*. The youngsters should do well in cafes with their type of material. Bob Hammond's standard bird act did as well this time around as it has on previous bookings here.

The Day Dreamers, an okay vocal group of three boys and a girl, supplied enough musical material to please the house. Best (Continued on page 42)

**Cotillion Room, Hotel Pierre, New York**  
(Tuesday, May 1)

Capacity, 265. Price policy, \$3 minimum weekdays; \$2 cover weekends. Owners, Pierre Hotel. Booking, non-exclusive, with Stanley Melba buying. Publicity, Nola Lurford. Estimated budget this show, \$1,000.

Two new acts do a fine job, though neither are rated box-office. Georgie Gobel, playing a return date, exhibited the same dry, sly humor in that precise Midwestern twang that made him a hit the first time here. Gobel's material is the under-played literate type; it builds from titters to gradual yocks, depending on real timing for best results. The fact that much of Gobel's stuff has audience identification makes it solidly commercial. The major fault opening night was an overlong act.

**Jo Sullivan Bows**

Jo Sullivan, a cute, tiny brunette, new in the cafe biz, out of various Stem musicals, showed a remarkable poise in her cafe preem. If there was any nervousness, it was evident in the lower and middle registers of her voice, the usually-this is manifested in the upper ranges. The gal sells on looks and personality projection more than on singing ability. In fact, she looks good enough to make it in pictures. Her material is a combo of longhair, show tunes and pops. When she hit the high ones, she was impressive. In the middle and lower keys, there was a strange lack of phrasing, giving an effect of flatness that detracted from her performances.

Stanley Melba, upped to big brass category, turned his band over to Stanley Worth. Music was okay but nervousness was evident in his minor emseing. Bill Smith.

**Persian Room, Hotel Plaza, New York**  
(Thursday, May 10)

Capacity, 280. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Booker, Merriell Abbott. Publicity, Ed Seay. Estimated budget this show, \$3,500.

Class hotel has probably one of its best shows in a long time. It breezed thru in high speed and packed an entertainment wallop few hotel shows can boast of.

Mary McCarty, in her first big time Stem cafe date since she made it in legit, displayed a boisterous personality and sharp material that drew yocks upon yocks. Gal is an amazing performer, fully justifying her original reviews when caught years ago atop Spivy's Roof. Her material is a mad melange of caricature, bits and hoke tied into a hilarious act that is the height (Continued on page 42)

line. Routine went 10 minutes and was in story form. Grabbed best mitt given a line number here in several years. Johnny Sippel.

**Capitol, New York**  
(Thursday, May 10)

Capacity, 4,627. Price policy, 55 cents-\$1.50. Four shows daily. Loew chain booker, Sidney Piermont. Producer, Allan Zee. Show played by Frankie Carle ork.

The new show runs beautifully and builds well until the headliner, Percy Kilbride, and two straight men, Del Chain and Bob Donnelly, come on. So what could have been solid entertainment missed because neither Kilbride nor his two assistants were familiar with their act. The two straighters came on first for a bit of comedy intro chatter that got nowhere until the New England twangy Kilbride came loping on in a derby and a flannel bathrobe. Then came more chatter, a couple of bits, some three part singing and a mental act with Kilbride as the swami and Chain out front feeding him. The latter could be funny but it needs working on. Breaking in a new routine in a top house is the height of folly, particularly for a picture name like Kilbride, who can't afford to do p.a.'s which may hurt him. After the act gets a couple of shows under its belt it may do better.

**Carle a Click**

The bill started with Frankie Carle's ork doing a medley, Carle's delicate piano dominating a delightful band session. A sax man, unbilled, who came out for a comedy bit was a handsome big guy who registered all the way. Peggy Barrett, brunet canary, accompanied by blond thrush Joan House and another sideman (also unbilled) were equally effective in a medley of bounce ballads. All in all Carle's outfit is one of the finest stagshows around.

Lathrop and Lee, one of the classiest hoofing teams in the business, were as smooth as ever. Their precise two-part taps ending with their familiar high hat number was as eye-catching as ever.

Al Gordon's standard dog act got fine results from a sparse house. Scattered yocks greeted each bit, winding up with the revolving wheel trick that seemed dangerous on the small stage. Everything went off okay and the act finished strongly.

**Outstanding Thrush**

Kitty Kallen, as refreshing a canary as there is around, did an outstanding 14 minutes in her spot, *Blue Skies* and *Aba Daba* (her newest Mercury hit) getting her off in solid fashion. Then came *Show Business* with her take-offs, followed by a thrilling *Gloca Morra* and winding up with her special *Daddy in the House*.

Carle took over again for another medley, ending with his *Sunrise Serenade*, after which Kilbride came on.

Pic, Pa and Ma Kettle, also stars Percy Kilbride. Bill Smith.

**Olympia, Miami**  
(Wednesday, May 9)

Capacity, 2,170. Prices, 55 cents-\$1.03. Four shows daily. House booker, Al Weiss. Show played by Les Rohde's band.

Eileen Barton opened to a better-than-average house, scoring big with a routine that included only four tunes. Despite audience's mitt for encores, gal begged off.

La Barton bounced on stage and jumped into a fast *Baby Me*. Followed with a dreamy *I Met Him at One O'Clock*, and finished for a big hand for her very own *I'd've Baked a Cake*. Her last was a special-material piece strictly for yocks which had them giggling thruout.

Also big on the new Olympia bill is Georgie Tapps, a hefty scorer with his modern dance interpretations. Imparting a ballet quality to his terp, Tapps pounded out a routine that copped a solid mitt equal to any act that's played this house in months.

The Novellas, a balancing pair, opened with gravity-defying turns for socko applause. They were followed by ventriloquist Al Robinson, one of the most relaxed voice-throwers in the business. He and his dummy, Alkali Ike, in Western raiment, scored heavily with gag-asides to the audience. Finishing up was Dr. Maurice, sleight-of-hand expert, whose kidding with front row seat-holders drew yocks.

Pic, Rotan Pass. Herb Rau.

**Roxy, New York**  
(Wednesday, May 9)

Capacity, 6,000 Price policy, 50 cents-\$2. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr.

For the second time in less than a year the Roxy has booked the New York Philharmonic Symphony for a two-weeker. The 104-man orchestra and 15-year-old violinist Michael Rabin make up the entire stage presentation at the Stem house. Last time the ork worked here the house racked up some big grosses tho the Labor Day week-end added lenty to the take.

The current Philharmonic booking makes some very definite concessions to the type of public expected to be drawn into the house. The ork's program selected by Conductor Dimitri Mitropoulos includes the Berlioz *Roman Carnival* overture, intermezzo from *Jewels of Madonna*, single movements from Rachmaninoff's *Second Symphony*, Mendelssohn's *Third*, Wagner's *Ride of the Valkyries* and Rossini's overture to *Semiramide*. While it's true that any and all of these are standard concert fare, it is doubtful whether the typical concert-goer will be satisfied with a single movement from a symphony and a potpourri collection of short pieces. And while it's true that there is little else that can be programmed for a 40-minute presentation in a Broadway theater, the type of program being played by the ork figures to do its best business via attracting the out-of town visitor and the curious among the music lovers.

General atmosphere during the shows is typical of a concert hall. The ork is dressed in white jackets and tux trousers and set up on a specially built white platform. Frank Waldecker handles a short commentary to introduce the program via a short, romanticized (Continued on page 42)

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# Hocus-Pocus

By BILL SACHS

THE RECENT INQUIRY here regarding the whereabouts of John S. Van Gilder, gentleman, scholar and ardent magic enthusiast, brought immediate response. It's better to let John give the details. Typewriting from New York, under date of May 3, Van Gilder says: "Milbourne Christopher just phoned me about your very complimentary and wonderful 'Whereabouts Van Gilder?' essay and I delightfully herewith reply with gusto. Milbourne had read his copy before I had opened mine, and may I say that I have been reading your world's top magic column for many more years than my still-blond head would like to admit! At least it's still 95 per cent blond! While my home is still in Knoxville, for the past 10 years I have had an apartment in New York at the Hampshire House (New York's swankest hotel) and I am simply in New York taking a postgraduate course in living. New York City is in itself the best university I know for an education in theaters, supper clubs, foods, books, fun, art and

athletics. I came here 10 years ago and had so much fun I just stayed. Of course, I still front-row the magic shows of Blackstone, Jack Gwynne, Jay Marshall, Dai Vernon, John Booth, Milbourne Christopher and other magical stars and I am definitely hoping you will enliven New York with your distinguished presence for the May convention of the IBM and SAM, to both of which I still belong. My love of the theater never wanes. I have actually seen every, yes every, Broadway show for the past 10 years, and mostly on opening nights. "South Pacific" I have seen 14 times, so I guess I am just sadistic and want to keep other people from seeing it. One Broadway show I saw 17 times—she was redheaded. Eighteen times I have already seen the new 1951 glittering Ringling Bros.-Barnum & Bailey Circus, and every time I see the girl riding the bicycle with the giant, latticed metal globe suspended at the roof from the teeth of a trapeze-hanging acrobat, I wish some magical-minded genius would work out a climax wherein the girl would disappear. So you see, I still think in terms of magic! Often, often, often I think of the fun we had at the various IBM conventions in the past. In spite of all the magic and pseudo-magic I have seen in New York, I still have not witnessed anything greater than the inexpensive but stupendously amusing Dancing Handkerchief under Blackstone's magic control, nor anything more truly mystifying than Where Do the Ducks Go?, as constructed and masterfully exhibited by Doc Nixon; nor anything more mystically superb than "The Levitation of Princess Karnak" as done by Howard Thurston. When Thurston levitated that lovely, white-clad girl in mid-air above his head and the audience started applauding and he quickly walked to the footlights and raised his hand to stop the applause "for fear you might awaken her." it was the tops of anything I ever saw in the sphere of magic. Yes, these three masterpieces of magic were and are the Rembrandts of magic, which we who so fortunately saw them can treasure in this day when magic seems to have become something that must break down into a suitcase or can be packed in a pill-box."



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# Stem Houses Drop Off to \$298,000 Take

NEW YORK, May 12.—The total take for the six combo houses last week was \$298,000 against the previous week's \$358,000.

Radio City Music Hall (6,200 seats; average \$138,000) wound up its four weeker with Nino the dog, Jacques Cerdan and *Father's Little Dividend* with \$105,000. New bill has *Great Caruso*, Larry Storch and Myrtille and Pacaud.

Roxy (6,000 seats; average \$70,000) wound up its two-weeker with *Follow the Sun*, Gene Marvey and Florian Zabach, with \$39,000 after a \$52,000 first week. New bill has N. Y. Philharmonic and *Climb the Highest Mountain*. Capitol (4,627 seats; average \$70,000) did \$21,000 for the second and final week of a two-weeker with *Bullfighter and the Lady* plus Gordon Jenkins ork. New show has *Ma and Pa Kettle* plus Percy Kilbride, Kitty Kallen and Frankie Carle ork on stage.

Paramount (3,654 seats; average \$61,000) exited with \$71,000 for the bill of Frank Sinatra, Dagmar, Joey Bushkin ork and *Forbidden Past*. New bill has *Appointment With Danger* plus Louis Jordan bandshow.

Strand (2,700 seats; average \$45,000) did \$45,000 for its first week with *I Was a Communist for the FBI* plus Count Basie and Thelma Carpenter.

Palace (1,700 seats; average \$15,000) went up to \$17,000 for its first week of a 10-act vaude show plus *Sante Fe*. New bill has another 10 acts plus *Air Cadet*.

## Palace, New York

Continued from page 41

numbers were the closing *South Pacific* medley and *Old Man River*. The Cerneys, a well-dressed ballroom team, impressed as good cafe material but only fair for vaude houses. The team moved nicely but lacked the usual lifts and spins that register with vaude audiences.

Biggest disappointment on the bill was Joey Faye. Working with Mandy Kaye and two unnamed straights, Faye didn't get a single healthy yock in a routine revolving around a ring battle. Guy tossed away his well-known sneeze bits as part of the fight routine. The Congaroos, two jitterbug teams that have been touring with the Basie, Gillespie and Calloway bands, whipped thru their terps at a fast pace with the general tumult heightened by the gal's screams.

John and Rene Arnat ran thru their standard fiddling and bird-whistling bits and came close to breaking it up with the latter. Next to closing spot went to Gus Van and proved again that nothing sells like good old nostalgia. In addition to the special *Your Broadway and Mine*, Van registered strongly with *The Wildest Gal in Town*, *McNamara's Band* and a medley of standards. He got off without an encore by introducing two Korean vet airmen who pitched for the sale of government bonds. Bill closed with Ala Ming drawing some oohs and aahs for her wire walking, plus a well-stacked figure.

Pic, *Air Cadet*. Joe Martin.

## Roxy, New York

Continued from page 41

history of the Philharmonic. Mitropoulos strides on stage in morning trousers and short black jacket and proceeds to conduct the ork thru four selections.

Guest soloist is the 15-year-old violin prodigy, Rabin. The lad demonstrates excellent command of his instrument and tackles one of the most difficult violin works, the Paganini *Concerto*. While he may not overwhelm regular concert-goers, he is certain to impress the casual music lover with his fiddling technique.

As for the orchestral program, the works are all sufficiently melodic to hold attention and all have at least one brilliant passage which figures to show off the Philharmonic's big sound. With little or no competition from regular concerts and recitals, the current booking may well draw regular classical music fans.  
Pic, *I'd Climb the Highest Mountain*. Joe Martin.

# Burlesque Bits

By UNO

**AMY FONG**, Chinese strip feature, after a spot-booking tour of the Hirst Wheel, opens May 25 for the summer at Coney Island, N. Y., with *Tirza's Wine Bath* show. Joining her as outside talker will be her husband, **Bob Winkler**, who is leaving the Cetlin & Wilson Shows, where he has been doing straights opposite comic **Billy Reed**. . . . **Jack and Jessica Birmingham**, on their way from New Orleans to **Frank Malone's** Tolman House, Portland, Me., were New York visitors May 6-7. . . . **Merrick Valinote** is serving his 12th year as pit maestro at the Troc, Philadelphia. . . . Chorus captain for **Frances Parks** at the Gayety, Detroit, is **Dale Fenton**. Assisting her is **June Albert**. The line-up includes **Marie Winston**, **Babe Fenton**, **Mary Morrill**, **Cathy Babcock**, **Diane Voorhees**, **Tony Harding**, **Lorraine Templeton**, **Louise Brown**, **Midge Freedland** and **Lee Garrett**. **Evelyn Atkinson** is wardrobe woman and has been for over 25 years. . . . **Betty Real** opened May 1 for the 11th season with **Julie Neville Raymon's** Kentucky Reptile Garden at Park City, Ky., managed by **Billy Milton**, Betty's better half. . . . **Helen Clarkson**, former burly principal and wife of the late **Hook Lewin**, is ill at her home in Rochester, N. Y. . . . **Herbie Barris**, comic, and **Bernie Layton**, straight, are working niteries in and around Boston.

**ROSE LaROSE** will be featured at the Arlington Hotel, Miami Beach, Fla., next month. She is current at the Park, Youngstown, O. . . . **Paul West** and **Meggs Lex-**

## Persian, New York

Continued from page 41

of madness. There's some raucous singing; hysterical line reading; a few drunk, and a flaming youth rib breaker. Gal was on almost an hour and made it seem like 10 minutes. The carriage trade here went crazy about her.

Mata and Hari make up probably the best interpretive comedy dance act around today. For this date they've added two boys, Tony Marlowe and Vernon Wendorf, used freely while Mata and Hari do costume changes. But the two boys aren't a lull act. They're fine terpers in their own right. Using flashy costumes, the team opened with a comedy LA number that pulled attention from the first drum beat. It built for sneak laughs as the fem **Sadie Thompson** her way across the floor, ending in fancy yocks. Then, a pace changer, *Birth of the Blues*, a skillful modern dance in which Marlowe and Wendorf did standout chores which required high skill. For the finale it was Mata and Hari alone in their now famous *Carnegie Hall* panto-terper.

There's little doubt that Mata and Hari show choreographical imagination and technical ability, in comedy as well as terps, that make them the best act of its kind in the field.

All in all, the bill makes for a fine exit show. Hotel room will close for the summer after this one.

Dick LaSalle's ork outdid itself in cutting a show full of trick cues. Mark Monte's small group filled the lulls like a big outfit. Arthur Perl conducted from the piano for the dance act. Billy Roy Steinwayed for Miss McCarty in major league fashion.

Bill Smith.

## Extra Added

Continued from page 40

ham, following discharge from the Navy.

## Hollywood

Comic **Dave Barry** was fined \$300 by American Guild of Variety Artists. Barry went into **Larry Potter's** Supper Club thinking it was for a week and when he learned the date was for two frames, he couldn't work, as he had made previous bookings in San Francisco. AGVA ruled he must pay the other two lads in his act for the second week, which he did. . . . **El Dorado Club**, Las Vegas, is now controlled by **Benny Binion**, who bought 87½ per cent of the spot's stock. . . . **Ron Hargrave** and **Slat Taylor**, inked for roles in WB's "Force of Arms." . . . **Captain's Table**, in first week of operations, tallied 2,350 patrons.

ing, after their present Hirst tour, will vacation, the former at his home in Van Nuys, Calif., and the latter at his farm in Crandon, Wis. They will return to the stage in August. . . . Hudson, Union City, N. J., for the last three weeks of the season features **Scarlet Kelly**, **Billy Hagan**, **Happy Hyatt** and **Princess LaHoma** the week of May 20; **Loney Lewis**, **Sammy Smith** and **Dolly Dawson**, week of May 27, and **Georgia Sothern**, **Mike Sachs**, **Alice Kennedy** and **Harry J. Conley**, week of June 3. **Sam Cohen**, ex-manager, of Encino, Calif., is on a Maine fishing trip with the mayor of Union City, N. J. . . . **Winnie Garrett**, who returns to the Casino, Boston, May 27 for a two weeks' stay, became the wife of architect **Harry Eisen** May 16 in Rutherford, N. J. . . . The old Central House in Times Square, one of the many New York burly stops 10 years ago when it became the Gotham, has been relabeled Holiday. The new operator, who succeeded the Brandt Brothers, is **Israel Zarkin**, former exec of the Lane movie house chain. Holiday, with a face-lifting job inside and out, has started a new policy of first-run pix under the management of **Frank Wasserman**, formerly of the Astor Theater, New York. Assists are **Gene Monaco**, from the Victoria, and **Michael Gould**, from Loew's, Inc. . . . **Joe Madden**, comic, last with the **Hank Henry** unit, is back in New York after 31 weeks with **Mae West's** road tour of "Diamond Lil" and is slated to return to burly via the Ohio Circuit.

## HOLLYWOOD: Stripper Tana

**Louise Peters** has been taken off the American Guild of Variety Artists unfair list. She was cited in August, 1950, for breach of contract at the Colony Club, Gardena, Calif. Guild freedom was gained by paying \$200. . . . Ex-Follies gal **Bonnie Lee** now at Strip City. Spot has a new comic, **Kod Rogers**, and uses **Buzzy Greene** as relief. . . . Newcomer **Icel** last week opened at **Larry Potter's** Supper Club. . . . **Candy Paige**, who doubles as a model, has skedded a trip to Alaska to continue her strip career. . . . **Jackie the Coed**, former University of California student, bowed at the Follies in downtown Los Angeles. She broke in at the El Rey, Oakland, Calif. . . . Burly gagster **Bub Thomas** has branched out in the art and caricature field.

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In May, ballots and instructions are delivered by hand to the theaters for all players appearing on Broadway at that time.

In order to get ballots to players not appearing on Broadway, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that ballots may be mailed them.

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## STAGE MGRS. TO MEET ON DONALDSON KICK-OFF

NEW YORK, May 12. — Some two dozen stage managers of current Broadway productions will meet for lunch Tuesday (16) at Sardi's Restaurant as guests of *The Billboard*. The stage managers' get-together has become a must over the last eight years, since the curtain-raisers of cur-

rent local shows have gone all out in support of the annual Donaldson Awards.

This year, Jack Effrat again represents the string-pullers on the Donaldson Award committee, and a full complement will be on hand. The point of the annual get-together is to assure each member of current Broadway troupes that he or she will be delivered a ballot and eligibility list, and that the stage manager will collect same thereafter and mail it. Ballots and booklets for all companies will be forwarded to each s.m. about the last week of this month. June 12 will be the deadline for voting.

## Theater Group To Formulate ANTA Counsel

NEW YORK, May 12.—Last January a three-day local meeting of a national theater assembly, sponsored by the American National Theater and Academy voiced considerable criticism of the way that ANTA was fulfilling its functions.

A committee was appointed to draw up a plan to be presented to ANTA, with a view to making ANTA's objectives more representative of all "component parts" of the American theater. The committee comprises mostly representatives of little and educational theater, but such practical mentors as Louis Simon (Actors' Equity) and Milton Weintraub (Theatrical Managers and Press Agents) re-

the commercial theater. In any event, and for what it is worth, the committee will consult with and present its plan to the executive committee and board of governors of ANTA Monday (14).

## 'Guys & Dolls' For Texas Fair

DALLAS, May 12.—*Guys and Dolls* will be the Auditorium show for the 1951 State Fair of Texas. The newly formed national troupe will come in for 24 performances, October 6 thru 21.

The Auditorium is now mulling signing a musical to appear here during Cotton Bowl game period between Christmas and New Year. *Gentlemen Prefer Blondes* and *Call Me Madam* are under consideration. Last year *Kiss Me Kate* was the choice.

## Venice Fete To Get Brecht Anti-War Play

ROME, May 12. — The leftist-ballyhooed "anti-war" drama by Germany's Bertold Brecht, *Mother Courage and Her Children*, is being entered in the International Theater Festival at Venice this summer. The play will be directed by the author.

Brecht's wife, Helene Weigel, will play the lead in the play, which will be presented in the version given originally at Berlin's Deutsch Theater. Teo Otto will do the scenes.

## Sides and Asides

### Projected Productions And Casting Notes . . .

Because of his infected throat, Lloyd Nolan has finally resigned from the cast of "Courtin' Time." Producers James Russo and Michael Ellis have consequently cancelled the bow-in of the musical, skedded for Wednesday (16), at the National. Outcome of the situation had been indefinite for the past week. Joe E. Brown has been named as a possible replacement for Nolan. Alfred Drake, who is staging the show, substituted in the leading role in Philadelphia while Nolan rested in an endeavor to get back into playing condition. If Brown does go into the show, it will be rehearsed next week and then go for another two weeks of try-outs. . . . The road company of "Oklahoma" will move into the Broadway Theater for a five-week stand, beginning Tuesday (29). It's just about three years since the show concluded its Broadway run after 2,248 performances. Appearing as Curly and Laurey, respectively, this time are Ridge Bond and Patricia Northrup. . . . Eva Gabor is leaving the cast of "The Happy Time" to be replaced by Francisca Gaal. Oliver Cliff will quit that show June 9 to play stock. . . . Claude Rains has missed a few performances of "Darkness at Noon" because of a cold. He was replaced by Will Kuluva, who usually has the role of Luigi. Geoffrey Barr took that role meanwhile. . . . Olivia DeHaviland will play "Candida" around the summer circuit beginning June 11 at Westport. . . . Richard Myers, Otto Preminger and F. Hugh Herbert are heading for London to make arrangements for a West End production of "The Moon Is Blue." . . . Equity is planning formation of Theater Scrap Book Productions to put on scenes from standard plays for high-school English classes. Equity Community Theater just about broke even after playing 12 weeks to more than 11,000 viewers.

"Point of Departure," the Jean Anouilh-Kitty Black play that has been on in London, will probably be the second Theater Guild production next season, following "Saint Joan." Dorothy McGuire would play the lead. The Playwrights' Company production of Maxwell Anderson's "Barefoot in Athens" will be included in the Guild's subscription list next season. . . . Miriam Howell has opened her own agency. She has been associated with the Paul Small office. Miss Howell's new place of business will be at the same address, 535 Fifth Ave., New York.

(Continued on page 47)

## Philly Library Gets Collection

PHILADELPHIA, May 12.—One of the nation's richest treasures of theater lore has been presented to the Free Library of Philadelphia in memory of its collector, Mark W. Wilson, veteran showman who died in March, 1950. The collection consists of hundreds of thousands of drama reviews, newspaper and magazine articles, programs and books, and a "play-by-play" history of the American theater since the turn of the century.

The collection was turned over to the library by his widow, Mrs. Maude L. Wilson, who handles the publicity for the Shubert houses here as well as Hamid's Steel Pier in Atlantic City. Her late husband was a concert manager, advertising and publicity head of the Shubert theaters here, manager of Shubert's Locust Street Theater and publicity director of Steel Pier and Hamid's Pier in Atlantic City and the Emma Feldman All-Star Concerts here. He began his career as a callboy and backstage helper with the Zimmerman interests, and before joining the Shuberts here in 1914, was a B. F. Keith manager.

His files, which will take a year or more to collate, will be known as the Mark W. Wilson Collection on the Theater.

## Plays Aligned At Ann Arbor

DETROIT, May 12.—The annual Ann Arbor drama season bows in Tuesday (15) with Edna Best and John Archer co-starred in *Captain Brassbound's Conversion* for a week's run at the Lydia Mendelssohn Theater.

Complete line-up for five-week, five-play season includes *May 2-26, Lucile Watson in Ring Around the Moon*; *May 29-June 2, Henry Daniel in The Cocktail Party*; *June 5-9, Bethel Leslie in Mary Rose*, and *June 12-16, Ruth Hussey in The Royal Family*.

## Musicals Click Big in Philly, No Matter How They Score Elsewhere

PHILADELPHIA, May 12.—With the legit season going into its final lap, results date point us, the fact that the town is the most hospitable spot in the country for musicals. Even fair shows do well here, a case in point being *Out of This World* which folded in New York after 156 performances, a not too impressive record, while it was a solid sellout here even before the opening curtain.

Of the some 40 shows here this season, 13 were musicals. Apart

from *World*, sellout business attended *Guys and Dolls*, which stayed for three additional weeks at the Erlanger after the three originally scheduled at the Shubert. The cash register rang just as merrily for *A Tree Grows in Brooklyn*; the just-departed *Flahooley* and *Make a Wish*. *Miss Me, Kate*, a frequent visitor, and the perennial revival of *Blossom Time* wound up heavily in the black for local runs. Even *Bless You All*, which failed in New York, did good business here.

## Actors' Equity Group Files Opposition Slate

NEW YORK, May 12.—A last-minute filing, which has been more or less expected, put an independent slate in the field for Actors' Equity balloting at the org's annual meeting on June 8. Since the nomination of the official ticket, there have been rumblings of dissatisfaction in, to put it mildly, ultra-liberal circles to the effect that the official ticket is not "representative."

In consequence, a committee of dissenters met Thursday (10) at Sardi's restaurant and set up a competing ticket as follows: For council (one year), Kent Smith; for council (three years), Betty Field; for council (five years), Whitner Bissel, Ossie Davis, Jackie Cooper, Anita Alvarez, Tom Ewell, Mildred Dunnock, Eugene Francis, Scott McKaye, John Mar-

riott and Gerald Savory. Savory is the only candidate backed by the nominating committee, although apparently the independents are behind Richard Whorf, for recording secretary, since they have put up no opposition.

## Brattle Revival Brings Threat Of Black Maria

CAMBRIDGE, May 12.—The threat of the Black Maria pulling up to the stage door of the Brattle Theater here and hauling the cast away to the local pokey loomed large last week as the *Roaring Girl*, the theater's revival, faced censorship. Cambridge censors, who apparently are up on their Elizabethan jive-talk, told the group to launder some of star Nancy Walker's lines or face a shut-down.

The move can be regarded as an eventual hypo to current business, as last season's *Country Wife* indicated after bluenose intervention. However, the theater and the city officials got together and purged the offending lines. *Roaring Girl*, currently the only legit in town, did a fair \$3,500 for the first week. The Sunday performance was canceled, not by the minions of the law, but by injuries to two key players.

## McGowan Plans Musical With Kingdom Novel

HOLLYWOOD, May 12.—Tom McGowan, co-producer of the current legit, *The Square Needle*, is angling to produce a musical based on Samuel W. Taylor's novel, *Family Kingdom*. Taylor authored *Needle*, and is now in the East following a visit here.

Taylor's yarn is woven around his Mormon father, the latter's six wives and their 36 children. McGowan believes that a musical based on the father's falling out with the Mormon church, federal difficulties and the maintaining of six different homes should furnish enormous material for such a venture. Taylor begins adaptation immediately.

McGowan expects to take *Needle* directly to Chicago, following a deal with the Shuberts, therefore eliminating the possibility of a Coast tour. Local run winds up the first week in May and its Eastern bow will be preceded by a complete play revision. Major change is the incorporation of the two GI leads, previously played by Donald Woods and Alan Hale Jr. McGowan is seeking a name actor for the part, Joe E. Brown and Eddie Bracken being among those mentioned.

## Florence Sets Legit Theater Rep for Fall

ROME, May 12. — The city of Florence, which has enjoyed international success with its annual May Music Festival, is planning to invade the legit field with a new rep theater. Top plays — Italian, American, British, French, etc.—will be featured. The new legit venture will be housed in the Community Little Playhouse and will be directed by Dino Terra.

Elena Zareschi, just back from an American tour, will play fem leads. It is hoped that the leading man will be Vittorio Gassman, who has been playing the lead in Sidney Kingsley's *Detective Story* in Rome. Carlo Levi and top Florentine painters are skedded to do the sets. The bow-in of the project is set for September.

## Greek Theater Hikes Pay To Improve Fare

HOLLYWOOD, May 12.—Greek Theater abandoned its stock means of presentation as heretofore and will put all musicals on a production basis. Move establishes higher salaries and will insure better theater via longer rehearsal time and better quality of actors. Season kicks off locally July 2.

New policy pays actors and hoofers \$75 when the origination point is Los Angeles. This compares to a previous \$50 for thespians, \$45 for chorus. When the Greek ensemble moves to San Francisco, salaries will be scaled from \$100 upward. Bay City Opera House will break in the outdoor spectacles two weeks before they play here. Switch in scale will enable casts to rehearse five frames rather than the former one week. An average of 75 persons will be employed per production.

Greek Theater Corporation recently announced it would spend \$1,500,000 in presenting its quintet of musicals (*The Billboard*, April 14). Figure is 10 per cent more than the firm shelled out last season. Fare has not been definitely set, but such top shows as *Call Me Madam*, *Anything Goes* and a repeat of *Annie Get Your Gun* are being considered.

## Hartf'd Group Forms Silo

HARTFORD, Conn., May 12.—A number of little theater enthusiasts in this area have formed Connecticut Theater, Inc., and have mapped a silo series of plays to be presented in suburban Farmington, Conn.

Paul Neil deSole, of New Britain, Conn., is executive director; William Condon, managing director; Herbert S. Carlberg, technical director; Joseph Neiman, personnel manager; James F. Dawson, public relations.

To launch the group and the season, Connecticut Theater is sponsoring a one-act play festival June 3 and 10, offering a prize of \$250 to the group presenting the best play by a Connecticut author. Six entries have been received to date.

# Broadway Openings

## DREAM GIRL

(Opened Wednesday, May 9)

### City Center

A comedy by Elmer Rice. Staged by Morton da Costa. Settings by Eldon Elder. Costumes by Emeline Roche. Musical director, Max Marlin. Artistic supervisor, Maurice Evans. Executive producer, George Schaefer. Company manager, Edward Hass. Stage manager, Scott Jackson. Press representatives, Jean Dalrymple and Marian Graham. Presented by the New York City Theater Company.

Georgina Allerton.....Judy Holliday  
Lucy Allerton.....Ann Shoemaker  
A Radio Announcer.....William LeMassena  
Dr. J. Gilmore Percival.....William A. Lee  
George Allerton.....William A. Lee  
Marian Allerton Lucas.....Marian Winters  
The Obstetrician.....William A. Lee  
The Nurse.....Ann Shoemaker  
Jim Lucas.....Walter Klayton  
Claire Blakeley.....Mary Welch  
A Slour Woman.....Sylvia Syms  
A Doctor.....Donald Symington  
Clark Redfield.....Don DeFore  
A Policeman.....J. English Smith  
The Judge.....William A. Lee  
The District Attorney.....William LeMassena  
George Hand.....Edmon Ryan  
Bert.....Donald Symington  
A Mexican.....Don DeFore  
Two Other Mexicans.....Joseph Dooley  
A Waiter.....J. English Smith  
Arabella.....Marian Winters  
Luigi.....Arny Freeman  
An Usher.....Sarah Marshall  
Miss Delehanty.....Adrienne Moore  
Antonio.....Donald Symington  
Salario.....Theodore Tenley  
A Theater Manager.....William A. Lee  
A Headwaiter.....William LeMassena  
A Waiter.....Theodore Tenley  
Justice of the Peace Billings.....William A. Lee  
A Chauffeur.....Joseph Dooley

Since Betty Field created the day-dreaming heroine of Elmer Rice's *Dream Girl* back in 1945, the comedy-fantasy has become a perennial revival favorite. No silo season is complete without at least half-a-dozen actresses taking a fling at the role and well they may, since Rice's Georgina Allerton offers a comedy tour-de-force to intrigue fem star interest. So now comes Judy Holliday to add her own interpretation of the girl who can't come to grips with reality, under auspices of the New York City Theater Company.

Miss Holliday is a wonderful comedienne, and this department has on more than one occasion beaten the drum loudly in praise of her achievements. It is, perhaps, unfortunate that this reporter has come to associate her with a special kind of delivery in a certain type of Part-A paradoxically shrewd Dumb Dora, which she has made peculiarly and hilariously her own. To play Rice's heroine she has had naturally to throw all that overboard, and the result for one pew-sitter at least is a decided let-down. It is obvious thruout that she is deliberately avoiding any mannerism of speech or gesture which will identify her with the Billie Dawn school of thought, and the outcome is a performance that is keyed to a deliberation which becomes fairly monotonous. Obviously, no actress possessing the Holliday ability is apt to give a bad performance, and her interpretation is technically sound and sparks the laughs in the right spots. It is just that the amiably day-dreaming Georgina doesn't fizzle-up to the expected Holliday brew. The girl sparkled in the hands of Betty Field.

### Handsome Show

The City Centerites have given the revival a handsome production. Eldon Elder's settings closely follow the original patterns set by Jo Mielziner for the original. Emeline Roche has costumed it tastefully, and Morton da Costa's staging leaves nothing to be desired. Don DeFore is co-starred with Miss Holliday and turns in an extremely likeable performance as her brow-beating newshound. Edmon Ryan is on hand again to do his stint as the slicker who wants to take her to Mexico for an amorous interlude—the role he created back in 1945, and William A. Lee is ditto in a variety of bits. There are additional capable contributions from Ann Shoemaker, Mary Welch and Marian Winters.

It may be reported that *Dream Girl* wears well as entertainment. Rice got a lot of satirical wit and wisdom into his yarn, and it stands up. It never was meant to be taken seriously from any angle, and even with some of its original bloom worn off, it is still a lot of fun. **Bob Francis.**

## Bahamas In-Round Season Is Success

NASSAU, Bahamas, May 12.—The season of theater-in-the-round, which ended here recently at the Bahamas Playhouse, was an outstanding success, co-directors Philip Langer and Martin Man-

## STALAG 17

(Opened Tuesday, May 8)

### 48th Street Theater

A comedy melodrama by Donald Bevan and Edmund Trzcinski. Staged by Jose Ferrer. Setting by John Robert Lloyd. Costumes by Noel Taylor. General manager, Milton Baron. Stage manager, Buford Armitage. Press representatives, David Lipsky, Peggy Phillips and Joseph Lustig. Presented by Jose Ferrer.

1st Guard.....Curt Lowens  
Stosh.....Robert Strauss  
Harry Shapiro.....Harvey Lembeck  
Price.....Laurence Hugo  
Herb Gordon.....Robert Shawley  
Hoffman.....Frank Maxwell  
Sefton.....John Ericson  
Duke.....Arthur Walsh  
McCarthy.....Douglas Henderson  
Horney.....Frank Campanella  
Marko.....William Fleron  
Corporal Shultz.....Lothar Rewalt  
Dunbar.....Mark Roberts  
Reed.....Allan Melvin  
Peterson.....Jess Cain  
Red-Dog.....Garry Davis  
Witherspoon.....Richard Poston  
McKay.....Eric Fleming  
German Captain.....Otto Smanek  
Geneva Man.....Ludwig Roth  
2nd Guard.....Edwin Strome

Continued from page 3

spade a spade strikes exactly the right note.

On the same score of realism, every part is so well played that it is almost unfair to single anyone out for special praise. It must be remarked, however, that newcomer John Ericson contributes a stint as the bitter suspect which will mark him up for a solid stem future. Ericson is a young actor of great promise. There are particularly happy contributions likewise from Robert Strauss and Harvey Lembeck as a pair of barracks pranksters, and Laurence Hugo, Frank Maxwell, Robert Shawley and Lothar Rewalt all add memorable portraits. John Robert Lloyd had given them a wonderfully dirty, stenchful barracks to work in.

In sum, *Stalag* makes no pretense to depth or analysis. It is just a lusty combo of bawdy fun and thrills. There will be few who won't like it.

# Out-of-Town Reviews

## HIT THE ROAD

(Opened Friday, May 4)

### Gateway Theater, Los Angeles

A revue by Ken Miller. Settings by the cast. Original music by Max Rich. Additional songs by Wes Bechtel and Jeri Baldwin. Choreography, Donna Hunt. Musical director, Jodie Marshall. Produced and directed by Ken Miller. CAST: Charles Crawford, Molly Calderon, Katherine Bravos, Kenny Miller, Jeri Baldwin, Nunci Harlan, Annette Farmer, Chick Russo, Teresa Tudor, Dorothie Day, Donna Hunt, Johnny Wooddy, Beverly DiMaggio, Bill White, Reed Maxey, Pat Jolly and Jack Burger.

Ken Miller's revue is a poor attempt at musical comedy. Theatrical vaules and talent are lost via poor lighting, lack of scenery and small stage. The kids work hard, but handicaps offer too big a hurdle. *Road* is the result of much imagination on Miller's part and deserves an E for effort but not for entertainment.

Music is the lone high spot. *Born To Be Free, Give a Little Credit to the Lord and Search and You Will Find* have pop possibilities. Miller has gathered talented actors, but fails to create situations for them. A complete revision, accentuating comic inventions, and less music-dance, is necessary. What comedy there is, is poor and could be made more topical for better results. The *Hollywood Blues* number is a good bit of staging.

Story concerns a pair of hobos who are granted their wish to become invisible and travel thruout the world. Dorothie Day, of the dancers, bears watching, as does warbler Bill White, who scored with a pair of solid ballads. Molly Calderon worked well in a couple of hits.

While offering virtually nothing in the way of good theater, there is an occasional spark to Miller's work that is praiseworthy. Probably the best thing for him to do would be to begin over and work with a smaller group, thus eliminating such factors as large-scale production numbers. **Joe Bleeden.**

ulis said before they returned to the States.

The eight plays which comprised the season hyped such popular response that a new, proscenium-type playhouse will replace the present arena next season.

# BROADWAY SHOWLOG

Performances Thru

May 12, 1951

## DRAMAS

Affairs of State.....	9-25, '51	263
(Music Box)		
Bell, Book and Candle.....	11-14, '50	207
(Barrymore)		
Darkness at Noon.....	1-13, '51	137
(Royale)		
Dream Girl.....	5-9, '51	5
(City Center)		
Gramercy Ghost.....	4-26, '51	20
(Morosco)		
Season in the Sun.....	9-28, '50	260
(Cort)		
Stalag 17.....	5-8, '51	7
(48th Street)		
The Autumn Garden.....	3-7, '51	77
(Coronet)		
The Country Girl.....	11-1, '50	211
(Lyceum)		
The Happy Time.....	1-24, '50	543
(Plymouth)		
The Moon Is Blue.....	3-8, '51	76
(Henry Miller's)		
The Rose Tattoo.....	2-3, '51	113
(Martin Beck)		
The Taming of the Shrew.....	4-25, '51	21
(City Center)		
Twentieth Century.....	12-24, '50	161
(Fulton)		

## MUSICALS

A Tree Grows in Brooklyn.....	4-9, '51	28
(Alvin)		
Call Me Madam.....	10-12, '50	244
(Imperial)		
Gentlemen Prefer Blondes.....	12-8, '49	596
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	195
(46th Street)		
Kiss Me, Kate.....	12-30, '48	978
(Shubert)		
Make a Wish.....	4-18, '51	30
(Winter Garden)		
South Pacific.....	4-7, '48	792
(Majestic)		
The King and I.....	3-29, '51	52
(St. James)		

## CLOSED

Billy Budd.....	5-12, '51	105
(Biltmore)		
(Opened 2-10, '51)		

## COMING UP

(Week of May 13, 1951)		
Getting Married.....	5-13, '51	
(ANTA Playhouse)		
Flahooly.....	5-14, '51	
(Broadhurst)		

## RED ROSES FOR ME

(Opened Wednesday, April 25)

### Playhouse Theater, Houston

A drama in four acts by Sean O'Casey. Costumes and projections by Nione Carlson. Stage managers, Rowland Vance and Rebecca Hargis. Music by Moritz Bomhard. Publicity by Dixie Lee. Directed by John O'Shaughnessy. Presented by Joanna Albus and William Z. Rozan.

Mrs. Breydon.....Mildred Dunnook  
Ayamonn Breydon.....Kevin McCarthy  
Eada.....Maude Scheerer  
Dympna.....Phillipa Bevans  
Finnoola.....Emy St. Just  
Sheila Moorneen.....Joyce Sullivan  
Brennan O' the Moor.....Wyrley Birch  
Roory O'Balacuan.....E. G. Marshall  
Mullecanny.....John McLiam  
Rev. E. Clinton.....Walter Riemer  
Inspector Finglas.....Lee Bergere  
Samuel.....William Weaver  
Doward.....William Giberson  
Foster.....William Bray  
Railwayman.....Randolph Echols

*Red Roses for Me* is exactly what might be expected from one of the greatest playwrights living today. It seems odd that it has laid idle over here so long and that it has finally taken the Southwest to give it a preem. However, most satisfactory results are in order, since *Roses* gets an exceptional presentation at the Playhouse.

*Roses's* locale is in slums of Dublin in 1913 and involves tumultuous events in the Irish labor movement and some religious conflict. Its protagonists are a young railway worker, his girl, his mother and a Protestant minister.

The lad is lovable, impulsive and a Protestant. He is an idealist. His girl, the daughter of a police official, is a realist and a Catholic. The action pivots on a strike, and when the showdown occurs the boy must choose between the girl and a comparatively secure life, or his fellow workmen and an uncertain future. He accepts the latter, with the blessing of his mother and the minister. Later he is killed when Irish police fire into a group of workmen attending a meeting.

The entire cast does full justice to the production. Kevin McCarthy as the troubled lad gives a top performance. Mildred Dunnook as the mother, Joyce Sullivan as Sheila, Lee Bergere as the inspector and Walter Riemer as Reverend Clinton are all effective, and a special bow goes to vet Wyrley Birch for a splendid character bit. **John Wright.**

# Foreign Reviews

## THE MARTIN'S NEST

(Opened Thursday, April 12)

### Westminster Theater, London

A comedy drama by Joan Morgan. Staged by Andre van Oyseghem. Settings by Alick Johnstone, Brunskill and Loveday. General manager, C. C. Pither. Stage manager, Owen Griffith. Press representative, George Fearon. Presented by Alec L. Rea and E. P. Clift.

Tim Rogers.....Terence Morgan  
Harold Martin.....Mervyn Johns  
Ada.....Hermione Baddeley  
Jeremy.....John Charlesworth  
Valerie.....Yvonne Mitchell  
Brian.....Alge McCowen  
Trevor Bulgrode.....Lloyd Lambie  
Det.-Sgt. Hughes, C. I. D.....Peter Dineley

On the face of it the Martins are an ordinary suburban family, goaded as so many families are into respectability and social ambition by a mother with a desperate dread of appearing "common" to the neighbors. But so many extraordinary things happen to them in the course of the evening that it is difficult to take their troubles very seriously or believe in any of the people concerned.

The mother is a self-pitying nagger who shames the children into subservience by reminding them what a sacrifice it has been to bring them up.

Unwittingly she nearly turns her daughter into a tart by throwing her, marriage bent, into the ready arms of an employer to whom marriage is the last essential—an impossibility, in fact, since he is already engaged to someone else.

Again, with the best intentions, she drives her younger son to the edge of a breakdown by cramming into his head more learning than it can carry; and in her social climbing frenzy she endorses her elder son's friendship with some young men who look right and rich, but turn out to be a fine set of thieves. As if this were not enough for one play, her husband suddenly discovers that his temporary clerk's job in Whitehall was all too temporary. There is a glibly contrived happy ending in the form of an epilogue which settles everyone's problems about as credibly as they developed in the first place. However, no treatment could make the yarn ring true. **Leigh Vance.**

## "Charley" Snags 51G; "Payment" Gets \$750

HOLLYWOOD, May 12.—A pair of legiters this week hit \$51,750, slightly under last week's grosses. *Where's Charley*, a Civic Light Opera production at the Philharmonic, continued with \$51,000, while *Payment Deferred* at the Players' Ring grossed \$750.

*Tartuffe*, featuring Sam Jaffe, goes into the Ivar Tuesday (15) for four weeks. Las Palmas this week has skedded exotic dancers Sujata and Asoka. *Mr. Roberts* relights the Biltmore June 25.

## Upham To Operate New Legit House

CAPE MAY, N. J., May 12.—T. C. Upham, for many years operator of the Cape Theater, summer resort playhouse here, will return to the area this season—only he'll set up inland.

He took over the Crossroads Theater at near-by Rio Grande, and has arranged for the Rio Grande Volunteer Fire Company to sponsor stock performances of legit plays. Upham sold his Cape interests last year.

## "Turtle" on Camp Tour

HOLLYWOOD, Ma., 12.—*Voice of the Turtle*, with Diana Lynn, Mel Ferrer and Eve Arden, is touring 10 military bases on the Coast. Junket kicked off Thursday (10) at Camp Pendleton Marine Base, Oceanside, Calif.

## Dramatic & Musical Routes

Borshtcapades (Blackstone) Chicago. Guardsman, The (Lyric) Allentown, Pa., 15. Kiss Me, Kate (Royal Alexandra) Toronto. Merry Widow (Curran) San Francisco. Moon Is Blue (Harris) Chicago. Mr. Roberts (Geary) San Francisco. Mr. Roberts (Gayety) Washington. Oklahoma (Forrest) Philadelphia. South Pacific (Shubert) Chicago. Where's Charley (Philharmonic Auditorium) Los Angeles.

## WATERS OF THE MOON

(Opened Thursday, April 18)

### Theater Royal, Haymarket

A comedy by N. C. Hunter. Staged by Prith Banbury. Settings by Reece Pemberton. Costumes by Gladys Cobb. General manager, Bernard Gordon. Stage director, Reginald Gosse. Press representative, Vivienne Byerley. Presented by Tennent Productions, Ltd., in association with the Arts Council of Great Britain.

John Daly.....Owen Holder  
Evelyn Daly (His Sister).....Wendy Hiller  
Mrs. Whyte.....Sybil Thorn-dike  
Colonel Selby.....Harold Scott  
Mrs. Daly.....Nan Munro  
Mrs. Ashworth.....Kathleen Harrison  
Julius Winterhalter.....Leo Bieber  
Helen Lancaster.....Edith Evans  
Tonetta Landi (Her Daughter).....Patricia McCarron  
Robert Lancaster.....Cyril Raymond

Not even this "prestige" theater, with its long record of distinguished productions, can have ever assembled quite such a dazzling cast as for *Waters of the Moon*. While *Moon* owes much to the brilliance of dames Sybil Thorn-dike and Edith Evans and to the general excellence of the cast, the play itself has much to commend it, in its somewhat indeterminate way, and to justify its so immaculate production.

*Moon's* locale is a guest house on the desolate edge of Dartmoor, one of those social concentration camps where a good playwright can convey the bleakness of boredom without extending it to the audience. Author Hunter is hardly a great playwright, but he is good enough to ring an agreeable harmony of tragic and comic tunes on his theme.

The play has, in fact, a subtle something of orchestral quality. As an odd toot of a trumpet or the pluck of a string, meaningless by itself, adds something to the general symphonic pattern, so do Hunter's characters, thrown casually together, succeed by random snatches of talk in creating a completely human structure.

### Disruptive Influence

Edith Evans bursts magnificently on the seedy scene as a rich, shallow and self-absorbed woman, snowbound on the moors with her husband and daughter. In three days the snow has thawed and trio are on their way again. But in those same three days the entire household has been disrupted.

The woman, with her bubbling chatter and her utter inability to see how others less fortunate than herself can be less happy, has ensnared the Austrian refugee on whom the family drudge has pinned her only hope of romance. The daughter brings a flash of love and a new longing for health to the consumptive son of the house.

Edith Evans blazes with vitality and shines with a kind of irresistible heartlessness. Sybil Thorn-dike shines quite as brightly as the tight-lipped, hostile widow who knits her lonely life away and clings proudly to a richer past. Dame Thorn-dike can express volumes without moving a finger or uttering a word.

Wendy Hiller's weary despair as the drudge, Owen Holder's brave pretence that a wasting sickness is only a minor indisposition, Kathleen Harrison's indomitable brightness as a cockney sparrow unaccountably migrated to Devon and Harold Scott's chuckle-headed composure as a sleepy old colonel who fondly feeds one breed of bird and blandly shoots another—all have an emphatic place in the success of a most stimulating evening. **Leigh Vance.**

## Norwalk Okays Music Circus

NORWALK, Conn., May 12.—Peter Lawrence, of New York, will be permitted to erect a tent for his music circus on the property adjacent to the James Melton Museum on Route No. 7, according to a ruling given by Corporation Counsel Robert R. Devine this week.

Devine ruled that the matter is out of the hands of the zoning Board of Appeals because most of the property in question is in a business zone and under the zoning regulations, can be used for the purpose. Many residents of the area had protested at a recent meeting.

## Large Crowds Attend Coast ARSA Contests

WATSONVILLE, Calif., May 12.—Crowds that packed the house attended the May 5-6 California championships of the United States Amateur Roller Skating Association in Anthony Callahan's Civic Auditorium Roller Rink here.

Operators and pros, too, were out in force, the list including Mr. and Mrs. Jack Thayer, Salinas; Mr. and Mrs. Cliff Neschke, Pasadena; Mr. and Mrs. Rex Jensen, Fresno; Mr. and Mrs. Len Honey, Stockton; Mr. and Mrs. Paul J. Gilbert, Stockton; Bill Doss, Crescent City; Mr. and Mrs. Manuel Lopez, Pacific Grove; Ed Owens, Benicia; E. Sargent, Santa Cruz; Mrs. Jan Crowl, Van Nuys; Don Faye, Montebello, and Ray Smith, San Francisco.

Major winner of the nine trophies up for competition was the Stockton Skating Club, which walked off with four of them. Stockton took the California challenge trophy for the club amassing

the greatest number of points; the California racing trophy; the Len Honey trophy for distinguished skating, won by Myrtle Dell Espy, and the USARSA novice dance trophy, won by Gary Bradley and Myrtle Dell Espy. The Watson Skating Club won two, the Neschke versatile trophy, won by Omar Dunn, and the Richard-Mathews intermediate pair trophy, won by Omar Dunn and Barbara Marshall. Pasadena Skating Club also won two, the Paul J. Gilbert intermediate dance trophy, won by Ronald Holland and Norma Lemons, and the artistic and showmanship trophy for men by Ronald Holland. Fresno Skating Club's Billie Jean Rau won the Hazel G. Barker artistic and showmanship trophy for women.

**Race results:**  
Juvenile girls, Penny Thorns and Shirley Sasselli, Stockton. Novice girls, Sharon Norton, Patty Iaccheri, Stockton; Jean Norris, Watsonville. Novice boys, Gary Bradley, Herbert Knapp, Stockton; D. Watson, Salinas. Intermediate ladies, Barbara Allman, Myrtle D. Espy, R. D. Adams, Stockton. Intermediate men, E. Noch, Fresno; Mike Sanger, Watsonville; John Gilligan, Fresno. Junior ladies, Dolores Cummings, Elwanda Rickman, Margie Pierce, Stockton. Junior men, Hollis Barnett, Salinas; B. Tucker, Pomona; G. Zook, Pasadena. Senior ladies, Amy Nelson, Melva Stephenson, Pomona. Senior men, D. Rigg, K. Rigg, Stockton; D. Harrison, Pasadena.

**Figures:** Juvenile girls, Penny Thorns, Shirley Sasselli, Stockton; Barbara Patterson, Watsonville. Novice boys, Gary Bradley, Stockton; Louis Gouidotti, Salinas; Lex Hunsicker, Pasadena. Novice girls, Barbara Marshall, Watsonville; Barbara Allman, Myrtle D. Espy, Stockton. Intermediate men, Omar Dunn, Watsonville; Pete Richards, Pasadena; Jack Whipple, Fresno. Intermediate ladies, Dolores Cummings, Stockton; Barbara Bradley, Pasadena; Elwanda Rickman, Stockton. Junior men, Ronald Holland, Pasadena. Tiny tots, Karen Hunsicker, Pasadena; Colleen Bar-

(Continued on page 47)

## Garden Circus Dropped From Windsor Sked

Lowry Emphasizes 1-Niters, Sports On Arena Program

WINDSOR, Ont., May 12.—Assumption by Robert Lowry of active management of the Windsor Arena last August has meant some significant changes in policy, with emphasis divided between regular sports events, such as lacrosse which draws well here, and occasional shows. Latter are mostly one-nighters, with the present line-up including Hank Williams, of Grand Ole Opry, May 14; Maurice Chevalier, May 26; the Happy Gang, June 2, and the Harlem Globe Trotters, October 20.

Ice Cycles, one of the regular top annual attractions at the Arena, has been set for September 24-October 2.

Abandonment of the traditional opening of Garden Bros.' Circus here was confirmed by Lowry. This event, usually set for the end of May, was sponsored by the local police department, but has been dropped by them. Charges of police irregularity, made by provincial government officials, some months ago, may prove a stumbling block in the way of restoring any police sponsorship. Second obstacle was the decision of the board of education not to permit school children time off for the circus, although they have attended matinees 4,000 strong in the past. Result was a serious blow at potential show revenue. The circus may be revived in a new form next season under new sponsorship.

Lowry expressed the view that the circus, as produced here, had grown too much like a vaudeville-type presentation for local taste.

Lowry was associated with the Arena for years as secretary-treasurer. Spot was formerly managed by John Sutherland, who remains with the organization.

## Seattle's Bowl Destroyed by \$150,000 Fire

SEATTLE, May 12.—A \$150,000 fire destroyed the Roller Bowl here early Sunday (6). The large rink was located at the north end of the city, and was the third costly blaze in that part of the city in the last six months.

Destroyed in the blaze were an \$18,000 pipe organ; between \$15,000 and \$20,000 worth of skates, many of them new; the skates of numerous patrons who had them checked, and tools and machinery.

Don Isham, owner, said the \$150,000 figure is a conservative estimate in terms of replacement. In addition, a completely renovated ladies' lounge and fountain had been installed.

Cause of the fire, which started in the southwest corner of the building where the offices were located, was undetermined. Fire Marshall Bruce Igou, who directed fire fighting, said that Don Peltier, who lived at the Roller Bowl as caretaker, made a check about 5 a.m. Peltier told Igou he didn't know the fire had started until he heard the sirens.

Igou has been warning owners in the area of the possibility of a firebug. His warning has followed a \$175,000 blaze which destroyed the Palladium dance hall on December 16, and a \$150,000 fire which did in the Aurora Stadium Speedway on December 31.

Coupled with these fires and the destruction by fire of the \$35,000 Shady Beach Dance Pavilion last September, the blaze of May 6 brought to \$500,000 the loss by fire received by north-end Seattle amusement places in the last nine months.

On January 20 a \$350,000 blaze destroyed the Redondo Recreation Center rink in the south end of Seattle.

## Winners Well Mixed In Pa. RSROA Meet

PITTSBURGH, May 12.—Results of the Pennsylvania championships of the Roller Skating Rink Operators' Association, held May 6-8 at Lexington Roller Skating Palace here:

**Free skating, juvenile boys,** Ronald Davidheiser, Ringing Rocks Park Rink, Pottstown; Henry Hartman and Anthony Kress, Lexington, Pittsburgh. Juvenile girls, Mauricelene Himes, Pottstown; Donna Kress, Pittsburgh; Jean Fridinger, Skateland, Reading. Junior boys, Michael Clouser, Playland, York; Charles White, Arena, Washington; Charles Minnich, Rocky Springs Park Rink, Lancaster. Junior girls, Barbara Myers, unattached, Harrisburg; Doris Kinkaid, York; Mary Tigano, Pittsburgh. Novice men, Robert Ward, 12th Street Rink, Erie; Robert Adlon, unattached, Lingsletown; Theodore Renski, Crystal Palace, Philadelphia. Novice ladies, Ruby Shaffer, Anita Orloff and Irma Mix, Erie. Intermediate men, Paul Evans, Crystal Palace, Philadelphia; Robert Serenka, unattached, West Homestead; William Watt, Pittsburgh. Intermediate ladies, Helen Malloy, unattached, Pittsburgh. Senior men, LeGrande Allen and Donald Craig, Pittsburgh; Russell Serenka, West Homestead. Senior ladies, Carol Vollero, Pittsburgh.

**Figure Skating**  
Figures, junior boys, Michael Clouser, York. Junior girls, Mary Tigano, Pittsburgh. Novice men, Theodore Renski, Crystal Palace, Philadelphia; novice ladies, Ruby Shaffer, Erie. Intermediate men, Robert Serenka, West Homestead. Senior men, Russell Serenka, West Homestead. Senior ladies, Carol Vollero, Pittsburgh.

**Dancing, juvenile,** Rosemary Ellwein and James Yarnell, Lancaster; Tootsie Slate and Larry

Nichols, Latrobe Roller Gardens. Junior, Mary Tigano and Frank Vollero, Pittsburgh; Beverly Ellwein and Charles Minnich, Lancaster; Neda Marshall and Charles O'Neal, York. Novice, Martha Schlitz and Howard Strouse, Pla-Mor, Philadelphia; Dorris Prutzman and Albert Birl, Elmwood, Philadelphia. Margaret Smith and Edward Krachala, Pittsburgh. Intermediate, Margaret Laurilliard and George King, Pla-Mor, Philadelphia; Helen and William Watson, Crystal Palace, Philadelphia; Ruth James and William Heron, Pittsburgh. Senior, Caroline Egloff and Joseph Elliott, Pla-Mor, Philadelphia; Dorris Eggert and Jack Corbett, Pla-Mor, Philadelphia; Doris and Walter Eggert, Crystal Palace, Philadelphia.

**Pairs, junior,** Tanice Haught and Charles White, Washington; Neda Marshall and Charles O'Neal, York. Novice, Candy Hiller and LeGrande Allen, Pittsburgh; Nancy Cotwalt and William Heilman, York; Joan Hamell and James Johnson, Crystal Palace, Philadelphia. Intermediate, Helen Malley and Russell Serenka, West Homestead; Doris Eggert and Theodore Renski, Crystal Palace, Philadelphia.

**Fours Skating**  
Fours, novice, Robert Emerick, Grace deAcereto, Frank Kruzel and Jeannie Chaplin, Great Leopard Rink, Chester; Michael Clouser, Willa Garrett, Charles O'Neal and Neda Marshall, York. Speed skating, juvenile boys, A. Paul Rupert, Pittsburgh; Howard Beane, Reading; Charles Rapp, Reading, and Ed Gillespie Chester, tied. Juvenile boys, B. Ronald Davidheiser, Pottstown, and Charles Minnich, Lancaster, tied. Juvenile girls, C. Patricia McAnall, Chester. Juvenile girls, B. Janet Gales, Melody Rink, Uniontown; Beverly Ellwein, Lancaster. Juvenile girls, C. Mauricelene Himes, Pottstown, and Sandra Rowe, York, tied; Linda Gordon, Pittsburgh. Junior boys, Joseph Coyne, Crystal Palace, Philadelphia; Richard Lyle, Pittsburgh; Allison Park. Intermediate men, Robert Smith, unattached, Chester; Gordon Stoudt and Ronald Livin-

(Continued on page 47)

## Pitt Lexington Skeds Benefit Skating Party

PITTSBURGH, May 12.—Proceeds from a skating party to be held Tuesday (15) at H. D. Ruhlman's Lexington Skating Palace here will be used to defray expenses of Lexington competitors in the Eastern regional contests of the Roller Skating Rink Operators' Association, to be held May 27-29 in Riverside Stadium, Washington. At the same time, it was announced that Edna Betz, Lexington pro, left Thursday (11) for the Pacific Coast to judge Southwestern Pacific regionals of the RSROA.

Class work continues active at Lexington. Enrollment in the beginners' dance class got under way Tuesday (8). Enrollments are also being taken for children's skate dance classes, held every Wednesday from 4:30 to 6:30. Enrollment fee is 50 cents per year. Class fee is \$1.50 a month. Operator Ruhlman has also slated 25-cent, Thursday afternoon teen-age sessions. A special matinee will be held Decoration Day.

## Cincy Garden Seeks Capital

CINCINNATI, May 12.—Recapitalization of the Cincinnati Garden will be considered at a shareholders' meeting to be called some time in the future, it was announced Tuesday (8) following a Monday meeting of directors. Added capital will be required to strengthen the Garden hockey operation, it was stated by Louis Richter president.

Garden officials are interested in getting more Cincinnati capital into the venture, Thomas Grace, a director, said. At present, 45 per cent of stockholders are Canadians. Grace denied a report that Assistant General Manager Morrie Zaidens would resign. Zaidens' contract expired May 1, but the board expects him to sign a new one. Grace said he also believed the board would renew the contracts of General Manager Alex Sinclair and King Clancy, coach of the Cincinnati Mohawks hockey team.

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# Drivin' 'Round the Drive-Ins

**A**IMED directly at the drive-in theaters thruout the State which have been paying the \$50 fine each week and continue to operate on Sundays, a bill was introduced into Pennsylvania Legislature by Senator Wade, of Cumberland County, to increase the present flat \$50 penalty for illegal showing of Sunday movies to \$100 for the second offense and \$500 for the third offense. . . . **Larry Woodin**, contest director for Atlantic City's Miss America Pageant for Pennsylvania and West Virginia, will stage the preliminary contests in drive-ins, giving operators in each territory an exclusive franchise to stage the beauty hunts for a Miss Pennsylvania and a Miss West Virginia to send to Atlantic City. Two drive-ins in the Pittsburgh territory, he said, already have arranged to promote such preliminary beauty contests. . . . **George Carpenter**, owner of the Philadelphia Phillies, will make his bow later this month as the owner of a drive-in with the opening of the Kerry Drive-In, near Wilmington, Del., which **William B. Russell** will manage. Also in the Wilmington area, **Robert P. MacLary** reopened his Pleasant Mills Drive-In for the season. **Mel Geller** and **Sam Taustin** reopened their Brandy-

wine Drive-In with the booth manned by **Walter Sullivan** and **Norman Mumford**. . . . **Charles Goldfine** reopened his South City Drive-In, Philadelphia, for the season.

**LEE STALLARD** and **Louis Warrington** have completed plans for the May 17 bow of their new 1,500-car 23 Highway Drive-In, Grand Blanc, Mich. **Wallace O. James**, former manager of the Forestville Drive-In, Cincinnati, and of the Starlight, Pontiac, Mich., has been named manager. . . . **Robert Tuttle**, of the Sky Drive-In, Adrian, Mich., has set a Michigan premiere for "The Country Parson," thru Clark Theater Service. . . . The Chicago Association of Drive-In Theaters has come up with a new method of promoting business. On April 13 the association initiated a radio and television campaign, utilizing a singing commercial and animation on TV, backed with a budget of over \$100,000. The commercial was produced with network talent, including a Chi fem vocalist, backed by a male quartet and orchestra. The Chicago area has been saturated with these spot commercials on radio and TV and the Drive-In Jingle identifies several full programs on local stations. **W. B. Doner & Company**, Chicago, handles the campaign.

**THREE** Alberta drive-ins, **Chinook**, Calgary; **Starlite**, Edmonton; and **Green Acres**, Lethbridge, reopened recently, with all featuring candy giveaways for children. **Chinook** had a display of military equipment and an army precision drill squad on hand for its bow, while **Starlite** had a military equipment display and midget car . . . **Green Acres** featured fireworks and an appearance of the **Lethbridge Maple Leafs**, world hockey champions. . . . **Allied Motion Picture Theater Service**, film buying and booking co-operative in Philadelphia, announces that it has added these open-air theaters to its books: **Lincoln Drive-In**, Thomasville, Pa., owned by **Henry J. Halliwell**; **Renninger Drive-In**, Schuylkill Haven, Pa., owned by Messrs. **Fetter, Swade and Murphy**; **Tri-State Drive-In**, Matamoras, Pa., and the **Route 45 Drive-In**, Berlinsville, Pa., owned by **W. D. Beck**. **Allied** now books and buys films for 11 drive-ins in the area. The **Starlite Drive-In**, Muncy, Pa., has designated **Co-Operative Buying and Booking Service**, Pittsburgh, to handle its account.

**EVAN THOMPSON**, manager of the **Berkshire Drive-In**, Pittsfield, Mass., is making wide use of heralds to plug the relaxing atmosphere of the outdoor motion picture theater and his spot. One of his numerous advertising pieces stresses the following: "Remember! The 'Drive-In' Way Is the Perfect Way to Good Entertainment for the Entire Family!" . . . A tentative date of June 1 has been set for official opening of **E. M. Loew's** fourth Connecticut outdoor spot, the 800-car capacity **Farmington, Conn., Drive-In**. . . . **George E. Landers**, Hartford division manager for **Loew**, recently announced the appointment of **Hector Frascadore** as manager of the drive-in. . . . **Rep. T. C. Merchant Jr.**, of Tallahassee, Fla., has introduced a bill which would make it illegal for drive-in theater screens to be visible from State highways. **Merchants' bill** would make it unlawful for anyone to project or display motion pictures or televised images upon

# Paris Peek

By ART ROSETT

Continued from page 3  
Forest and holding readings for its next production *Strictly Dishonorable*, the old Preston Sturges hit.

## France's Rico Tries Out For "So. Pacific" Role . . .

A new French find, **Roger Rico**, has been auditioned for the **Emile deBeque** part opposite **Mary Martin** in *South Pacific*, and, according to **Marouani**, of the **William Morris** office here, he could slay all the ladies left over from the **Pinza** engagement. **New York** audition reports were supposed to be equally rosy.

## Shows and Stars on The Parisian Scene . . .

The **Consul**, the **Gian-Carlo Menotti** opera which opened here last week to rave reviews, will be presented in French (with the American cast) on several evenings. . . . **Francois Fratellini**, second surviving member of the famous clown trio, is seriously ill. . . . **Charles Munch**, the conductor who played for **President Auriol** on his trip to the U. S., gave a concert here this week. . . . **Jess Hahn**, a new American singer, has opened at the **Theater Agnes Capri**. . . . The **Marquis de Cuevas** Ballet, playing to sellout business, has extended its engagement four more days. It will play until May 14. . . . **Bob Carroll Jr.** and **Madeline Pugh**, scripters of **Lucille Ball's My Favorite Husband** air show, are touring around France, keeping in close touch with **American Express** offices in case the program is sold as a summer show. . . . **Hollywood** radio actor-scripter **David Ellis** is visiting Paris. . . . **Stage designer Boris Aaronson** has arrived to start work on a **Guggenheim** award recently won. . . . **Roberto Rosellini's** next may be an **Ingrid Bergman** starrer with young **Gerard Phillippe** (the youth of *Devil in the Flesh*) as co-star. . . . **Parisian showbiz** folks are amused at the reports filtering back here about the "amazing 77-year-old **Mistinguette**." **Miss**, as she is called by loyal fans, is really 81 and still pert enough to exercise a lady's prerogative. . . . The influence of those British short-story films, **Quartet** and **Trio**, has dented the French film industry. **Max Ophuls**, the Viennese director, will make a picture in Paris with three **Guy de Maupassant** tales. . . . **Francis**, the talking mule movie of last season, is also exercising an influence—the French have just released *The Memoirs of Yolande, the Cow*. . . . **Fluff Ffolliott** and **Charles Anthony** Gould have left the **Hollywood Rhythm Extraganza** cast.

## WPIX and Union

Continued from page 6

engineers of \$80, as compared to **WOR-TV**, \$65, and **WCBS-TV**, \$70. Five-year minimum scale for **WPIX** engineers is \$131.25. **WCBS-TV** shells out \$135 for the same time period. However, **WPIX** has offered to hike the five-year scale up to \$135.

A wage discussion is also pending for engineers at **WOR-TV**, but union officials indicate that current talks are traveling along satisfactorily.

any screen so it would be visible from vehicles traveling upon State highways. **Merchant** says his "bill is calculated to reduce traffic accidents."

**DETROIT** drive-in theaters had a big advantage over their indoor competitors the past couple of weeks, with a city-wide strike bringing public transportation to a halt. **Downtown theaters** reported business off more than 50 per cent during the period. The drive-ins, on the other hand, were not handicapped because their customers were the only ones in town to have their familiar form of transportation. . . . **Recognition** that drive-in exhibition does not hurt film product as many have feared was given by **Co-operative Theaters**, major **Detroit theater** buying group, in signing up "Bitter Rice" last week for about 65 houses. **Film** already has played several drive-ins around the **Motor City** and was given extensive promotion by them, including screen plugging by 14 affiliated indoor houses.

# Roadshow Rep

**DR. FRANK HORTON** has been playing **Western Kansas** of late following a good season in the **Far West**. He plans to move eastward with his solo show. "I've played over 100 dates since last November," **Horton** pens, "and I could have taken on more but the grind was getting too tough. Don't go into the small towns unless you have something worthwhile in entertainment. The day of the old tent rep with much popcorn and peanuts and little show is over. The public has its ear to the radio and has smartened up." . . . **Doc Harry Castle**, who has been playing **Northern Illinois** of late, is moving towards the **Southwest** where he plans to work a store show along with some platform stands for the summer. . . . **Madden-Stillian Players** have completed arrangements to open their season near **Wichita, Kan.**, May 23, under direction of **Owner**

**Dale Madden**. **L. E. (Roba) Collins** reports from **Patterson, Mo.**, that he will agent the unit in addition to presenting his magic turn and concert feature. **Show** plans to play split-week engagements featuring vaude and circus attractions.

**SLIM WILLIAMS**, blackface comic with various tab and minstrel shows in the past, is vacationing in **Florida** after winding up a series of theater and night club dates in the State at the **Brass Rail**, **Tampa**, May 6. **Slim** plans to head for **Naples, Fla.**, to spend a few days with **Dan White**, who is making a picture, "Distant Drums," there with **Gary Cooper**. Prior to playing **Florida** spots, **Slim** appeared in the pic, "Yes Sir, Mr. Bones," which was made in **Hollywood** and which is set for release in about three weeks. **Slim** is known in rep and tent circles as the **Dark Town Deacon**. . . . **Roland Allen** has been signed to do his solo show at 20 camps in the East this summer. He has been playing church dates in the **Carolinas** to good returns. . . . An article concerning old-time roadshows which went out of **Rockland, Me.**, appeared in a recent edition of **The Rockland Courier-Gazette**. Penned by **Arthur Locke**, the piece mentioned **Eddie LaBarre** and the **Kanno-LaBarre Trio** and **Dick and Al Martz**, as well as various small units which made their headquarters in the city.

**E. D. CARNEY** advises that he will have a platform show in **Central and Eastern Nevada** this summer. Currently headquartering in **Sparks**, **Carney** says that he had a three-cast hall unit in that sector the past winter. He also reports a number of good dates with his pix. . . . **Edward Ossinger** plans to spend most of the summer in **Colorado** with his vaude-pic attraction. He reports good business at a number of **Oklahoma** and **New Mexico** spots. . . . **Gregg Family Show** is en route north after a successful tour of **Texas**. **Show** will work its way into **Oregon** for the summer. . . . **Herbert Rines**, solo show operator, is in **Western Canada** from which point he reports that business has been okay.

## Philly Schools

Continued from page 12

private schools, universities, colleges, museums and libraries agreed that **Philadelphia** should stake out a claim to a television channel to be devoted to education.

**Walter B. Saul**, school board president, also sent a letter to **Dr. Francis B. Haas**, **Pennsylvania State** superintendent of public instructions, urging that a network of educational TV stations be set up thru the commonwealth. **Dr. Haas** already had indicated that there was a definite possibility that the State might sponsor an educational chain of TV stations. It was also revealed that **Pennsylvania State College** also made application for a TV channel for the center of the State.

Estimate presented to the educators by **C. M. Lewis**, of **Radio Corporation of America**, on the construction and operation costs of a TV station showed that it would cost about \$376,000 for the equipment and installation, not including the cost of buildings, land and rent, and about \$135,000 a year for operation.

## DuMont Wrestles

Continued from page 1

to the disposition of the **ABC** proposal.

Altho **Berle** is under long-term contract to the **National Broadcasting Company**, the agreement, it is said, does not become effective until 1953. This would mean that **DuMont** would be able to get 18 months' service out of **Berle's** top-rated stanza.

**DuMont** can offer the **Texas** company some savings in time costs, especially in **New York**, but the web would also be willing to shave production costs for the advertiser should the program switch networks.

The acquisition, if consummated, would mark the most spectacular **DuMont** programing acquisition in its history. **Execs** there feel it would make the sale of time preceding and following the **Berle** show an easy task.

## Manila Gets OK

Continued from page 1

to "The People's Station," **DZFM**, owned and operated by the Republic of the Philippines, to broadcast an hour-long adaptation of the play, royalty-free. **DZFM**, which is spearheading the country's radio fight against Communism, will air the program early in June.

The permission granted to **DZFM** is particularly timely in view of current Communist activities in the Philippines and more or less follows a pattern set by the **Voice of America** which aired an hour-long version of **Noon** in English last month. The **America** version, of course, had the benefit of the **Broadway** cast. The **Philippine** edition will have to pick its own.

The **Billboard** is proud of the results that have stemmed from an editorial, printed last February, which pointed out the importance of the play's message and requested that colleges thruout the country be allowed to put it on locally on a royalty-free basis. **Kingsley** and the **Playwrights' Company** adopted the suggestion wholeheartedly, and, to date, seven accredited campus groups have its production on their schedules.

**Kingsley** will return from a **Bermuda** vacation next week to supervise preparation of the new radio script.

## Showbiz Ops

Continued from page 2

should be made to field offices. The **NPA** recently issued an order requiring such applications for any new radio or TV station construction.

**NPA** this week announced that co-operation in recovering iron and steel from wornout pianos turned in to dealers has been promised by the **NPA's** piano manufacturers industry's advisory committee. **NPA** order M-47 permits piano assemblers to produce at the rate of 80 per cent of the number of units they produced in the first half of 1950.

The agency also announced that nickel will be made available to the receiving tube industry this month and next in quantities sufficient to permit limited output of tubes. **Nickel** allotments to the industry will total 200,000 pounds this month and 180,000 pounds in June.

## New TV Gadgets

Continued from page 6

vices which are used for that purpose. In the main, **NABET's** argument is that its contract embraces handling of all electrical equipment, while **IATSE** officials maintain that their stagehands' local is designated by contract to handle all "scenery," into which category they lump these devices.

Some of the devices include revolving disks attached to projectors which give a water-ripple effect, and another effect which gives the appearance of clouds floating across the sky. The "scenoscope," which projects the effect of a set behind thesps also now is subject to the dispute.

Even the **Teleprompter**, which places enlarged moving versions of the script within view of actors, has become a bone of contention. It has been possible to make limited use of this device, but only pursuant to limitations on its location in the set which greatly reduces its value.



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# Who's Buying ABC?

Continued from page 4

fled to Florida. Some observers insisted, however, that he would be back. Then there was mention of Tom O'Neill, of the Don Lee and Yankee networks; International Telephone and Telegraph (considered by some observers to be the real dark horse); United Paramount Theaters (which had already sewed it up, according to some reports), and various other Wall Street groups.

Even the National Broadcasting Company was said to be looking for any ABC pieces in which they might be interested. They were reported to have investigated the possibilities of trying to snag some of ABC's Friday night shows, but cooled off after checking prices advertisers were paying for the packages and other such details.

There was one report that a key stymie to bringing the deal to a successful conclusion was a situation which found CBS board Chairman Bill Paley in danger of losing majority stock control of CBS via cutting in ABC sellers (plus stock reduction involved in the recent Hytron deal) on Columbia stock. Another report, seemingly equally wild, had CBS President Frank Stanton ready to resign his post over internal disagreements in the conduct of the negotiations.

### What of FCC?

General trade opinion was that, if the deal should be concluded one way or another, it would eventually lead to the end of either

ABC or Mutual Broadcasting System as a web operation. Possible Federal Communications Commission and/or Department of Justice beefs to the effect that such an eventuality would constitute a diminution of competition is expected to be met with the fact that three strong webs represent truer competition than two strong networks (NBC and CBS), plus a couple that are finding it progressively more difficult to stay in the chain running.

Two items, however, seem to become increasingly clear. One is that the Paley-Stanton camp will leave no possible dicker unturned in their efforts to acquire the maximum of five owned-and-operated video stations in key markets (they now have only two, and 45 per cent of a third). The second is that ABC, sooner or later, will be sold. Morale at the web, among the rank and file, is reported at an increasingly low ebb, due to the uncertainties created by the seemingly constant negotiations.

## NBC, ABC Chi

Continued from page 4

known. Seven AM employees were let out last week

Morale was in a state of collapse at the ABC studios as speculation grew over who, if anybody, would purchase the ABC network. However the deal turns out, employees figure, WENR-TV and central division employees would get it in the neck because the Columbia Broadcasting System wants WENR-TV

NEW YORK, May 12.—With the New York economy moves in the radio division of the National Broadcasting Company at an end, effected savings will total upwards of \$1,000,000 annually. In terms of personnel, one exec this week said that "more than 30 but less than 50" heads were axed.

Major savings were made in programming. Summer shows which cost \$2,500 to \$3,500 last year have been trimmed down to \$1,500 and \$2,000 this semester. Economy committee members were relieved the job was ended, in good part because the daily 8 a.m. meeting time was beginning to wear them down.

## Sides and Asides

Continued from page 43

York. . . . Richard Aldrich's Cape Playhouse is signing a larger resident company this summer in line with its policy against package deals. . . . Helena Bliss and John Tyers have been assigned seven roles at the Starlight Theater, Kansas City, for this summer. All of the shows are musicals. . . . Burgess Meredith is co-author of "The Durable Malloy," which will probably be produced by Richard Kollmar next season, with Meredith doing the staging. He is collaborating with St. Clair McKelway on the script, which is based on Edmund Pearson's crime story, "Malloy the Magnificent." . . . "Season in the Sun" is moving from the Cort to the Booth. . . . A possibility for fall production is an untitled play by Elma Hagan based on the novel "Ceremony of Innocence" by the late Elizabeth Charlotte Webster. Maurice Evans is said to have an option on the script. . . . Another possibility is Anita Loos' adaptation of "Gigi," the French novel by Gabrielle Colette. A French film version was seen here last year. Gilbert Miller would be the producer. Another item on Miller's calendar is Jean Anouilh's "Traveler Without Luggage." Miller would presumably like to have Alfred Drake and Edward Eager do the adaptation. Miller is now in Europe. . . . A musical version of James Branch Cabell's novel, "Jurgen," is reported to be in the process of creation. John Page, a mag writer, is doing the book, Joe McCarthy Jr. the lyrics and Cy Coleman the music. . . . Robert H. Gordon has been signed by the Sheraton Hotel Corporation to stage arena style plays at the Copley Plaza in Boston and the Mount Royal in Montreal.

# The Final Curtain

**AULT—Marie.**  
80, veteran British actress, May 9 in London. She made her first stage appearance in 1891 at Lincoln, England, in "The Babes in the Wood" and did not play London until 15 years later. She toured in all types of productions and rose to prominence as Mrs. Henderson in "Rutherford and Son" in 1912, later playing the same part in New York. She appeared in a play as recently as 1949 and over radio last December.

**BAXTER—Warner.**  
58, veteran film star whose work spanned some 30 years both in silent films and talkies, May 7 at his home in Beverly Hills, Calif., of bronchial pneumonia. Baxter's entrance into show business was in his native city of Columbus, O., when he entered vaude. He joined a stock company in Tulsa, Okla., in 1913, and in 1914 he went to the stage in Los Angeles. His first movie role was with Ethel Clayton in "Her Own Money" in 1916. In 1928 he gained recognition thru the role of the Cisco Kid in the first outdoor all-talking picture, "In Old Arizona," when his performance won for him the second Oscar to go to an actor. His other pictures included "The Arizona Kid," "Daddy Long Legs," "Broadway Bill," "42nd Street," "Under the Pampas Moon," "The Great Gatsby" and "Kidnaped." In recent years he had played the part of Dr. Ordway in a crime film series. Survived by his widow, former actress Winifred Bryson, and his mother, Mrs. Jane Baxter.

**BUCK—Detella.**  
recently near Moultrie, Ga., of injuries sustained in an auto accident. Survived by a brother, a carnival trouper. Burial in Moultrie.

**CURREN—Walter (Dutch)**  
65, veteran outdoor showman, April 24 in Ford City, Pa. He was formerly with Harry Copping, Herman Bantley, R. H. Work shows and Olinger Bros. Circus. Survived by a brother, Leonard.

**DELINSKY—Victor A.**  
68, stand-in for actor Adolph Menjou, in Los Angeles May 9

**ENEGREN—Edbury E.**  
62, operator of Lake Pearl Park, Wrentham, Mass., recently in that city. (Details in Parks Department.)

**FAUGHN—Wiley J.**  
69, father of Mrs. Richard H. (Mary) Ford, Vivian O'Hara and Frank Faughn, April 27 in Lincoln, Neb. He also leaves his wife and three other sons, Jack, Jim and Charles.

**FROST—Henry G.**  
76, prominent Cincinnati attorney and for several years legal counsel for the Ringling Bros. and Barnum & Bailey Circus, May 7 in Christ Hospital, Cincinnati. Frost was also for a brief time a director of The Billboard Publishing Company, Cincinnati. Survived by his widow, Grace Littleford Frost. Burial in Spring Grove Cemetery, Cincinnati, May 9.

**GOMES—Roy J.**  
68, clerk of the Cincinnati Police Court, May 6 in Jewish Hospital, Cincinnati, of a heart ailment. Many years ago he operated a booking agency in Cincinnati. Survived by his widow, Marie; a son, Lt. Harry Games, Fort Benning, Ga.; a daughter, Mrs. Rae K. Moore; a brother, Earl, Cincinnati, and three sisters, Bessie, Nettie and Grace, all of Quincy, Ill.

**GOTSCH—H. Walter.**  
62, father of Robert O. Gotsch, music librarian KXOK, and Walter F. Gotsch, of KWK, both St. Louis stations, April 29 in that city

**GRANT—Bert.**  
72, retired composer and vaude pianist, May 10 in New York. His works included "If I Knock the 'L' Out of Kelly," "In the Light of the Same Old Moon," "I'm the Guy," "Don't Blame It All on Broadway," "When You Are Away," "Let By-gones Be By-gones," "Arrah Go On," "I'm Gonna Go Back to Oregon," "Out

## Births

**BERNSTEIN—**  
A daughter, Pawnee, recently to Mr. and Mrs. Buddy Bernstein in Honesdale, Pa. Father, who operates a dance studio in Harrisburg, Pa., is with the "Scandals" show on Percell's Pioneer Shows.

**COYLE—**  
A son, John Patrick, to Judie (Griggs) and Johnny Coyle April 29 in Los Angeles. Mother is the daughter of Leta and Bernie Griggs of the Wallace & Clark Circus.

**CROSS—**  
A daughter, Patsy Ann, to Mr. and Mrs. Wallace E. Cross April 21 in Detroit. Father is a theatrical supply manufacturer in that city.

**PICKUS—**  
A daughter to Mr. and Mrs. Albert M. Pickus recently in Bridgeport, Conn. Father is owner-manager of the Stratford (Conn.) Theater.

**ROSE—**  
A daughter to Mr. and Mrs. Jack Rose May 7 in Los Angeles. Father is a Warner Bros. writer.

**SIERCOVICH—**  
A daughter to Mr. and Mrs. John Siercovich April 28 in San Antonio. Father is chief engineer at Station KITE in that city.

**STEWART—**  
Twin daughters to Mr. and Mrs. James Stewart May 7 in Los Angeles. Father is the film star.

**VALLE—**  
A daughter, Cora Ethel, to Mr. and Mrs. Felix Valle May 3 at California Hospital, Los Angeles. Mother is a composer; father is a comedy rope spinner.

**WARES—**  
A son to Mr. and Mrs. William E. Wares April 21 in St. Louis. Father is with Station KSTL, St. Louis.

**Where the Blue Begins.** "The Broadway Glide," "I'm Losing You," "The Rocky Road to Dublin" and "When the Angelus Is Ringing." He was a pioneer in radio, having performed under the direction of Maj. Andrew White on one of the first musical broadcasts. He was a charter member of American Society of Composers, Authors and Publishers.

**GRAY—Laurence (Larry).**  
56, night club comedian and magician, May 5 in Oakland, Calif. Survived by his widow, a brother and two sisters.

**KELLY—John.**  
74, vet publicist and scribe, May 8 in West Los Angeles, Calif. In recent years he was publicity director for the Orpheum Circuit. He had also been public relations director and labor relations contact for the Theater Owners' Association. A sister, Nellie, survives. Burial in Forest Lawn, Glendale, Calif.

**LINLEY—Betty.**  
61, English-born actress, May 9 in New York. She made her first appearance in 1914 at the Garrick Theater in London in "Bluff King Hal" and later in the same year played in "The Double Mystery." After coming to America she was understudy to Leonore Ulric in "Tiger Rose" in New York during 1917-'18. She also was an understudy for Ina Claire in "Play With a Past," later taking the role of Myrtle Davis in the work. Among the plays in which she appeared from 1918 thru 1936 were "Hay Fever," "The Breadwinner," "The Dybbuk," "Fog-Bound," "The Sports of Kings," "The Great Broccoli" and "Six Cylinder Love." She returned to the stage in August, 1944, and toured the country as Vivian in "Life With Father." Survived by her husband, two sisters and a brother.

**LOVING—Orville (Jack),**  
68, former Side Show talker and ticket seller with the John Robinson, Al G. Barnes and Sells-Floto circuses, among others, April 28 at his home in Cincinnati. He also had been an agent. Survived by his widow, Janette; two brothers, Norman (formerly in show business and known as Frank), Panama City, Fla.; H. W., Charlotte, N. C., and two sisters Mrs. Oliver Landes and Mrs. Theodore Sides, Charlotte. Burial in Paris, Ky.

**MADDEN—Richard J.**  
71, author's rep and play broker, May 8 in New York. At the start of his career George M. Cohan and Sam H. Harris made him manager of one of their road companies. He was then appointed manager of the Grand and Bronx Opera

## Marriages

**GALPIN-BELMONTE—**  
Frederick P. Galpin, trumpeter and orchestra leader, and Josephine Belmonte May 5 in Bridgeport, Conn.

**KINDELL-JOHNSON—**  
Herbert L. Kindell, ride operator at Washington Park, Michigan City, Ind., and formerly with the Pleasureland and American Eagle Shows, and Sarah Ellen Johnson recently in Michigan City.

**LUF-CACO—**  
Arthur Clayton Luf and Irene Elizabeth Caco, of Loew's Majestic Theater, Bridgeport, Conn., May 5 in that city

**MACK-ROGERS—**  
Teddy Mack, sax player, formerly with Columbus Cortez's orchestra, and Alicia Rogers former dancing teacher, May 6 in Philadelphia

**McKINLEY-SMITH—**  
Al McKinley, announcer and disk jockey at Station KATL, Houston, and Jan Smith recently in that city

**STRUNK-HERSHEY—**  
Fred (Armless), of the Mark Williams Side Show, and Mary Hershey, ticket seller on the Down River Amusement Shows, recently at Roseville, Mich.

## ASRA Meet Draws

Continued from page 45

net, Judy Bilicich, Watsonville. Dancing, juvenile, Tommy Noriss and Colleen Barnet, Watsonville; Steven Sweet and Penny Thorns, Richard Patterson and Shirley Sasselli, Stockton, Junior, Roy Jones and Pat Arant, Pomona; H. Meyers and K. Meyers, Pasadena; B. Hannah and B. Zeim, Stockton. Novice, G. Bradley and Myrtle D. Espy, Stockton; L. Moon and B. Barnum, Salinas; W. Carter and M. Hileman, Intermediate, R. Holland and N. Lemons, Pasadena; Dennis Wagner and D. Bachius, Watsonville; P. Richards and Barbara Bradley, Pasadena.

Pairs, senior men, James Crawford, Omar Dunn, Watsonville; Don Ryland, D. Rigg, Stockton. Novice mixed, Ronald Holland, N. Blough, Pasadena; Dick Bellby, Darlene Kerns, Watsonville; Louis Guidotti, Joan Nelson, Salinas. Senior ladies, D. Cummings, B. Zeim, Stockton. Novice ladies, B. Allman and Myrtle D. Espy, T. Haslitt and E. Rickman, D. George and S. Norton, all of Stockton. Intermediate mixed, O. Dunn, B. Marshall, Watsonville; G. Bradley and Myrtle D. Espy, G. Hannah and E. Rickman, Stockton.

Fours, James Crawford, Marion Keahy, Omar Dunn, Barbara Marshall, Watsonville; J. Allman, B. Allman, Gary Bradley, Myrtle D. Espy, Stockton.

Houses in New York, both operated by Cohan and Harris. For a time thereafter he wrote one-act plays and sketches. He entered the play brokerage field in 1914, and for 19 years was an associate of Elisabeth Marbury and John W. Rumsey in the American Play Company. Among his clients were Eugene O'Neill, Somerset Maugham, Sean O'Casey, T. S. Eliot, Owen Davis, Paul Vincent Carroll, Rudolph Besier, Ashley Dukes, Martin Flavin, Arthur Goodrich and Cole Porter. He handled "Strange Interlude," "Mourning Becomes Electra" and "Ah, Wilderness," all by O'Neill, in addition to "The Barretts of Wimpole Street" production starring Katherine Cornell. He was a member of the Players, Society of Authors' Representatives and a director of the Dramatists' Play Service of the Dramatists' Guild. His widow, former musical comedy player Tessa Kosta, survives

**MARSHALL—Charles.**  
65, former top tenor with the Chicago Civic Opera Company, May 8 in his summer home at Lake George, N. Y. Born in Maine, his early voice training was received in Italy. He established himself there in such roles as Othello, William Tell, Rhadames and Canio and then toured Russia, Greece, Germany and Turkey. He canceled an operatic tour of Europe and returned to America to appear in "Othello" in Chicago in 1920. He remained a leading figure in the operatic world for about 10 years but ill health forced him to retire in 1932. Survived by his widow, a son and a daughter.

**MUELLER—Gerda.**  
56, well-known German actress, April 26 in the Russian sector of Berlin of a heart ailment. She specialized in Shakespearean and classical roles and had performed in Max Reinhardt's German Theater of the pre-Hitler era.

**MURNEY—Gale B.**  
58, veteran Cincinnati motion picture projectionist, May 6 in Jewish Hospital that city, of a heart ailment. He was former president and secretary of Local 327, Motion Picture Operators, American Federation of Labor. Survived by his widow, Amy, and two daughters, Mrs. Gale Stith, Elyria, O., and Mrs. Eleanor Reedy, Cincinnati. Burial in Spring Grove Cemetery, Cincinnati, May 8.

**SCHECHTER—Mrs. Rachel.**  
86, mother of Noah Schechter, veteran Cincinnati press agent and box office man and for the last several years manager of the Cox Theater, Cincinnati legit house, May 8 in Jewish Hospital, Cincinnati. Survivors include three other sons, Henry, Norwood, O.; Jacob, Hollywood, and Harold, New York, and two daughters, Mrs. Jeannette Esser, Toledo, and Mrs. Marie Scheier, New York. Burial in Covedale Cemetery, Cincinnati, May 16.

**WEST—Harold.**  
drummer with Roy Eldridge's band for 14 years, May 4 in Cleveland where the band was playing at Lindsay's Sky Bar. West had also been with the Duke Ellington, Count Basie, Dixie Gillespie, Erroll Garner and Chick Webb bands.

**WINGE—Oscar.**  
67, Swedish actor and director, May 3 at Malmö, Sweden. He got his start at the Dramaten Theater in Stockholm and later toured the Swedish provinces with various plays. He opened his own theater in Malmö in 1922, and in 1943 he took over the Hippodrome circus arena which he revamped and premed as a revue house. He also served as director of Malmö's State Theater

## Divorces

**STANLEY—**  
Kay Starr, disk and nitery songstress, from Harold Stanley, who was also her manager, May 7 in Los Angeles.

**VETLUGUIN—**  
Beverly Michaels, pic actress, from Voldemar Vetluguin, film producer, May 7 in Los Angeles.

## NBC Fall Plan

Continued from page 4

Jack Carter's show being shaky. It's presumed Camel Cigarettes will sponsor part of the new comedy stanza Saturdays, since it currently has the last half hour and holds an option on the first.

There's quite a quirk to spotting Kate Smith in the 8 to 9 Wednesday time, since it pits her against Columbia Broadcasting System's No. 1 AM-TV boy, Arthur Godfrey. In the pre-TV days, Miss Smith's was CBS's No. 1 star, as Godfrey is today. CBS's first major sponsor was La Palma Cigars (owned by the Bill Paley family), which bankrolled the singer on the then fledgling network. Same goes if Abbott and Costello, recently signed exclusively by NBC, should wind up guesting on the Smith series—they got their AM start on her CBS radio series.

NBC seems headed for a plethora of comics next fall. In addition to Cantor, Allen, Durante, Carson, A. and C., Wynn, Jerry Lester, Thomas, Hope, and Martin and Lewis, the web will probably have Phil Harris and Fibber McGee set for TV next season. It also has Red Skelton for Procter & Gamble in the 10 p.m. Sunday night spot.



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## Memphis Salute To King Cotton Proves a Cropper

### Pared Run, Deflated Promotion Pulls Slim Midway Turnouts

MEMPHIS, May 12.—The Cotton Carnival long has been a gala annual salute to King Cotton. But, judged by past standards, the current edition, which closes tonight, was far less colorful and lacked much of the glamour of past years.

The huge, frequent downtown turnouts characteristic of the past have been missing—lost to the carnival association's decision to cut the event's run from five to four days and to eliminate or divert some of the traditional, crowd-pulling parades.

As a result, the Royal American Shows, again the suppliers of the attractions for the front street midway, suffered sharp drops in daily grosses. Together, these exceeded the cut in price paid by the RAS to play the day-shortened carnival event.

#### Festivities Lacking

Actually, the Royal American was in for as many days as last year, having opened Saturday (5) to run thru today for a total of

eight days. But the first four days this year had no carnival festivities, whereas only the first three days last year did not benefit from the carnival program.

Carnival association execs did not make up their minds on plans for the event until late this winter, by which time in former years preparations and exploitation already were in high gear.

In announcing the carnival's run and program would be reduced, execs said the reduction was due to the possibility of war. More likely, however, is that the decision grew out of differences within the carnival association's membership over needed financial support to stage the event on the same scope as in the past.

#### No Build-Up

In former years, newspapers here went all-out to build up the event. This year there appeared to be a marked disinclination to give the festivities the old build-up.

The cut-down carnival program did little to cut into the attendance at the midway in the Negro section. There, Ernie Farrow's Wallace Bros.' Shows, repeating on the lot, racked up a good take, gaining especially from a larger sale of concession space and from better weather than last year.

High point of the carnival program again was the landing of the barge carrying the King and Queen of Cotton. Fireworks for this were provided by Thearle-Duffield Fireworks, Inc., Chicago, repped by Art Briese.

## AAA INCREASES DISABILITY AID

WASHINGTON, May 12.—Auto racing drivers suffering permanent injuries in races sanctioned by the American Automobile Association will receive life-time disability payments, it was reported at the offices of the group yesterday. Previously disability benefits had been limited to \$40 a week for a maximum of 10 weeks.

## Boston Home Show May Top 100,000 Mark

BOSTON, May 12.—First annual New England Exposition of Progress and Home Show, which winds up an eight-day run here tonight, is likely to top the 100,000 gate mark. Attendance thru yesterday, with ducats scaled at 75 cents for adults and 25 cents for children, was 88,120.

Fred Pittera Associates, the promoting group, reported the show as the first successful event of its kind held here. Several prior attempts flopped badly. Pittera and Charles Harrow, both of New York, personally supervised the show. Dick Sullivan, well-known local exploitationist, handled publicity.

Show events included a combined Army, Navy and Air Corps exhibit occupying 3,000 square feet and featuring rockets and electronics; Bob Edwards, radio singing star, and Ken Wilson, WHDH organist. Sullivan emceed the show features.

A total of 200 exhibitors participated. They reported excellent business. Takes for the large group of pitchman on hand were slim for the first few days, but picked up toward week's end.

## RB, Pic Folk, Fans Perk D. C. Interest

### Big Shows, De Mille Movie Work, CFA Fans Make Date a Three-Ring Affair

WASHINGTON, May 12.—Ringling Bros. and Barnum & Bailey Circus is getting its customary top billing for its stand here next week, but edging in for a slice of glamour is Paramount Pictures Director Cecil B. De Mille and a contingent of 150 who will roll in from Hollywood to shoot scenes for Paramount's *The Greatest Show on Earth*. The D. C. run of the Big Show, Tuesday thru Sunday (15-20), its first appearance under canvas, is drawing heavy advance notice, not only as a result of the operations of story man Frank Braden and the billing crew, but also due to some fancy footwork by Paramount publicists paving the way for the appearance of De Mille and his bevy of stars, assistants and technicians.

Adding to activities, the Circus Fans Association is staging its 25th anniversary meeting here Thursday thru Saturday (17-19), and Melvin D. Hildreth, a charter member of Circus Fans and former president, is arranging for a series of celebrations, including a jubilee dinner to which De Mille's Hollywood contingent as well as Ringling performers and executives are being invited.

#### Library Exhibit

Even the staid Library of Congress is getting into the act by staging a special exhibition of circus posters in honor of the Circus Fans Association meeting. The display is highlighted by circus litho-

graphs by Gibson & Company in 1873-'74.

More than 200 fans are expected to register, Hildreth said. Opening event scheduled is a "busman's holiday visit" to the National Zoological Park on Thursday (17) and a party that night at Hildreth's home which is appropriately adorned with countless circus mementoes. Meetings and tours will be staged the remainder of the week and on Saturday the delegation will attend the circus en masse, with a birthday jubilee dinner to be staged that night. The jubilee, incidentally, will mark the 67th birthday of Ringling Bros.

#### Hildreth Aids

Hildreth has been serving as top consultant on physical arrangements for the Big One and to Paramount's advance technicians. *(Continued on page 76)*

## Vast Changes Underway at Jones Beach

NEW YORK, May 12.—A new oceanfront parking field, a longer boardwalk, a bigger beach shop and other improvements totaling \$1,375,000 are being readied for this season's opening of the State-operated Jones Beach on Long Island.

Bathing season at the spot will start Saturday (26), and on that day toll for use of parking lots and roads will rise from 25 to 50 cents. Last year the beach drew close to 7,000,000 persons, and officials predict at least that patronage for 1951, since auto capacity has been raised to 17,000, a boost of 1,000.

Enlarged beach shop will occupy the boardwalk front of a new \$200,000 administration building. Construction will be completed next year on the \$4,000,000 Marine Stadium, seating 8,500 persons and equipped for all theatrical presentations and water shows.

## K. C. Track Bows June 3

KANSAS CITY, Mo., May 12.—Opening auto race program at the new Riverside Stadium here has been postponed from May 20 to June 3 due to rain that has held up completion of the half-mile oval, Sam Jarrett, general manager, announced, following a huddle with Gaylord White, of National Speedways, who will stage the opener.

The new date fits in even more desirably than the former to give car owners and drivers a big Decoration Day week of action, according to White. The Sweeney-White schedule lists a May 27 date at the Iowa State fairgrounds, Des Moines, May 30 at the Missouri State Fair Sedalia, and the June 3 date here.

Altho held up by rain, workmen and earth moving equipment has gone ahead with construction at the new plant. Grandstand and bleachers, designed to seat some 13,000, are well along.

## 40 Meetings Set For A. C. in June

ATLANTIC CITY, May 12.—Convention Bureau reported this week that 40 conventions, with an anticipated attendance of 70,000, are on the June schedule. Largest of the 40 groups are Lions International with 16,000; American Medical Association with 15,000, and Rotary International with 12,000.

New season, it was announced, officially opens Decoration Day with a style show and the traditional ceremonies of "unlocking the ocean."

## Saskatchewan Hikes Outdoor Stand Rates

REGINA, Sask., May 12.—Increases in daily fees to be paid by traveling show operating in Saskatchewan were announced by the provincial government here with the biggest hike affecting those moving on 10 to 19 railroad cars.

The fees apply to "every menagerie, circus, Wild West Show, rodeo, stamper, carnival or collection of Side Shows." Two trucks are regarded as equaling one railroad car.

Shows in the 10 to 19 car class will now pay \$250 daily in Regina and Saskatoon, with Moose Jaw and Prince Albert tabs set at \$150. The town or village fee has been upped \$25 to \$75. Previously, shows in that class paid \$150 daily in Regina, Saskatoon and Moose Jaw; \$100 in any other city, and \$50 in any town or village.

#### 30-Car Rates

Rates for 30 cars or over are unchanged at \$300 for showing in Regina, Saskatoon and Moose Jaw; \$200 in any other city and \$100 in any town or village.

Fees for 20 to 29 car shows have been boosted to \$250, up \$50, for the three named cities, unchanged at \$150 for any other city and is now \$100, up \$25, for any town or village. The six to nine-car fee is unchanged at \$75 for cities but has been hiked to \$50 for any town or village, up \$10.

Other rates are unchanged as follows: Three to five cars—city, \$50, town or village, \$30; two cars or trucks—city, \$40, town or village, \$25; one car or truck—city, \$25, town or village, \$15. Fees for any other show will be set by the Saskatchewan minister of labor.

## California Execs Discuss Problems

SACRAMENTO, May 12.—Problems and legislation pertaining to fairs, particularly those in the San Joaquin Valley, were discussed at a meeting here of a group of fair managers and legislators from that section. Session was conducted by Joe O'Shaughnessy, Madera, chairman.

Fairmen attending in addition to O'Shaughnessy were Paul J. Christoffersen, Chowchilla; Tom Dodge, Fresno; Lloyd H. Goad, Bakersfield; C. A. Rigsbee, Turlock, and Lou Merrill, WFA, Sacramento.

## New Eng. Rec. Exec Sees Big Year Ahead

BOSTON, May 12.—Big outdoor season is shaping up for New England resorts and parks around this city, Revere, Nantasket, Salisbury, Hampton and Norumbega Park, according to Joseph A. Reddy, manager of the recreational department of the New England Council.

He announced a drive to extend New England's summer season beyond Labor Day thru a new group that has been formed to work with the council's recreation department. At a recent meeting of the group it was brought out that New England has not done enough to sell the public, according to Reddy.

## Steel Pier Bow \$\$ Slated for Girl Scout Unit

ATLANTIC CITY, May 12.—The Steel Pier, which preems June 9, after a series of week-end operations, will donate its opening day gate receipts to the Girl Scout Council of Absecon Island, Owner George A. Hamid announces.

Admission for adults has been pegged at \$1 and all pier attractions are scheduled to be in full operation that day.

Hamid and his son, George Jr., maintain homes here and are active in civic affairs.

## Ticket Sellers' Union Elects Theo Forstall

NEW YORK, May 12.—Annual meeting of the Circus Ticket Sellers' Union, Sarasota, Fla., Local 755, was held here recently and Theo Forstall of the Ringling Circus was elected president. Other officers include Richard Begin, vice-president; John F. Seawall, secretary-treasurer, and Edward J. Mader, business agent.

William P. McGough, William R. McKittrick and Thomas A. Reale were elected to the executive board.

He said the new committee has established three primary objectives: Development of New England as a year-round funland, a regional promotion program based on an understanding of what the typical tourist wants and an extension of the summer season.

Because of the war situation it was felt that amusement spots nearest the big cities would score the biggest takes, with cash flowing from defense plant areas. Most of the workers in these plants will have only one or two days a week off and will head for the nearest location, it was pointed out.

Reddy said the entire resort picture was bright, but he indicated a price rise of about 10 per cent might be necessary to take care of higher food costs.

## Beatty Draws 5 Capacities; Turns Toward Frisco Area

LOS ANGELES, May 12.—Business for the Clyde Beatty Circus continued strong with the show getting five full houses in 10 performances. The other five gave the circus houses ranging from light to satisfactory.

The show returned to this area yesterday from Coast dates with two performances in Glendale. Moving out yesterday (11) to Mojave, the Beatty organization hits into the San Joaquin Valley and toward San Francisco.

Beatty personnel continues to remain practically intact. Joe Esqueado, of the Flying Esqueados, returned to his chores, against doctor's orders, the early part of last week. He suffered a chipped vertebrae when he fell into the net while doing the flying act. Ordered out for a week, Esqueado returned in a matter of a few days. During his absence the act as well as his wire turn were eliminated.

In the Side Show line-up Jack Russell replaced Wesley Coleman, quarter boy. Russell, in addition

## N. W. Agency Inks 16 N. D., Celebrations

MINOT, N. D., May 12.—The Northwest Booking Agency will provide the midway, acts, dance bands and fireworks at 16 North Dakota celebrations this year, Bill Ehr, manager, announced here.

Carnivals, booked thru the agency, include Veterans United and Nelson Midway shows. Bands are the Dakota Corn Huskers and Joe Bertsch's aggregation.

North Dakota celebrations signed include Binford, June 14; Aneta, June 15; Stanley, June 15-16; Noonan, June 18-20; Stanton, June 19-20; Mohall, June 21-23; Kildeer, June 22-23; Northwood, June 23-24; Makoti, June 25-26; Bowbells, June 27-28; Tioga, June 29-30; Edmore, June 29-30; Grenora, July 2-4; Adams, July 6-7; Sarles, July 6, and Sherwood, July 6-7.

#### Crockett Sets Show

CROCKETT, Tex., May 12.—First annual Mid-East Texas Livestock Show and Sale will be held here May 31, with nine counties participating. W. H. Long heads the committee. Bert Sherron is secretary-treasurer.

to taking the fire eater and impalement turns, acts as inside lecturer. Andy Golub replaced "Red" Friend on outside tickets. The big show complement of 19 clowns used in the local 11-day run ending April 15, has been reduced to 16.

Business-wise the show had a light matinee but a full house in East Los Angeles Thursday (3). Fontana the following day was marked with a good matinee and a capacity evening performance. Burbank on Saturday had a full matinee, twice 1950's crowd, and a half night house. North Hollywood, always a turn-away Sunday matinee, lived up to past records but had a scant half house that night. Van Nuys supplied passable afternoon and a solid evening.

The show moved overland from Burbank to North Hollywood, a distance of about four miles. A near accident was averted when the trunk wagon and Beatty's personal dressing room were moved out of the path of an oncoming train.

**CLOSE-UPS: JOE FONTANA**

**Ex-Druggist Found A Tonic in Showbiz**

By JIM McHUGH

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

TODAY, some 20 years after taking to the road for his first season, Joe Fontana could still pass as an aseptic attendant intent upon dispensing pills, patent medicines, electric toasters or perhaps kitchen ranges if the druggist happened to be an ultra-modern emporium. Meanwhile he does a nice job as the plump and successful general agent of the L. J. Heth Shows, with his ability to latch on to a potential customer's ear and hold his interest without twitching it. Joe has been highly successful and it can be assumed that he would have earned comparable status had he chosen to remain in the drugstore business. The road in that direction was neatly

paved, since his father was established in that business in Augusta, Ga., where Joe was born in 1903, and the future could have been largely concerned with following in his footsteps.

The Fontana family owned a showgrounds in Augusta and while still a youth Joe became ac-



JOE FONTANA

quainted with a number of shows and their personnel. He recalls that early units which played his father's lot included the Campbell and J. F. Murphy shows.

Started With MGR

As has happened in many other instances and under similar cir-

(Continued on page 63)

**Easter Takes Hike A. C. Biz**

ATLANTIC CITY, May 12.—Resort tax collections continued to trail those of 1950 in monthly reports issued by city hall. Thanks to an early Easter, however, a slight improvement is shown in the luxury tax collections for March. Luxury Tax Department announced that revenues of its office increased \$22,946 in March as compared with March, 1950.

Luxury Tax Administrator Allen Wiesenthal announced collections of \$81,554 for March. But despite the early Easter, collections for the first three months of the year, amounting to \$193,332, trail those of 1950 for the same period by \$8,817. Last year, the first quarter of the year produced \$202,049.

**The Weirs, N. H., Gets 35G Beach**

THE WEIRS, N. H., May 12.—New \$35,000 free bathing beach, first proposed in 1894, will become a reality this summer, with construction work under the direction of Ed Lavallee, captain of a mail boat which services lake islands during the summer.

Beach will accommodate 5,000 persons. A \$35,000 bond issue was floated in 1950 by Mayor Thomas McIntyre of Laconia. A suction dredge was used to obtain sand from the bottom of the lake.

**Aussie Celes Draw Crowds**

SYDNEY, May 12.—Commonwealth Jubilee Celebrations now being staged thruout the land are continuing to draw tremendous crowds.

Last week on the Sydney show grounds 45,000 spectators paid 25 cents admission to view a program which featured 10,000 school children in folk dancing. Available transportation was taxed and it took several hours for spectators to clear the grounds.

**Fun Zone Off To Poor Start**

LONDON, May 12.—Despite good weather, only small crowds turned out yesterday for the opening of the midway section of the Pleasure Gardens in Battersea Park, the \$7 million fun center of the Festival of Britain.

The scheduled Thursday (3) opening was delayed by bad weather and labor disputes. The remainder of the 37-acre zone is expected to get under way Monday (21), but there still is a vast amount of work to be done on the project, which was started in June, 1948.

Operators tried hard, but fell short of creating the proper fun fair spirit. The seven acres devoted exclusively to amusements is only about 75 per cent complete.

Twenty-two rides are already installed. Included are a Merry-Go-Round and boat ride plus a number of units which were imported, from Germany and the United States over protests in the House of Commons.

The fun fair represents less than a fifth of the total of Pleasure Gardens, which so far has exceeded the original estimates by \$2,800,000.

**Gotham Coliseum Would Need Dollar Aid, Moses Says**

NEW YORK, May 12.—Proposed 25,000-seat Columbus Circle Coliseum, which would replace Madison Square Garden as the city's principal sports and show center, never could be self-supporting and would have to be underwritten, Robert Moses, chairman of the Triborough Bridge and Tunnel Authority, said here this week.

Moses suggested that revenues from existing tunnels and bridges, which are far above estimates, be used to defray the cost. An offer of 80,000 square feet of land was made to the Metropolitan Opera Association and the New York Philharmonic Society if they would construct a new music center.

**Hutchins, Tex., Sets Cele Dates**

HUTCHINS, Tex., May 12.—This city's annual community carnival will be held here June 28-30, Mayor A. O. Hickman, announces.

Events is to be sponsored by the volunteer fire department and Lions club for the benefit of the Town Park. Midway will be in the business district.

**Out in the Open**

Herb Picard, who handled the press for Cole Bros.' Chicago stand, will remain in Chicago for a month to do public relations chores for the Illinois Department of Labor.

Martin Mayer, general chairman of the American Legion Post Circus to be held in City Park Stadium, New Orleans, May 27, reports that these acts have been signed to play the date: The Antaleks; Vernon Pratt, Liberty horse and pony; Nobil Hamiter, elephant and horse act; Lembreck Family; the Vagabounders, Siegrist Troupe, Five Titans, Two Jeffrys, Cipler Family, Sky Princes, Harrison's Troupe, Four Merriells, Snetona, and Zacchini, cannon act. Mayer says that

(Continued on page 76)

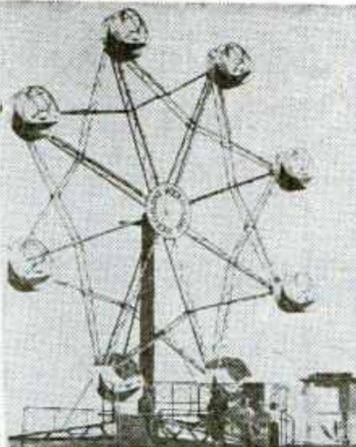
**Talent Topics**

Four Strongs, novelty rope act, recently concluded a route of sportmen's and builders' shows that included dates in Atlanta; Sioux City, Ia.; Des Moines, Dallas and Detroit Lakes, Minn. Also on the bills were Pallenberg's Snookums, Sharkey the Seal, and the Sportmen, of Jack Benny's show.

Gabrielle and her high school horse, and husband, Lou Nelson, with his jumpers, arrived in New York recently following their

(Continued on page 76)

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Replacements, Numbered Balls, ea. 40  
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 1.25  
Middleweight Cards, 5 1/2 x 7 1/2: White, Green, Red, Salmon, Yellow 2.00  
Per 100

3,000 Small, Thin, "Browny" Bingo Sheets, 5 colors, loose only, no pads, size 4x5 M. 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M 2.50  
Scalloped Edge, Green only, M. 2.00  
Smaller Size, 3/4" diam. Red or Green Plastic, M. 1.50  
Adv. Display Posters, size 24x36, Ea. 75  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M. 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M. 2.00  
Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to 10,000; larger size, 3/4 diam., 1000 to 10,000. Either size, lb. 65  
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.  
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**Christ and Disciples**  
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## Danish Spots Rack Up Big Opening Biz

COPENHAGEN, May 12.—Dyrhavsbakken and Tivoli, major local parks, opened April 28 and Wednesday (2), respectively. Both drew crowds of about 40,000 and rides, shows, concessions, restaurants and ballrooms did capacity business.

Bakken is located inside municipally owned Deer Park and has a race course and bathing beach adjacent to it. An org comprised of show and ride owners, operates Bakken, pays the city for use of the land and in turn collects rent from individual ops located at the spot.

Rides include Roto, Auto Loop-er, Octopus, Loop-o-Plane, Ferris Wheel, Auto Scooters, Ghost Train, Funhouses and Merry-Go-Rounds, major and kiddie. Most shows are of the type popular around 1910-20 at Coney Island. Admission is 15 cents. All run on a grind policy.

### City Location

Tivoli is located in the heart of the city. In addition to the straight park line-up, it includes elaborate theaters, concert halls, formal gardens, big restaurants, electrically illuminated fountains and a rustic air over-all.

On opening day, holidays or special occasions, the spot's many orchestras are supplemented by a boys band. The costumed youths are escorted by a uniformed rifle brigade and parade thru the park several times during the afternoon and evening. Fireworks displays also are offered on all special occasions, with the pyro fired from the iron beams of an open-air stage. Stage is in sight of six large restaurants, and displays can be seen by 20,000 persons massed in the center of the park.

Praices fit every purse, with a hot meal going for as little as 50 cents, including tip. Spot has done capacity business since opening.

## N. E. Iowa Assn. Names Shepard Prez

WATERLOO, Ia., May 12.—Virgil E. Shepard, secretary, Butler County Fair, Allison, Ia., was elected president of the Northeast Iowa Fair Managers' Association at the organization's recent meeting here.

Andy Hansen, manager at Cedar Rapids, was named vice-president, and C. C. Nichols, Cresco, secretary.

## Regina Ex Repeats Promotion Scheme

REGINA, Sask., May 12.—Regina Exhibition here again will operate its public relations committee this year as a promotion effort. The committee, divided into city, rural and United States sections again will have its members visit fairs and gatherings in South Saskatchewan and the northern part of the United States to advertise the local fair.

## Plan New Grounds At Benton, Ark.

BENTON, Ark., May 12.—Saline County Fair here will build a new fairgrounds and steps are being taken to acquire land, J. G. Gerard, chairman, announced.

The Quorum Court recently appropriated \$50,000 toward purchase of property and the construction of buildings, he said.

## Ohio Association Sets June 22 Meet

WELLINGTON, O., May 12.—Ohio Fair Mid-Summer Association will hold its mid-summer conference June 22 in the Deshler-Wallick Hotel, Columbus, Clair L. Hill, president, announced here.

Officials from 88 county and independent fairs are expected to attend the conclave.

## \$20,000 Fire Destroys Hendersonville Stand

HENDERSONVILLE, N. C., May 12.—Grandstand at the Western North Carolina Fair here was destroyed by a fire of undetermined origin, early Sunday (6).

The Agricultural Development Company, Inc., owners of the property, estimated the damage at \$20,000. E. D. Mitchell, Asheville, is president.

## Club Activities

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, May 12.—All other meetings are over for the summer, the lease committee is lining up a report on the proposed new quarters which will be forwarded to the trustees.

Chick Bohdan is on the mend and Milt Cohen is scheduled to enter Hilt Hospital here. Nothing new on W. O. Perrot, W. C. Deneke or Clifford Darling.

Attractive route cards received from Wallace Bros.' Shows of Canada and the E. J. Casey Shows. Al Rossman and Lou Leonard left recently. Fred Donnelly left for his West Coast home.

Rube Liebman was in town to confer with President Lou Keller, Jack Hawthorne and Ralph Glock on the membership drive.

Callers at the rooms included Hadji Delgarian, Harold Ardner, Jimmy Stanton, Charles Zemater, James Campbell, Bennie Mallwin, Andre Dumont, Leo Sennett, Fred G. Johnson, George W. Johnson, Jack Krutt, Al Rossman, Jack Hawthorne, Hal Hall, Jack Kaplan, James C. Donahue and J. A. Darnaby.

carnival club activities Al srowmen's league of america

### Ladies' Auxiliary

Final meeting of the season was held Thursday (3) in the Sherman Hotel with these officers on hand: President Lillian Glick, Secretary Elsie Miller, Treasurer Lucille Hirsch and Chaplain Phoebe Carsky.

Mae Taylor's mother, Catharine Brown, is in Room 503, Illinois Masonic Hospital, Room 503. Lee Gluskin has returned after a four-week absence. She was in Minnesota, where her mother was hospitalized. Mrs. Lou Keller's husband is ill. The Showmen's League will hold its annual poppy sale Friday (25). Some auxiliary members have volunteered to sell them.

The white organdy apron, donated by Mrs. Belden, was won by Phoebe Carsky. Members surprised President Glick with a birthday party. Elsie Miller provided the sandwiches and Mrs. Belden baked the birthday cake.

## Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, May 12.—President Millie Cepak opened the Monday (7) meeting. Chairman Evelyn Harrell reported that W. C. Denison was in Veteran's Hospital. Mrs. Red Eagen is at Baylor Hospital. Albert Cepak has a broken arm, and Mary Ellen Liberman is ill in Longview, Tex., home.

Mr. and Mrs. Bill Young and family will move to Longview as soon as schools close here. Mr. and Mrs. Simmy Carroll are skedded to leave for Alaska. Lawrence Mead, of San Antonio, is visiting here with his sister, Margaret Pugh.

Mr. and Mrs. Red Crangle have purchased plots in Grove Hill Cemetery's Showmen's Rest.

## Saskatoon Ex Starts New Stock Pavilion

SASKATOON, Sask., May 12.—Saskatoon Industrial Exhibition here has started construction of its new livestock pavilion which is expected to be ready for the July fair.

Steel for the new structure recently arrived here. Concrete footings were laid earlier.

## Melville, Sask., Sets Indian Theme

MELVILLE, Sask., May 12.—An Indian theme will be used again for this year's summer fair here, with a Teepee Town on the grounds. Heavy rains washed out last year's Indian program. Kinsmen club is sponsoring the fair with the Melville Agricultural Society.

## Humboldt, Sask., Event Constructs New Barn

HUMBOLDT, Sask., May 12.—Humboldt Agricultural Society will build a barn at its fairgrounds here to house exhibition livestock displays.

This year's dates are July 10-11.

## N. J. Resorts Lose Bid for Luxury Tax

TRENTON, N. J., May 12.—The State Assembly in its closing session last week rejected a Senate proposal to permit municipalities "bouncing upon the Atlantic Ocean" to impose a sales tax on luxury items. The bill, introduced by Senator J. Stanley Herbert, of Monmouth County, who said the resorts in his area needed the revenue to repair damage done by hurricanes and beach erosion, would have allowed extension of the sales tax on hotel rooms, liquor, amusements and cigarettes which is now in force in Atlantic City to smaller New Jersey seashore resorts.

After violent opposition, characterized by the measure as "class legislation" and as being based on "the absolute greed of the shore resort municipalities," the Senate-approved measure was voted down by the lower legislative house by a count of 26 to 13.

## Cedar Rapids Signs Talent

CEDAR RAPIDS, Ia., May 12. All-Iowa Fair has completed its program for this year with the principal new feature being a two-day circus program on Thursday and Friday afternoons, Andy Hanson, manager, announces.

Fair also has skedded a Saturday night thrill show, a State Palomino horse show and a G. I. farm training contest.

Parking facilities have been enlarged, streets paved and a new sewer system installed.

## Lethbridge, Alta., Ups Attractions

LETHBRIDGE, Alta., May 12.—As a tie-in with this city's 60th anniversary celebration, the '51 Lethbridge and District Exhibition and Rodeo has upped prize money and expanded its attraction program.

A bigger grandstand program is planned, fireworks will be increased 35 per cent and \$6,000 in prizes will be offered.

## Herren To Manage Meridian, Miss.

MERIDIAN, Miss., May 12.—L. B. Herren, veteran fair manager, last with the Mid-South Fair, Memphis, has closed to manage the Mississippi Fair and Livestock Show here.

Deal was set by W. R. Cannady, owner-operator of the fair plant.

## Robertsdale, Ala., Sets Dates, Plans

ROBERTSDALE, Ala., May 12.—The second annual Baldwin County fair here will be held in conjunction with the 4-H Club dairy cattle show this year for the week of October 8, J. W. Clark, fair president, announced.

Lee Amusement Company will provide the midway attractions this year. Eat and drink concession will be operated by local civic organizations and clubs.

## Placerville, Calif., Sets Temporary Boss

PLACERVILLE, Calif., May 12.—Pending a formal meeting of El Dorado County Fair board, Carl Weeks has been named the board's temporary chairman. He heads the six-man group, which, according to Eugene Chappie, chairman of the board of supervisors, is to be increased by at least one member. Other members include W. T. Henderson, Mrs. Jack Phegley, A. W. Ashford, Edmund Cheek and Edward Norton.

## Donalsonville, Ga., Names Broome Prexy

DONALSONVILLE, Ga., May 12.—H. D. Broome was elected president of Seminole County Fair here. H. Eugene Ragan was named secretary. Other officers included Mack Fain Jr., first vice-president; Darby White, second vice-president, and Mrs. Edgar Howard, treasurer. R. E. Wheeler, manager of the local Chamber of Commerce, was assigned to arrange for a carnival at the fair.

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# Flashbacks

## 25 Years Ago

On the No. 1 car of Heritage Bros.' Circus were Jack L. Bledsoe, manager; Harry McDaniels, boss billposter; Jack Bradley and W. A. Brown, lithographers; F. A. Kreutz, programmer; H. Thomas, S. D. Hanford, Cecil Morris, Earl Lewis, Clyde Spriggs, J. F. Small; Buster Castle, pastemaker; Dan Spayd, chef, and W. A. Brown, steward. . . . George Jenner, clown, announces his retirement. . . . Staff of Christy Bros.' Shows included George W. Christy, owner-manager; Mrs. George W. Christy, treasurer; Bert Rutherford, general agent and traffic manager; Bowman S. Robinson, assistant manager; Frank J. O'Donnell, contracting and advance press agent; Fletcher Smith, publicity director; E. H. Staats, car manager; Walter McCorkhill, 24-hour man; J. F. Johnson, adjuster; Harry P. Kutz, auditor; Henry Emgard, Side Show manager; Clarence Sheldon, concession manager; Edward Hines, Indian Village manager; Rodney Harris, bandmaster; Merritt Belew, equestrian director; Walter McGuinness, props; Harry Delvine, lights; Dike Ellis, master mechanic; Perley Hauser, canvas; W. A. Gibbs, Side Show canvas; Joe Loyd, stock; P. H. McGrath, trainmaster; Jack Walsh, sleeping cars; John Hoffman, manager; Slim Walker, elephants, and A. B. Murry, purchasing agent.

Arthur Irwin was appointed secretary of the Peoria (Ill.) Fair Association, succeeding W. J. O'Meara, resigned. . . . Nelson W. Wilcox was elected secretary of Boone County Fair, Belvidere, Ill. . . . Dick Collins joined the staff of the Ethel Robinson Attractions, Chicago, in charge of promotions. . . . J. Oscar Mills was named secretary of Southeastern Fair and Exposition, Atlanta, replacing R. M. Stiplin, deceased.

Royal Holland Bellringers were playing fairs in Florida. . . . Washington County Fair Association, Sandersville, Ga., re-elected Gordon S. Chapman, secretary; Dr. G. W. Malone, president, and Herman Bashinsky, treasurer. . . . Lawrence Chrisman was named manager of Pleasure Beach, Bridgeport, Conn. . . . Orloff Farr was named manager of Cinderella Gardens and Pleasure Park, Salt Lake City. . . . Sam Howe, burlesque producer, took over a plot of land at Edgemere, L. I., N. Y., to establish Howe's Amusement Center and Bathing Resort.

Oscar Marchant Jr., water show clown, signed with M. J. Lapp's Shows. . . . Fred Webster signed to manage an attraction with the Walter Savidge Amusement Company. . . . James Malloy, manager of J. P. Landry, iron jaw performer, booked the act with the Frank J. Murphy Shows. . . . J. E. Garner was signed as assistant to Joe Scholibo in the publicity department of the Morris & Castle Shows.

Deaths: Harvey Johnson, clown; Frank Paris, carnival band leader, and C. C. Patton, carnival owner.

## 10 Years Ago

Edward A. Hock was lining up attractions to replace those destroyed by a March 20 fire at winter quarters of his Imperial Shows. . . . Harry Cramer joined the Mighty Sheesley Midway as watchman. . . . Joe Wallace contracted his sportsmen exhibit with the Pioneer Shows. . . . Yogi Ray rejoined the Side Show on the Motor City Shows. . . . L. H. Nye severed his connection with Sid Smith's Great American Shows.

Walter Lankford's band was re-engaged by the Convention Shows. . . . Five Flying Fishers were booked to present the free act on the Great Lakes Exposition Shows. . . . Don Winkler, former manager of the H. W. Jones bingo with Zacchini Bros.' Shows, was inducted into the army and sent to Camp Shelby, Miss. . . . Mr. and Mrs. Sammy Lowery were prepping their Motordrome for the 1941 tour with Mighty Sheesley Midway. . . . Professor Campbell booked his La Fiesta Company with the Kaus Shows. . . . Jack Shafer was preparing to rejoin the John H. Marks Shows with his Penny Arcade and a platform show. . . . Billy and Jean Bacon resigned their Girl Show with the Hartsock Bros.' Shows.

Jimmie Wood, of Wood & Thornton Productions, announced plans to take out a circus, with the show to be built around Mabel Stark and Olga Celeste. . . . Phil Escalante, formerly with the Al G.

Barnes Circus, was stationed with the coast artillery at Camp Callan, Calif. . . . Oscar Lowande, clown, was signed to appear at the Barnes-Carruthers show at Chicago Stadium. . . . Eddie Jackson, former circus man, was re-signed as advertising and publicity director for Benson's Wild Animal Farm, Nashua, N. H. . . . The Millettes, Ira, Jimmie and Penny, were signed to appear at the Shrine Circus, Omaha, Neb. . . . Don Adams was engaged as Side Show manager and big show announcer with Sparton Bros.' Circus. . . . Ben Heffner, veteran banner man, signed with Kay Bros.' Circus. . . . L. B. Ford and Garnett Kough were making plans to take out the Ford & Kough Circus, a new truck show.

New officers of the New England Section, National Association of Amusement Parks, Pools and Beaches, were Fred L. Markey, Dodge Corporation, secretary; L. Mark Polakewich, Desert of Maine, second vice-president; Andrew A. Casassa, Revere Beach, Mass., treasurer; John T. Clare, Crescent Park, Providence, R. I., president, and Edward J. Carroll, Riverside Park, Agawam, Mass., first vice-president. . . . George R. Wright announced plans for establishment of a new amusement park in Chicago, to be known as Stratosphere Park. . . . Louis L. Campbell was re-elected to his 10th term as superintendent of Harwinton (Conn.) Fair. . . . Claiborne Paris Fair Association, Haynesville, La., elected R. H. Curry, president; T. W. Sherman, vice-president, and Joe Jones, secretary-treasurer. . . . Akron (Ind.) Agricultural Fair Association elected Roy Morris, president; J. R. Emahiser, vice-president; F. A. Blackburn, secretary, and Frank Madeford, treasurer.

Deaths: William J. Britt, circus man; W. G. Cater, carnival man; Paul Heinze, amusement park man; George Kitchen, carnival man; Ralph Lacey, concessionaire; Mrs. Mary Lois Sax, concessionaire; Paul V. Sowash, circus man, and John Klotz Sun, former circus owner

## Sask. Rodeo Assn. Re-Elects Officers

SWIFT CURRENT, Sask., May 12.—Ralph G. Desbrisay, Swift Current, was re-elected president of Saskatchewan Rodeo Association, with C. L. Powley, Swift Current, returned as secretary.

Saskatchewan rodeo dates include: Moose Jaw, May 24; Lloydminster, June 20-21; Swift Current, July 2-3; Weyburn, July 25-26. Maple Creek and Assiniboia will drop their rodeos this year. Jerry Myers, Moose Jaw, will supply most of the bucking stock.

## Toronto Stadium Sales Falls Thru

TORONTO, May 12.—Sale of Oakwood Stadium here to Al Cappy and Norman Smith for the operation of auto races has fallen thru because of the refusal of the municipality to grant a permit for gas buggies.

Sale had been closed at a reported \$60,000.

## Southland Speedways Chartered at Raleigh

RALEIGH, N. C., May 12.—Southland Speedways, Inc., here has obtained a charter to promote races. Authorized capital stock is 2,000 shares, no par value. Incorporators are F. L. Council, Archie Fleming Jr. and Joe Morgan, all of Durham, and others.

## Killam, Alta., Board Drops Annual Stampede

KILLAM, Alta., May 12.—Board of Trade here has dropped its annual stampede because of rising costs.

## Postpone Peanut Cele

FLORESVILLE, Tex., May 12.—The 10th annual Peanut Festival here will be postponed until next year, according to the Floresville Chamber of Commerce. International situation was given as the reason for the postponement.

## A. C. Execs Mull Tax on Kid Rides, Side Show Units

ATLANTIC CITY, May 12.—Amusements, like kiddie rides and side shows, are brought under the resort's new mercantile tax provisions under an amended ordinance passed on first reading this week by the City Commission. If approved after final reading May 17, it becomes effective for the new fiscal year starting July 1.

Kiddie rides will be taxed \$100 a year, while side shows will be charged \$100 for a license. Door-to-door club plan sales firms, formerly classified as "peddlers" and charged \$50 a year, will be taxed \$100, while each solicitor must obtain a mercantile license costing \$25.

Special classification is made for dealers in electrical goods including television sets, radios and appliances. They will pay a mercantile tax of \$100 while men engaged in installing television antennas will be taxed \$50 for the first time. Self-service laundrettes also will be taxed \$100 a year and railroad station lockers will be licensed at 50 cents each.

## Penny Cele Sets Al Martin Talent; Beam on Midway

EAST VANDERGRIFT, Pa., May 12.—Al Martin Agency, Boston, will supply free acts and Beam's Attractions will occupy the midway at this city's Semicentennial Celebration, September 3-8.

Fireworks will be offered. Two parades, band concerts and other community activities are scheduled. Andrew Maikut is general chairman.

## Book Joan Brandon For N.O. Home Show

NEW ORLEANS, May 12.—Joan Brandon, magician, will headline the entertainment bill at the third annual New Orleans Home Show, May 19-27, to be staged under auspices of the local Home Builders' Association and the supervision of National Home Shows, Inc., John Owen directing.

A food show will be part of the program to be offered in Municipal Auditorium. Sales for the show have been completed, with E. W. Rowe, Joseph Behoff and Fred Pittera comprising the sales force. The show is expected to duplicate the 150,000 paid attendance mark established last year.

## Rotor Units Click At Brussels Expo

BRUSSELS, Belgium, May 12.—Two Rotor rides, German thrill device exported to the United States for the first time this year, proved strong draws at the annual two-week Spring Fair here.

In all, the event offered 31 rides, 14 shows and 81 concessions. An extra attraction was the Cirque Semay, oldest of Belgian orgs

## Ft. Smith Closes Lots During May, September

FORT SMITH, Ark., May 12.—Traveling shows, including carnivals and circuses, will not be permitted to play Fort Smith during May and September of this year. The Arkansas-Oklahoma Rodeo is here this month and the Arkansas - Oklahoma Livestock Exposition Free District Fair is slated for September 24-29.

## Full Act Sked Set for Ideal

MONTICELLO, Ind., May 12.—Fireworks, music, high acts and trained animals will be booked into Ideal Beach Resort here this year in a new promotion program designed to replace last year's prolonged underwater stunt.

E. E. Spackman, manager, said picnic bookings have increased slightly, with the free entertainment being used as an inducement for potential picnickers.

New this season in the major ride line-up is a Tilt-a-Whirl. A Kiddie Boat ride also is being added and a rifle range building has been constructed.

These additions plus Ideal's new \$75,000 Beach House hotel and dining room, put the funspot's new investments at well above the \$90,000 mark.

Week-end operation began May 4. Daily business gets underway May 25, when ballroom activity also starts.

Last year's promotion stunt had a man living in an underwater room for some time as a protest against high taxes. The gimmick scored well in regional and metropolitan newspapers.

## New Track Opens At New London

NEW LONDON, Conn., May 12.—Newly constructed Waterford-New London Auto Racing Speed Bowl, off the Hartford Turnpike near here, has opened.

Officers of the concern are J. Lawrence Peters, president; Conrad Nassetta, vice-president; William O. E. Hoeffner, secretary, and Frank Benvenuti, treasurer. Anthony Albino and Fred Benvenuti are directors.

## Claresholm, Alta., Drops July Rodeo

CLARESHOLM, Alta., May 12.—Claresholm Stampede and Fair Association here will present a two-day baseball tournament in July instead of its usual rodeo, officials announced.

Event is canvassing the town and district for funds to remodel the ball field.

## Lloyd Myers To Produce Weyburn, Sask., Rodeo

WEYBURN, Sask., May 12.—Weyburn Junior Chamber of Commerce will again stage its annual rodeo here this year, but instead of handling arrangements themselves, members have signed Lloyd Myers, Moose Jaw, Sask., to produce the events. The Jaycees will have charge of the outside admission gate and the concessions.

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## Outlook Bright At Hampton

HAMPTON BEACH, N. H., May 12.—Operators here are sprucing up their enterprises for an expected banner season, as each week-end finds increasing crowds visiting the resort.

Starting Wednesday (30), Roger Barratte will play the Hammond organ at the beach bandstand thru June 23. Chuck Hill's band then takes over and continues thru Labor Day. Amateur nights start July 2 and run every Monday thru Labor Day, and fireworks displays are scheduled every Wednesday beginning June 27.

New Hampshire division of the Disabled American Veterans has slated its June 15-17 convention here. Children's Day will be set up in July, and Carnival Week will be held the last full week in August.

## Detroit '50 Run Grosses \$605,415

LANSING, Mich., May 12.—The Michigan State Fair took in a total of \$605,415 during its '50 run, auditor general, John B. Martin Jr., announced this week. Of the total receipts, \$221,685 came from gate admissions.

## R. I. Op Adds Rides

HAMILTON, R. I., May 12.—John A. Scharner has added a 36-foot three-abreast Merry-Go-Round and a kiddie Skyfighter to the kiddie fire truck and steam train he operated here last year. His Kiddieland is operated in conjunction with a snack bar.

## From the Lots

### Klein Amusement Co.

SIoux FALLS, S. D., May 12.—The shows opened here April 8 on a new lot with three rides and operated every night and Sundays when weather permitted. On May 16 the org leaves to play its regular ride spots and on May 25 the complete show will be at the Junior Chamber of Commerce celebration, Jackson, Minn., for three days.

Shows carry 5 new rides, 20 concessions and 2 shows and will play street celebrations and fairs in South Dakota and Minnesota. Closing date will be at the Mitchell, S. D., Corn Palace the last week in September.

### Wallace & Murray

ALBEMARLE, N. C., May 12.—Shows opened Monday night (6) to a fair crowd. Billy Breese, in advance, is headed for Chicago. T. Knight is handling publicity and billing.

The writer arrived from Gibsonton, Fla., last Sunday. He's assisting in the office and handling mail and is *The Billboard* sales agent.—A. R. MAXWELL.

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Mounted on a Steel Trailer, with 1947 Chevrolet Tractor, in very good condition. This is the finest portable Gallery on the road. (Stored at Meridian, Miss.)

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One of the most attractive Bingos on the road. Complete, 170 stools, new top last year. (Stored in Little Rock, Ark.)

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PEEK AND COUNT STORE MEN.  
For a long season and a proven route.  
P.S.—Carl Lee, get in touch with Fingers.  
Contact  
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Whitesburg, Ky., this week; then per route.

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On hand in these sizes: 2 1/2 x 3 inch; 3 1/2 x 4 1/2 inch. Write for prices.  
Single Sheet, 8 1/2 x 14, 100, 75¢; Per M., \$6.00  
Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12  
Signs, Any Quantity, Each . . . . . 1/2c  
"WHAT IS WRITTEN IN THE STARS."  
Folding Booklet, 12-P., 2 1/2 x 5, Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample . . . . . 10c  
FORECAST AND ANALYSIS, 10-P. Fancy covers, 8 1/2 x 11. Each . . . . . 5¢  
Samples of each of the above 4 items for . . . . . 25¢  
No. 1 45 Pages-Assorted Color Covers. . . . . 50¢

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . . . 20¢  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24p. Well bound, 8 1/2 x 11. . . . . 25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. . . . . 60¢  
Sign Cards, Illustrated, Pack of 36 . . . . . 50¢  
Graph Charts, 2x17, Sample 5¢, Per M., \$7.50  
MENTAL TELEPATHY, Booklet of 21 p. . . . . 25¢  
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Sample prices postpaid prices. Orders are P.P. Extra.

**SIMMONDS & CO.**  
19 West Jackson Blvd., CHICAGO 4, ILL.  
Send for Wholesale Prices

Advertising in the Billboard Since 1904  
**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE  
SPECIALLY PRINTED  
CASH WITH ORDER PRICES—10M, \$10.50—ADDITIONAL 10M's AT SAME ORDER, \$2.50  
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75¢. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK TICKETS**  
1 ROLL . . . . . \$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 60¢ PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS  
Tickets Subject to Fed. Tax. Not Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up to your Last Number

**Pops 100 Lbs. of Corn Per Hour!**

**Cretores' MODEL 42**  
Produces Twice as much Popcorn

Two poppers mounted on welded steel stand. One operator can pop approx 100 lbs. of corn per hour. Equipped with two screening trays and two waste corn trays.

Operates with manufactured, bottled or natural gas.

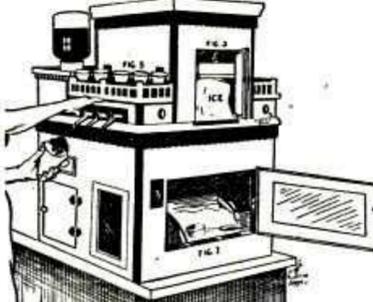
**C. CRETORS & CO.**  
602 W. Cermak Rd. Chicago 16, Ill.

Pops 4 lbs. of corn per popping. Measures 78" long by 30" deep.

**DISPLAY FIREWORKS**  
The "highlight" of your outdoor celebration  
Dollar for dollar has more value than any other attraction on the market.  
**Order Early! Avoid Disappointment!**  
Descriptive and illustrated catalogue now ready for the asking.  
Let our ingenious pyrotechnicians demonstrate the Value and Brilliance of "ILLINOIS FIREWORKS."  
Now booking for July 4th. Fairs, Parks, etc

**ILLINOIS FIREWORKS COMPANY, INC.**  
Manufacturers since 1918  
P. O. Box 792 Danville, Illinois Phone 1716

**BIGG'S**  
Beautiful Red, White, Blue & Yellow Enamelled  
**SNOW CONE CABINET MACHINE**  
Speed Volume.  
Economy—Extra Profits.  
Write for information.  
**Dubey & Edwards**  
5234 Maple Dallas, Tex.



**ANDY ZANE**  
Wants Girls for two Girl Shows. No experience necessary. Top salaries and best of working conditions. Wire (NO COLLECTS, PLEASE!) or come on immediately. Address care

**PENN PREMIER SHOWS**  
Burlington, N. J., this week; Newton N. J., next week.

**For Sale or Lease**  
1948 Model #5, Eli Wheel, in perfect shape. Will sell on time to reliable people. 26-ft. Van Trailer goes with Wheel.

LOUIS T. RILEY, Gen. Mgr.  
**DAN-LOUIS SHOWS**  
Bradenburg, Ky., this week; Carrollton, Ky., next week.

**FOR SALE**  
**LITTLE DIPPER RIDE**  
1 year old, with or without transportation. In excellent condition. Address:  
BOX 284, c/o The Billboard  
390 Arcade Bldg St. Louis 1, Mo

**NESSLER SHOWS**  
WANT  
Bingo Caller and Counter Men. CONCESSIONS OF ALL KINDS. Second Men on all Rides. Agents for Photos, Candy Floss and Office P.C. Address:  
B. V. NESSLER, Mgr.  
Pittsfield, Ill., this week

**WANTED**  
BINGO CALLER or MANAGER, also COUNTERMEN at once. MAN FOR ROCK-O-PLANE, FERRIS WHEEL, FOREMAN and SECOND MAN. FIRST-CLASS ROLL-O-PLANE MAN. Address:  
**CHARLES CHANEY**  
MOUND CITY SHOWS  
Virden, Ill., this week

**WANTED**  
**BLOWER FOR TANGLEY CALLIOPE**  
**H. T. HUTCHINSON**  
211 S. W. 51st Ave Miami 44, Florida

**WANTED**  
Sit-Down Grab, join at once. Diggers—Irish Cochren; Pea Pool open. Contact Dick Wilson at once  
**ROBERTSON AND CALER AMUSEMENT**  
Pionoma Ave. lot, Macon, Ga., this week. Few Hanky Panks open. Wire.

**TIVOLI EXPOSITION SHOWS**  
WE HAVE 16 FAIRS AND CELEBRATIONS STARTING JULY 1ST UNTIL NOVEMBER 1ST  
Griggsville, Ill., 4th July Celebration and Fair combined; Mt. Vernon, Fair; Tuscola, Celebration; Vienna, Fair; Altamont, Fair; Anna, Fair; Metropolis, Big Labor Day Celebration, all Illinois; Pine Bluff, District Fair; Camden, Fair; Hope, District Fair; Magnolia, Fair; Danville, Fair; Paris, Fair, all Arkansas; three more Southern Fairs to be announced soon.  
CONCESSIONAIRES AND SHOWS, join now to get preference at our fairs.  
WANT: CONCESSIONS: Ball Games, Hi-Striker, Jewelry, Slum Blower, Bumper, Derby, Coke Bottles, Short Range Gallery, Cigarette Gallery, Glass Pitch, Sno Cone and any other Hanky Pank that doesn't conflict.  
WANT SHOWS: Animal Show, Big Snake, Mechanical City, Illusion or any Single Pit Attraction. Can also place Motor Drome.  
WANT RIDES: Can place two Major Rides beginning July 1st for balance of season. Prefer Spitfire, Octopus or Dark Ride, let us hear from you.  
WANT AGENTS: For Bowling Alley, Basketball, Balloon Darts, Penny Pitch and String Game. Wire or join at once or contact  
**H. V. PETERSEN**  
Webb City, Mo., this week; Nevada, Mo., next.

**A. M. P. SHOWS**  
"Juggy"  
Want Concessions: Photos, Hi-Striker, Jewelry, Age and Weight, Long and Short Lead Gallery, Darts, Bumper, Devil's Bowling Alley, others not conflicting.  
Can place sober Ridemen on Ferris Wheel, Jenny, Tilt and Chairplane.  
Can place Monkey, Unborn, Wild Life Show or other Shows of merit.  
Colored Girls that have worked for Chief Congo, contact. Dannie wants Bingo Caller. We positively hold contract for Oakland, Md., July 4th; reserve space now. All replies:  
**A. M. PODSOBINSKI**, this week, Bedford, Va.; next week, Buchanan, Va.

**WANT LEE BECHT AMUSEMENTS**  
WANT CONCESSIONS FOR THE FOLLOWING LOCATIONS THAT DO NOT CONFLICT: Reading, Ohio, May 15-20; Norwood, Ohio, City Park, May 22-26; Miamisburg, Ohio, Streets, June 4-9; Washington Court House, Ohio, Streets, June 11-16; West Jefferson, Ohio, Streets, June 18-23; Franklin, Ohio, June 25-30. All Concessions must work 15¢ and 25¢. Positively no gypsies or racket wanted. Good opening for clean Fun House or similar attraction. All replies as per route.  
Permanent Address: P. O. BOX 92, MT. HEALTHY, OHIO.

**CAVALCADE OF AMUSEMENTS**  
CAN PLACE THE FOLLOWING CONCESSIONS: Derby Racer, String Game, Fish Pond, Scales and Age, Slum Jewelry, Spindle, Jewelry Store and all kinds of Hanky Panks. Have opening for neatly framed Photos. WANT WAITERS AND GRIDDLEMEN FOR COOKHOUSE AND GRAB. Good salary and sleeping accommodations on train. Address:  
**AL WAGNER, Mgr.**  
Attalla, Ala., this week; Evansville, Ind., next week.

**PAGE BROS.' SHOWS**  
Want Ride Help, salary no object if you can cut it. Foreman for Wheel, Tilt, Merry-Go-Round, Spitfire, Caterpillar. Also Second Men on all rides; must drive. Pay every Tuesday night, no hold back.  
Arcade, Custard, Ice Cream, Scales, Hanky Panks of all kinds. No Flats or Mitt Camps. Operator for Fun House, Monkey Show. Eddie and Rose Lee Woods want Acts for Side Show, Fire Eater, Half and Half.  
W. E. (SHOTGUN) PAGE, Owner E. H. (SHORTBARREL) BROOME, Mgr.  
V. M. PEACH, Supt. of Operations  
Portland, Tenn., now; Russellville, Ky., next week.

**Want—SOUTHERN VALLEY SHOWS—Want**  
WE HAVE 16 FAIRS, CELEBRATIONS AND RE-UNIONS  
Concessions of all kinds. First class Cookhouse that caters to show people. Girl Show Operator to take over Girl Show. Wrestlers and Boxers for Chief Little Wolf's Athletic Stadium. Will book set of Baby Rides (except Ponies), also Spitfire. Useful Show People in all lines come on. If you drink, agitate, or are a Funny Book Fiend, stay where you are. We just cleaned house.  
All contact: **EDDIE MORAN**, Mgr., Bald Knob, Ark. (Strawberry Festival), this week; then Forrest City, Ark. (Legion Jamboree), May 21 to 26.

**DICK BEST WANTS FOR RIVERVIEW PARK**  
Chicago, Ill., Opening May 16  
SIDE SHOW ACTS AND ATTRACTIONS OF ALL KINDS. Talkers, Ticket Sellers etc., etc. All people contracted be here May 15.  
Address: **DICK BEST**, c/o RIVERVIEW PARK, CHICAGO, ILL.

**GIRLS GIRLS GIRLS**  
**WANT STRIPPERS AND DANCERS**  
For permanent park location, outside main gate, Fort Leonard Wood, Mo. \$60.00 per week guarantee, with percentage proposition. Ideal working conditions. You must furnish your own costumes. Contact  
**MANAGER, IDLE HOUR PARK, WAYNESVILLE, MO.**

**HELLER'S ACME SHOWS**  
Want Truck Mechanic. Ride Help for 10 office-owned Rides. Truck Drivers given preference. Want Concessions: Guess Your Age and Weight, Long Range Gallery, Rotaries or any Hanky Panks that don't conflict with what we have. Good proposition to Monkey Show, Working World or any other high-class Show. Don't carry Girl Shows until fair season. Have four Celebrations and ten Fairs, closing at Warsaw, N. C. American Legion Celebration, Nov. 10.  
This week, Garfield, N. J.; then Jersey City, N. J., Grand St. Lot.  
All Address: **HARRY HELLER** as Per Route.  
Permanent Address: Box 6, Campgaw, N. J. Phone: WYcoff 4-0333-M.

# Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended May 11.

The complete list of Fair Dates was published in the issue dated April 7. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

### ALABAMA

Atmore—AlaFlora Agri. Fair Assn. Oct. 1-8. J. O. Lumpkin.  
 Robertsdale—Baldwin Co. Fair Assn. Week of Oct. 8. Sam Freeman.

### ARKANSAS

Batesville—Independence Co. Fair Assn. Sept. 13-15. Farrell Conner.  
 El Dorado—Union Co. Fair. Sept. 24-29. Thomas Reynolds.  
 Foreman—Little River Co. Fair. Sept. 13-15. Claude S. Hawkins.  
 Hamburg—Ashley Co. Fair Assn. Sept. 20-22. Tom Durham.  
 Harrisburg—Poinsett Co. Fair Assn. Oct. 2-6. Horace S. Smith.  
 Heber Springs—Cleburne Co. Fair Assn. Sept. 20-22. James T. Edwards.  
 Hermitage—Bradley Co. Fair Assn. Sept. 28-29. Floyd W. Wagon, Banks, Ark.  
 Marvell—Farmers' Community Fair. Oct. 2-6. Sam Cooke.  
 Murfreesboro—Pike Co. Fair Assn. Sept. 20-22. Robert S. Cassidy.  
 Prescott—Nevada Co. Fair Assn. Sept. 19-21. W. C. Black.

### CALIFORNIA

Caruthers—Caruthers District Fair Assn. Oct. Elmer Hagemark.

### FLORIDA

Orlando—Central Fla. Expo. Feb. 25-March 1. Crawford T. Bickford.

### GEORGIA

Americus—Americus Fair Assn. Oct. 22-27. I. H. Coniffin.

(Continued on page 76)

## E. Enegren, Lake Pearl Owner, Dies

WRENTHAM, Mass., May 12.—Edbury R. Enegren, 62, operator of Lake Pearl Park and president of New England Association of Amusement Parks and Beaches in 1936, died here recently.

The Lake Pearl spot here was developed by Enegren's father before 1900, and the son directed its activities over a period of many years. Park includes the King Phillip Ballroom, one of the largest in the East.

Services were held at the local Episcopal Church. He is survived by his widow, Sarah, three sons and three daughters.

## Conn. Track Sets New Race Sked

WATERFORD, Conn., May 12.—New London-Waterford Speed Bowl here will be closed until Saturday (19) for resurfacing of the track to eliminate dust from the present powdered bluestone covering.

Bowl management plans to operate on a Saturday and Wednesday night schedule. Modified stock cars will alternate with straight stocks and special features on the programs. To date, three Sunday afternoon modified stock cards have been staged at the track.

## Long Island Races Draw Big Gates

FREEPORT, N. Y., May 12.—Auto racing crowds at Municipal Stadium here and Islip (N. Y.) Speedway, both Jake Kedenburg operations, have averaged 4,500 persons since the season started a few weeks ago.

Straight and modified stock car events have been the rule, but Kedenburg plans midget races later in the year. Freeport will continue to operate Saturday nights, while Islip will go to Sunday afternoon operation.

## Pyro Blast Kills Anthony de Luke

NISAKAYUNA, N. Y., May 12.—Anthony de Luke, 34, co-owner of Imperial Fireworks Company here, was killed Thursday (10) when a piece he was loading with black powder exploded, touching off other pyro pieces.

De Luke was working outside a small building on the grounds when the disaster occurred.

## Lannum Track Bows

LANNUM, Md., May 12.—Edward Mahoney's Lannum Speedway here opens its season Friday night (18) with stock car races as a weekly feature. Jacobs Bros.' Concession Company's concessions are managed by Sam Broad and Spencer A. Stine will handle outdoor advertising.

## Charter Dixie Race Org

DURHAM, N. C., May 12.—Dixie Racing Promotions, Inc., has been chartered here by the secretary of state with an authorized capital stock of 1,000 shares, no par value. Incorporators are George Sands, Joseph Spencer and Richard Weldon, all of this city.

## Conn. Cele Seeks Mac

BRIDGEPORT, Conn., May 12.—Dates for the annual P. T. Barnum Festival have been set for July 3 thru 5. Promotional Chairman Harold Dow's big effort will be to have Gen. Douglas MacArthur present for the Festival parade July 4.

## Ellicottville Sets Dates

ELLICOTTVILLE, N. Y., May 12.—Dates of the annual Old Home Week celebration here have been set for July 8-14, reports John W. Ellis, president of the sponsoring Chamber of Commerce. The event has been held every year since 1921.

## Kamsack Sets Tax

KAMSACK, Sask., May 12.—A new 10 per cent amusement tax imposed by town council affects fairs, theaters, dance halls and sports events where an admission of at least 30 cents is charged. Money will go toward erection of a town hall.

# BIG EXTRA SUMMER SALES ARE YOURS

when you advertise in the

# BIG 1951 BILLBOARD SUMMER SPECIAL

### Timed Just Right . . .

- . . . for the rich Fair Season just ahead.
- . . . for concessioners heading toward their biggest paying dates.
- . . . for Circuses aiming at the rich, rural areas.
- . . . for Amusement Parks, Pools, Resorts, Beaches and Drive-Ins looking toward their largest attendances.

### You're Missing Plenty . . .

- . . . if you don't offer Your Products or Services in The Billboard's Big, Important, Annual Summer Special . . . dated June 30 . . . distributed June 26 . . . final ad closing, June 20.

## Use the Coupon TODAY . . .

. . . to make your reservation, or for further information . . . or contact your local office of The Billboard.

Cincinnati 22, Ohio  
 2160 Patterson St.  
 Dunbar 6450-1-2-3-4

St. Louis 1, Mo.  
 390 Arcade Bldg.  
 CHestnut 0443

Hollywood 28, Calif.  
 6000 Sunset Blvd.  
 HOLLYWOOD 9-5831

Chicago 1, Ill.  
 188 W. Randolph St.  
 CEntral 6-8761

New York 19, N. Y.  
 1564 Broadway  
 PLaza 7-2800

Detroit 1, Mich.  
 Fox Theatre Bldg.  
 WOODward 2-1100

Mr. C. J. Latscha, Adv. Mgr., The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Reserve . . . . . space.

Send literature and ad rates.

Have a salesman call on me.

Signed . . . . .

Company . . . . .

Address . . . . .

City . . . . . State . . . . .

I'm interested in advertising in The Billboard's Big Annual Summer Special.

**AGENTS—AGENTS**

Wanted for 22 Fairs and Celebrations starting Humboldt, Tenn., Colored Festival.

Short Range, Hi Striker, Balloon Darts, Buckets, Bumper, Diggers, Milk Bottles, Hit and Miss, Cork Gallery, Penny Pitch, Some percentage open.

Harry Dillard, Johnny Cain and others come on.

WENDELL R. PIERCE  
**AMERICAN EAGLE SHOWS**  
 Humboldt, Tenn., this week; then per route.

**INTERNATIONAL BOOKING & ADVERTISING AGENCY**

Wants Advertisers; Phonemen, male and female; Radio Station XERG, Nuevo Laredo, Tamps, Mexico, and Good Neighbor and Safety Promotions in the Land of Manana, Gateway to the Land of Opportunities, Old Mexico, on the Silvery Rio Grande.

2 Hot Rod and Stock Car Race Tracks, also want a single and sober reliable young man and healthy young ladies to work with Donkey Baseball unit, must be able to drive truck and care for donkeys, and kind to animals. No drunks, only reliable people need apply. If you are broke, stay away.

Girl Shows, Ride Owners, Carnivals, Circuses and Rodeo and Racers; a good Trouper can always be on my files. Need level headed people now. Phone: 909; Room Sixty Four; Bender Hotel. J. B. Jack Leweday (Capt. Jack O'Diamonds), Laredo, Texas.

**WANT TO BOOK**

First-class, well-flashed 16x32 Bingo Seat 75 players. Can join immediately.

Wire  
**BILL STACY**  
 Western Union Connerville, Ind.

**SHORTER'S SHOWS LAST CALL**

Opening Waverly, Iowa. May 15 to 20.

Wanted more Stock Concessions, also Adult Ride and any Show. C. E. Johnson and Uncle Charlie, come on Waverly Iowa.

**WANTED**

Ferris Wheel Foreman, Merry-Go-Round Foreman, Roll-o-Plane Foreman. Can place a few more clean Concessions

**MOUND CITY SHOWS**

Virden, Ill., this week.

**HAGENSICK'S RIDES**

Will place Coke Bottles, Fish Pond, Hunky Panks not conflicting. Help on Wheel, Agents for Short Range, Penny Pitch, Charles Reynolds wants Agents for Rat Game, Whiskey Bottles, Pea Pool

Glenwood, Ark., May 14-19.  
 Celebrations Start in June.

**WANT**

Scouter Help, new 15-Car Ride. Must be sober, understand Lusse Cars. All season. Works world's most famous beach no ups and downs. Join immediately

Address:  
**TURNER SCOTT**  
 140 So. Ocean Ave., Daytona Beach, Fla.

**WANTED**

A good, clear, carnival for the Legion Fair, Oct. 1 thru 6. Two pay days. It's a good one. Contact at once.

**H. A. KING**  
 Secretary, Legion Harvest Fair, Inc. Box 327, Crestview, Florida

**GALA • COLORFUL • DECORATIVE**

# CARNIVAL FLAGS

COMPLETE SETS INCLUDE 26 FLAGS AND 14 PENNANTS

Set	Flag Size	Pennant Size	Price
No. 4	4 1/2' x 4 1/2'	3 1/4' x 8'	\$ 40
No. 6	3' x 3'	2' x 5'	\$ 32
No. 8	1 3/4' x 1 3/4'	1' x 3'	\$ 24

For fairs, concessions, conventions, side shows, bazaars. Carnival Flags — Guaranteed New — finest quality, complete with rope, snap and ring for quick hanging. Terms: Net F. O. B. Pittsburgh, check with order.

WHILE THEY LAST! WRITE-WIRE-PHONE TODAY!

## M. BERGER & CO.

Pittsburgh Terminal Warehouse  
EV. 1-7577 PITTSBURGH 19, PA. EV. 1-2488

Multiplex Faucet Co. Serving the Trade 46 Years

a 3 1/2¢ Profit on a 5 Cent Sale!

# The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.



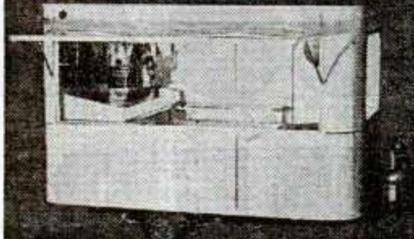
# TRAILERS FOR ALL PURPOSES

Fully equipped. Priced to suit your pocket book.

WRITE FULL INFORMATION

## CALUMET COACH CO.

11575 S. Wabash Ave. Chicago 28, Ill. Phone: Waterfall 8-2212



# FIREWORKS DISPLAYS for All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES!

Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!

DISPLAYS FROM \$49.50 TO \$669.50

Expert operators available for large shows! Full insurance carried on all operated displays!

WRITE FOR FREE CATALOG!

## RICH BROS. FIREWORKS CO.

DEPT. B-1 BOX 214 SIOUX FALLS, SOUTH DAKOTA

THINGS ARE POPPING!

# See Poppers for all your Popcorn Needs!

We still have new poppers available for as low as \$175, but equipment is becoming hard to get, so act now! Supplies now on hand for popcorn candy apples, floss and snowballs—don't be caught short next season—order today!

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

## POPPERS SUPPLY CO., Inc., of Phila.

1211 North 2nd St. Philadelphia 22, Pa. GARfield 6-1616

# Arrow Kiddie Merry-Go-Rounds and Auto Rides

Top Quality in Appearance and Performance

Order Now as Stocks Are Dwindling Rapidly

Also one used Ten Jumping Horse "Buckaroo" Ride. New condition.

## ARROW DEVELOPMENT CO., INC.

243 Moffett Blvd. Mountain View, Calif. Makers of better grade rides.

Parks Beaches Carnivals

# YOU'LL MAKE MORE MONEY WITH "THE NEW TRIPLE THREAT TURF"

(all electric race horse derby)

New features eliminate faults found in other group games. Automatic Sound System—Saves 1 salary, no caller needed. Robot Control—Adds 25% to gross. Registers—Give gross at all times. 10 1/2 20-unit size—ready for immediate delivery. Write for free photo and information.

## ELECTRONIC GAMES, Greensburg, Pa.

# Popcorn, Snow Cones, Candy Apples, Cotton Candy

Our 1951 Catalogue listing a complete line of supplies for the above items will be mailed to all of our customers about April 15th. If you bought from us last year, you will get one automatically. If you do not get one, a postal card request will bring it to you. A lot of Concession Items will be scarce this year—line up with a company that can take care of you.

## GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET CINCINNATI 2, OHIO

# Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Snyder, Tex.  
All-Fair: (Fair) Brenham, Tex.  
American Bazaar: Hatboro, Pa.; Woodbury, N. J., 21-26.  
American Beauty: Booneville, Mo.  
American Eagle: Humboldt, Tenn.  
A. M. P.: Bedford, Va.; Buchanan 21-27.  
Badger State: Fairmont, Minn.; Red Wing 22-27.  
Baker United: Plymouth, Ind.  
B. & C. Expo.: Salamanca, N. Y.  
Beam's Attrs.: Portage, Pa.; Tyrone 21-26.  
Becht, Lee: Reading, O., 14-20; Norwood 22-26.  
Bee's Old Reliable: Corbin, Ky.  
Belle City: (S. Chase & 3d Sts.) Milwaukee, Wis., 15-22; (N. 3d & W. Capitol Drive) Milwaukee, 24-31.  
Bernard & Barry: Sault Ste. Marie, Ont., Can.; Sudbury 21-26.  
Big Four Am.: Gilman, Ill., Melrose Park 25-June 3.  
Big State: Sonora, Tex.; Meridian 21-26.  
Black Diamond: Montgomery, Pa.  
Blue Grass: Mayfield, Ky.  
Boyle, P. C.: El Dorado, Kan.  
Boone Valley: Perry, Ia.; Tama 21-26.  
Brewer United: (F.R.) Brenham, Tex.  
Buck, O. C.: Newburgh, N. Y.  
Burdick's Greater: Iraan, Tex.; (Fair) Ozona 21-25.  
Burke, Harry: Hammond, La.  
Burkhart: Roodhouse, Ill.; Jacksonville Ky., 21-26.  
Capital City: Dayton, Tenn.; Monticello, Ky., 21-26.  
Capitol City Amusements: Charlestown, Ind.; Indianapolis 21-27.  
Carpenter Bros.: St. Marys, O., 18-27.  
Casey, E. J.: Norwood, Man., Can., 14-26.  
Cavalcade of Amusements: Atlanta, Ala.; Evansville, Ind., 21-27.  
Cavalcade of Fun: Monroe Center, Ill., 17-20; Oregon 23-26.  
Central States: North Platte, Neb.  
Cetlin & Wilson: (Upper Darby) Philadelphia, Pa.  
Chanos, Jimmie: Piqua, O.  
Cherokee Am. Co.: Claremore, Okla.  
Coleman Bros.: New London, Conn.  
Collins, Wm. T.: (78th & Chicago Ave.) Minneapolis, Minn., 14-27.  
Columbia: Norway, Me.  
Continental: Frankfort, N. Y.; Rome 21-26.  
County Fair: Ainsworth, Neb.; Gordon 21-25.  
Crafts Expo.: Oroville, Calif., 15-20.  
Crafts Pleats: Shafter, Calif., 15-20.  
Crafts 20 Big: Burbank, Calif., 16-20.  
Glendale 22-26.  
Crescent: Victoria, B. C., Can., 14-26.  
Dan-Louis: Brandenburg, Ky.; Carrollton 21-26.  
Del-Mar: Wheatland, Pa.  
DeLuxe: Ansonia, Conn.; Plainville 21-26.  
Delta Am. Co.: Bolton, Miss.  
Dobson's United: Willernie, Minn.  
Down River Am. Co.: River Rouge, Mich., 14-27.  
Drew, James H.: Whitesville, W. Va.  
Dudley, D. S.: Hereford, Tex.; Portales, N. M., 21-26.  
Dumont: Hazleton, Pa.  
Dyer's Greater: Carbondale, Ill.; Chester 21-26.  
Eastern Am.: Waterville, Me.  
Eddie's Expo.: Alliquippa, Pa.; McDonald 21-26.  
Evans United: Huntsville, Mo.; Slater 21-26.  
Ferris, Carl D.: Du Bois, Pa.  
Ferris Greater: Yermo, Calif., 18-20.  
Fidler United: East St. Louis, Ill.; Prairie du Chien, Wis., 21-27.  
Fleming, Mad. Cody: Jesup, Ga.  
Francis, John: Granite City, Ill.; Alton 21-26

(Continued on page 68)

# Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Visalia, Calif., 15; Fresno 16; Modesto 17; Palo Alto 18; Monterey 19; Watsonville 20.  
Beers-Barnes: Spring City, Tenn., 14; Kingston 15; Rockwood 16; Crossville 17; Monterey 18; Carthage 19; Lebanon 21; Gainesboro 22; Livingston 23; Jamestown 24.  
Billor Bros.: Elwood City, Pa., 14; Alliance, O., 15; Greenville, Pa., 16; Grove City 17; Kittanning 18; Franklin 19.  
Campa Bros.: Magnolia, Ark., 15; Camden 16; Altheimer 17; Stuttgart 18; Brinkley 19; Forrest City 20.  
Capell Bros.: Edina, Mo., 14; Memphis 15.  
Cole & Walters: Ansley, Neb., 17.  
Hagen Bros.: Washington, Pa., 14; Liverpool, O., 15; New Castle, Pa., 16; Butler 17; Indiana 18; Altoona 19; Chambersburg 21; Carlisle 22; Millersburg 23; Shamokin 24; Tamaqua 25; Frackville 26.  
Hamid-Morton: Ottawa, Can., 21-26.  
Hunt's: Perth Amboy, N. J., 18; Westfield 19; Union 21.  
Kelly-Miller: Clay Center, Kan., 18.  
Kelly & Morris: Urbana, O., 14; St. Marys 15; Bellefontaine 16; Defiance 17.  
King Bros.: Cumberland, Md., 14; Uniontown, Pa., 15; Morgantown, W. Va., 16; Fairmont 17; Weston 18; Parkersburg 19; Wheeling 21.  
Mills Bros.: Monroe, Mich., 14; Wyandotte 15; Mt. Clemens 16; Oxford 17; Dearborn 18; Ann Arbor 19; Jackson 21; Lansing 22; Grand Rapids 23; Battle Creek 24; Elkhart, Ind., 25; Niles, Mich., 26.  
Polack Bros.: Eastern (Bear Club Stadium) Waco, Tex., 16-19; (Schepp Field) Corpus Christi 24-27.  
Polack Bros.: Western: (Auditorium) Oakland, Calif., 14-20; (Auditorium) San Francisco 24-June 3.  
Ringling Bros. and Barnum & Bailey: Washington, D. C., 15-20; Philadelphia, Pa., 21-26.  
Robinson, Don: Cherokee, N. C., 15; Highland 16; Tryon 17; Rutherford 18; Old Fort 19; Marshall 21.  
Rogers Bros.: Piquette, Miss., 14; Bogalusa, La., 15; Hammond 16; Baton Rouge 17-19.  
Wallace & Clark: Gardnersville, Nev., 18; Carson City 19; Sparks 20; Portola, Calif., 21; Quincy 22.

# Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Ice Capades of 1951 (Pan-Pacific Auditorium) Los Angeles, Calif., thru June 3.

# Kearney, Neb., Prepares for Big Still Date Sked

KEARNEY, Neb., May 12.—Buffalo County Fairgrounds here has a number of events skedded for June, Earl H. Ramsay, manager, announces.

A rodeo takes over June 2-3. Following the final afternoon program, the Lions Club State convention moves in for a chuck wagon supper and a night variety show in front of the grandstand, the latter booked thru Wheeler-Pittman Agency, Denver. Bowen & Harding auto races will stage a series of Sunday hot rod races starting June 10 and the Rustlers Club has leased the plant for its July 4 rodeo.

Expanded parking facilities will be available this year, Ramsay said. The fair last year purchased eight acres of land east of the grounds. This area will be graded and fenced for use as a parking lot. Other improvements include painting of all livestock buildings and the bandstand.

# Medicine Hat Rodeo Set for June 5-7

MEDICINE HAT, Alta., May 12.—Dates of the Medicine Hat Stampede and Exhibition company's rodeo and fair here have been set for June 5-7. Brahma bulls, two bull-fighters and rodeo clowns are being imported from the U. S. Square dancing, instrumental and singing contests for teen-agers of the city and district are planned. An evening feature will be a 24-horse quadrille.

Managing director of the stampede and exhibition company is D. A. Scholten. Charles Ronan is stampede director and Herman Linder, well-known rodeo performer, will be arena director.

# Weyburn, Sask., Sets Rodeo Plans

WEYBURN, Sask., May 12.—Junior Chamber of Commerce rodeo here July 25-26 has signed Bob de Paolo to provide the acts for the night grandstand show but the midway contract has not as yet been signed. Jim Orr has been named rodeo manager; Tom Lang, carnival manager, and Charles Bell, grounds foreman. Steer riding will be dropped this year to shorten the rodeo program.

# Seven July 4 Pyro Dates Set by Int'l

JERSEY CITY, N. J., May 12.—Fred Murray, of the International Fireworks Company here, has announced the signing of the following seven July 4 dates:

City of Washington, plus the Chevy Chase and Congressional Clubs there; Tacoma Park; Municipal Stadium at Baltimore; Dundok and Caponsville, all in Maryland.

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## Kelly-Miller Wins Kan. Crowds, Coin

PARSONS, Kan., May 12.—A smooth routine of strong matinees and full night houses, spiced by a few straw houses, marked the Al G. Kelly & Miller Bros.' Circus trek thru Kansas and Oklahoma this week.

The show was brought up to full strength here with the return of horses and elephants which had played the St. Louis Police Circus. Weather was sunny and warm over the week-end (5-6) but turned to rain here Wednesday (9).

## RB Sets Night Bow for Philly British Cele

PHILADELPHIA, May 12.—For the first time the Ringling circus will open its six-day stand here Monday (21) with a night performance. Show is coming here from Washington where it closes Sunday night (20).

Under canvas scene: for the movie, *The Greatest Show on Earth*, scheduled to begin in Washington are expected to continue here with the film's stars, Betty Hutton, James Stewart, Cornel Wilde and Dorothy Lamour.

This year's engagement also marks the breaking in of a new lot at Broad Street and Patterson Avenue, near Municipal Stadium. City Council has approved the leasing of the tract to the Big Show for \$2,000.

A. J. Clarke was here this week handling advance publicity.

## Polack Beats Previous Biz At 3 Stands

OAKLAND, Calif., May 12.—Polack Bros.' Western unit this week moved into the Bay area after scoring new local records at three Southern California stops. Show opened here Thursday (10) for 11 days and goes next to Frisco for an 11-day stand starting May 24.

Stockton, Santa Rosa and Sacramento were the scenes of the new record-setters. At Stockton the org opened with a matinee, increasing the number of performances to 14. Half of them were full or turnaway houses, with the scale running from \$1 to \$2.50.

In Oakland, Polack again will give three morning shows for school kids and omit matinees on those days. Two matinees are scheduled for both Sundays. Mickey Blue's advance promotion and sales gave the engagement excellent prospects.

T. Dwight Pepple, general agent, spent a week on the show before he returned to Chicago after several months on the Coast.

## Dever Kin Sought By Funeral Parlor

GREENVILLE, O., May 12.—Failing in an attempt to contact in Hot Springs relatives of Alonzo Dever, Mills Bros.' Circus elephant trainer who died here May 3 of a heart attack, show officials remained unsuccessful this week in efforts to locate kin so that the body may be sent to them for burial.

Dever's body is being held at the Turpen-McKnight Funeral Home here. Mills officials said relatives should contact William G. Baker, an official of the mortuary.

## Robinson Gets RB Top

TALBOTTON, Ga., May 12.—Howard Ingram, co-owner of the Don Robinson Circus, said here that his show had purchased its big top from the Ringling-Barnum circus but that no props came from Ringling and that the crew which painted his show had not come from Ringling quarters.

However, the good business continued despite weather and local competition in spots. At Cushing, Okla., (3) the Kelly-Miller fanfare convinced the natives and they came out in crowds. The matinee was near capacity, with a large percentage of kids, and the night show was an all-out straw, with an estimated 4,800 persons in the top. Three weeks earlier, Clyde Bros. had refunded ticket money there when hail broke up a sidwalled show. K-M was said to be the first circus in 10 years to get full press coverage in Cushing.

A three-quarter matinee and a near-capacity at night were racked up in Pawhuska, Okla., Friday (4). Schools were dismissed for the matinee. Stevens Bros. played Barnsdall, Okla., about 10 miles away, on the same date.

Nowata, Okla., a matinee-only Sunday stand, popped with a near-capacity for Kelly-Miller despite competition from baseball and golf events. First of the Kansas dates, Coffeyville, produced business in near-capacity and straw house volume Monday (7).

Another three-quarters matinee and near-capacity night were registered in Columbus, Kan., Tuesday (8) and the same score held up in Parsons Wednesday (9).

In Parsons, showers started in the morning and expanded into a heavy downpour by night. Rain and mud interfered with the performance and the tear-down, but patrons filled the top.

## MILLS SHOW BUYS SCHREIBER BULLS

Trainer Named New Superintendent Of 8-Elephant Herd; Business Holds

LIMA, O., May 12.—Mills Bros. Circus has purchased the Baptiste Schreiber two-elephant act which was on Ringling last season. Schreiber has been named superintendent of the Mills elephant herd.

Jack Mills, circus co-owner, announced the transaction here. It brings the Mills elephant herd to eight, highest in the org's history. Schreiber succeeds the late Alonzo Dever as bull chief.

A Mills Bros. rep left Wednesday (9) for Florida with Schreiber. They will truck the animals back to Monroe, Mich., to join the show. The fast-growing Mills herd also includes four bulls purchased from Polack Bros. last winter, one of two bought from Ringling last season and Big Burma, an old-timer with Mills.

The show scored its best stand on the season so far at Sidney, O. (4), for the Shrine and followed with a strong day's business at Lima Wednesday (9) under Grotto auspices, Mills reported.

Dayton produced only a quarter-house matinee Tuesday (1) but

## Erin Unit Features Continental Talent

DUBLIN, May 12.—John Duffy & Sons Circus, one of the oldest in Ireland, hit the road last month with a big line-up, of acts, many of which were imported from continental Europe.

Among the imported numbers are the Dam Bros., unique bike act on tight wire; Alfredo & Willy, musical clowns; the Tokayer troupe of teeterboard tumblers, doing a second act as the Donwallis, unsupported ladders, and the Hallans, bar act, all from Denmark. Delmar Troupe, trampoline, is from Holland; while the Two Eris, equilibrist, come from Austria.

Also on the bill are Capt. Bill Stephens, lions; Five Costeas, bareback riders; Jules Hanni and Company, Western riding and roping; Eddy-Rose, juggler; Mons. George, canine act, and Sugrue, strong man.

John and James Duffy are the active directors of the circus, which carries a well-stocked menagerie and a Side Show.

## RUSSIAN JOEYS GET IN LINE: NO PRATFALLS!

MOSCOW, May 12.—Red noses, oversized shoes and other tools of the trade used by American clowns have no place in the Russian joey's kit, according to the line laid down by *Literary Gazette* here.

It seems that slapstick is undignified and must be replaced by satire and more subtle means of laugh-getting. Toward this end, the *Gazette* seeks establishment of a school at which clowns would be trained by writers and satirists who would give them the approved slant on social, esthetic and political matters.

## Beers-Barnes Pulls Crowds, Loses Matinee

CLEVELAND, Tenn., May 12.—Beers-Barnes Circus reaped a combination of good business and bad luck last week, starting with capacity houses at Summerville and La Fayette, Ga., Tuesday (1), both advance sale auspices dates.

Chatsworth, Ga., Wednesday (2) gave only fair business, but Ellijay, Ga., Thursday (3); McCaysville, Ga., Friday (4), and Blue Ridge, Ga., Saturday (5) gave good houses. Ellijay matinee was blown when two trucks were delayed on the mountain jump. At McCaysville a windstorm blew down the back end of the big top.

clicked with a three-quarter night house. Local sources said the sponsoring Legion Post had not been overly active and that billing and newspaper advertising were light.

Greenville, O., Thursday (3), with a police auspices, gave a 60 per cent matinee and one-quarter night house in the rain. At Marion, O., Saturday (5), Mills registered a three-quarter matinee and half night house under a hospital committee's auspices and in the face of competition from baseball and auto racing. Mansfield O., Monday (7) tallied two half houses with 42d Division veterans as backers.

## Rogers Act Uses 9 Cats

PANAMA CITY, Fla., May 12.—Rogers Bros. Circus this season is carrying six tigers and three lions for the wild animal act worked by Swede Johnson. Cats are housed in four small cages, which are moved on two flatbed semi-trailers.

Another cage truck carries a lion, puma and hyena while a cage trailer has two baboons, two monkeys and an alligator. Three elephants and a sacred cow complete the menagerie.

There are 16 ring horses and eight ponies under direction of George Barton.

The five-pole big top is an 80, with two 40s and two 50s.

## R-B Gets New Wilmington Lot

WILMINGTON, Del., May 12.—Lot here used for many years by the Ringling-Barnum circus is being converted into the Kerry Drive-In Theater, due to open May 4, but the show has found a new site for its May 31 date.

Don A. Loftus, president of Delaware Community Homes, Inc., agreed to delay planned building operations so that the circus might set up at Dunleith at New Castle Avenue near Rogers Road on the edge of the city. Arrangements were handled by the local real estate firm of T. B. O'Toole, Inc.

## Ringling Hub Gross May Hit 200G Plus

BOSTON, May 12.—Near-record matinee crowds sent the Ringling Bros. circus gross to a possible new high at Boston Garden this week. The estimated \$200,000 gross earned in the 13,000-plus-seat arena last year was almost sure to be topped, one exec said, as the Big One headed into final sessions today and tomorrow to wind up the six-day run.

Matinee business was strong from the start with a crowd of turnaway proportions attending yesterday despite a downpour. The first three night houses were light, as expected, but attendance at evening sessions has picked up considerably.

Aiding considerably in the overall picture was the fact that the Big Show registered a record advance sale here. A notable selling job was accomplished with some Hub papers even sending staff writers to New York to do advance stories.

A number of concessionaires reported their best sales here in several years, indicating that money was plentiful.

The program, the same as it was in the final stages of the New York

## O. Davenport Opens Annual Winnipeg Run

WINNIPEG, Man., May 12.—Orrin Davenport's circus unit opened here today for a week's stand, the final stop on his spring tour.

On the program are the George Hanneford Family, Flying Zachinis, Shyrettos, Elly Ardely, Harry and Ruby Haag, Will Hill, Albert Fleet, Corrine Dearo, Skating Macks, La Blonde, Joe Geiger, Martells, Marjorie Cordell and Bobby May.

Clowns are Earl Shipley, Kinko, Billy Rice, Jack Klippel, Percy Rademacher, Jack LeClaire Jr., and Dukie Anderson.

## Pawnee Bros. Folds in Va.

KENBRIDGE, Va., May 12.—Pawnee Bros. Circus, new this season, called it quits here Saturday (5) and disbanded. The org had played to generally weak business since opening in March. It made small spots in Florida, Georgia and Alabama before coming into this territory.

Owner of the show was Ralph Green, who had been with King Reid Shows. Last season he was on Royal American Shows. Show, framed at Punta Gorda, Fla., used 12 trucks and an 80-foot top. A possibility of reorganizing for a fall tour was reported.

## Hamid Talent Set For Waterville, Me.

NEW YORK, May 12.—A one-ring circus program has been booked by St. Joseph's Church, Waterville, Me., thru George A. Hamid & Son. Show will be presented in the Community Center June 7-10.

Talent already set by Herman Blumenfeld includes Torelli's Liberty horses, Three Norbertys, Five Ricardis, Robinson's elephants and the Evelyn Sisters, trained dogs and ponies.

Father Awad, pastor of St. Joseph's Church, is a cousin of George A. Hamid, agency head.

## Small Lot Gives Hunt Twin Straws

COLLEGE PARK, Md., May 12.—Hunt Bros. & Endy Bros. Combined Circus tabbed two straw houses here on a small lot that permitted use of only two of the three big top middle pieces.

Big top is new and is used with last season's sidewalls. Several new trucks are included in the line-up. Performance runs two hours.

engagement, is running in precise fashion. Talent remains the same, except for the absence of Antoinette Concello, who has been ill.

Personnel is preparing for the filming session which will take place next week in Washington when the Big One goes under canvas. Producer Cecil B. De Mille and a host of Hollywood personages will be on hand there to shoot scenes for *The Greatest Show on Earth*.

John Ringling North, who was absent here, is expected to rejoin the show in Washington.

## Biller Scores Top Turnouts At Pa. Stands

5 More Acts Join; Ellwood City Orgs Units as Auspices

AMBRIDGE, Pa., May 12.—Billers Bros. Circus, first into this territory, has scored a bountiful response in recent stands, and execs foresee more good business in the coming two weeks of Pennsylvania towns.

This month started only fair at Grafton (2), and at Connellsville (3) the turnouts were bad because of rain. However, at Greenburg (4), Swissvale (5), McKeesport (7) and Charleroi, Pa. (8), and Follansbee, W. Va. (9), the Biller org played to near-capacity houses at each show. The matinee in Ambridge was weak, but the night show brought patrons out in droves.

### Strong Auspices

The show reported strong auspices line-up for the next couple of weeks and said that the topper should be Ellwood City, Pa., Monday (14). All civic groups in that town have joined in auspices of the show for the benefit of Clair McKinney, a veteran who lost both arms and both legs in Korea.

New acts have been coming on during the past week and include Everett Coriell, head slide; Pringle's and Morey's dog acts; Navarro Brothers, perch, and the Drougat Troupe, juggling and iron jaw.

## Rogers Cards Texas Stands

QUINCY, Fla., May 12.—Rogers Bros. Circus doubled back into Florida after a trek thru Georgia and was readying for an unusual spring route across the south to Texas.

Business here was only fair, with a one-quarter house matinee and half-house night show. The org had played here last fall. The Junior Chamber of Commerce sponsored its Saturday (5) date.

Thomasville, Ga., Friday (4) gave two half-houses despite a light rain in the afternoon and threatening skies all day. At Milledgeville, Ga., where Rogers scored two straw houses under police auspices recently, Pawnee Bros. also booked a stand but canceled in the face of Rogers competition.

## Beatty Contracts For New Big Top

LOS ANGELES, May 12.—Clyde Beatty Circus will get new canvas as soon as it can be made up by the United States Tent & Awning Company, Chicago. Contract for the new tops was signed here between the circus and S. T. Jessop of the canvas firm.

Under the deal the canvas company will make all new tents for the show, with work on the big top to start immediately. It will be ready for delivery in about 90 days, with other tops to follow as soon after that as possible.

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want to work, don't answer.  
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SUMMER  
SALES**  
for a  
**SOLID SALES IDEA**  
See Page 53

# Dressing Room Gossip

## Rogers Bros.

Pauline Penny's relatives, whom she hadn't seen in 11 years, showed up in Fitzgerald, Ga., after motor-ing 40 miles to see her. They didn't get to say hello, however, because a windstorm came up and the tent was vacated of customers. The last Pauline's relatives saw of her was a hand waving from the doorway of a trailer. Mother and father, Boyd, Hammond organist and drummer of Polack's Eastern unit, visited the writer, their adopted son, in Milledgeville, Ga. They also surprised their friends, Dime and Connie Wilson.

Lew Barton arrived to take over the grease stand. Harry Villepon-teaux is wearing bandages where his pet monkey chewed his arm. Happy Davis is on the sick list. Doc Coombs, a newlywed. Mabel Johnson's family visited her in Quincy, Fla. Henry Crowell adding a new finish to his trap act. Visitors included Eddie Kuhn, George Hubler and party, Paul Conway and family, Frank Ket-row, Edythe and Whitey Boyd and Jerry Conn.—BILLY BARTON.

## Biller Bros.

Gay and Bobby Hartman, model builders, were guest clowns at Swissvale, Pa. Jackie Lynn is hav-ing wardrobe made by Thomas Bently. Rita Biller again is doing traps. Joe and Betty Sullivan are back, the former as bannerman. Charles and Virginia Schuler, on advance press, were visitors, as were former clown, Raymond Duke, now ahead of Barr Bros.' Circus; Jimmie Marks, Ray Friesel, Walter Taylor, Vic Thomas and Bill Watson.

New acts are Antino Tresera, Lupe and Mario Drx, Mexican performers. Vidala Morales and Mrs. Leroy E. Hamilton and her two sons visited Mr. and Mrs. Pipo Rolon. Lucille Lewis, daughter of Ted Lewis, was guest of Flo and Grace McIntosh, as was Don Hay-mar.

Marie Hall returned from a visit with her family. Geraldine Jordan has been added to Duke Kama-kua's Hawaiian troupe. Everett Coriell is doing a head slide, etc. Alan and Bobby King also joined. Doquette Troupe of jugglers and tumblers joined from Argentina.—IRA GASKILL.

## Polack Eastern

Austin, Tex., gave the Shrine the best business of any preceding year. Ralph and Evelyn Heller promoted the date. Mrs. Polack's sister is visiting. All the girls on the show, including Harriet Lewis, Lillian Kitchens, Connie Welde, Rosie Harrison, Luellilli Jackia, Rennee Codreano, Shelia Pugh and the Six Aussies, rode the train from Norfolk.

Visitors were George Emerson, Ben Davenport, Leland Antes, Earl (Tex) Phares and wife and family. Tex formerly was back-door man on the Ringling circus. Jimmy Troy's father is visiting.

Bobo Barnett was presented with a fez and honorary member-ship in the Austin Shrine. Potentate Charles McAnders made the presentation. Wesley Tilley led the Shrine band. Bill and Dorothy Kay visited the Ringling show in New York before going to Colorado for the Grand Junction date. When the league-leading Austin ball team was rained out, the crowd came over to the circus and show did three turnaways. Bud Steiner and his rodeo show visited.

Hanna Pallenberg visited from San Antonio. Tom Scaperlanda visited, as did Fred G. Icke, Jean Allen and Mrs. Harry Hammill. Miss Luxem, high-pole act, has joined. Ralph Heller showed up with a 10-gallon hat.

Mrs. Bob Courtney served the Dutch lunch on the last train trip. Whitey Boyd hit the side of a brick wall coming in and had to have 10 stitches taken in his fore-head but remained on the job. Show gave three shows Saturday because of the large overflow and demand for tickets. George Cut-shall is gathering a crew of women wrestlers for the winter.—HENRY KYES.

## King Bros.

Show has been making the mountains of West Virginia the past 10 days and they are plenty tough. Bagondi has gone Holly-wood with his smoked glasses and beret. Brownie Gudath is building a big fire house. Nally Tate, after playing fairs and night clubs, is back with his dog act. He plans a revolving ladder number with his daughter.

The first picnic of the season is planned for Cumberland, Md., by the Knights of the White Pan Council. Secretary Truzzi says there are 75 paid-up members. Mama Cristiani and Hortans Cane-strelli have joined. Mrs. Pete Cristiani, known as Norma Daven-port, is visiting her mother, Eva Davenport, in Quincy, Ill.

Tony Diano visited in Charle-son, W. Va., and Dr. H. F. Trout-man was on the lot early in Logan. Doc is married to Rose Wallet, former equestrienne. Duke Patter-son was called home by illness in his family.

Steve Fanning has the elephant parade on the downtown streets promptly at noon. Show hasn't had a late matinee thus far on the season. Pete Sadowiski is getting the rolling stock over the road well. Walter Rice and Cecil (Scotty) Cooper are his assistants. Show had seven straight days of rain last week.—BOZO LAMONT.

## Clyde Beatty

Al Hubbard clowned two per-formances in San Diego. He also gave a party for several showfolk after the night show. Guests in-cluded Dick Lewis, George Perkins, Eddie Emerson, Carl Webkes, C. W. (Scotty) Safford, trainmaster cele-brated his birthday. Alva Johnson joined to work in the red wagon. Joe Equida, of the Flying Esquidas, sustained a wrenched back when the net collapsed when he dropped to it at the finish of the act. Tommy Clarke's mother had Johnny and Milonga Cline, Jerry and Joan Lewis and Tommy and Esther Katz as house guests. Bill Berichon, friend of Clyde Beatty for 24 years, is visiting on the show.

Frank Walters returned to his home in Houston because of ill-ness. Colonel and Mildred Maddux visited. Mrs. Maddux is the sister of Eldon Day. Larry and Elizabeth Bastian have visited Mel Rennick almost every day for two weeks. Elizabeth Clarke and Parley Baer had the writer to their home for breakfast when the showed played North Hollywood. Savage is a new member of Dick Shipley's elephant crew.

C. W. and Pauline Webb enter-  
(Continued on page 76)

## Ringling-Barnum

The New York stand ended with a packed house to climax another successful stand there. Merle Evans and the band gave their an-nual special concert on our closing night before the show began. Our run to Boston was made in fast time with the trains arriving in early afternoon. Our good friend the Rev. Ed Sullivan was on hand to give many of the folks a lift downtown. He always is a fre-quent visitor in Boston and more so now because once again he has a church near by.

Baby Albertino Zoppe and his grandmother joined the show from Sarasota recently. The Pat Blum-bergs entertained a number of show people at their Boston home. Dick (N. P.) Barstow rejoined after a fast trip to Hollywood, where he did more work on the DeMille movie. N. P. called daily rehearsals in Boston for the clowns and girls for the new big top en-trances. Frankie Saluto and Prince Paul were kept busy in Boston  
(Continued on page 76)

## Polack Western

Everyone enjoyed the few days off at Stockton, Calif., and many visited the night spots in San Francisco. Curt and Melita Wicons are working the Sub-Stratosphere in Oakland, right up against the arena ceiling. The Sing Lee Sings are proud parents of a boy.

Early morning mid-matinees at Oakland give the performance a dream-like quality. However, with afternoons free we have a good chance to see the city. The clown numbers continue to go over big and a lot of new gags and effects have been added by the gang.

Betty Bell is the ukulele virtuoso of the show. Katherine and Ar-mand Guerre are a good team on radio interviews and get plenty of vocal assistance from their seals. Visitors have included Virginia Powell, Mrs. Jack Joyce, Vivian Randow, Bert Martin, Merle Sprague, Irene Knox, Harvey Blanchard, Dave Quinlan and Jack Ross.—HARRY DANN.

## Kelly-Miller

Wild West concert line-up in-cludes Tiger Bill Snyder, horse catches and roping specialties; Jimmy and Benny Rossi, trick and fancy riding and rope spinning; Chief Eagleman and family, bow and arrow specialty and Indian dances; James Land, whip crack-ing, assisted by Mary Pease, and an eight-people quadrille. In Co-lumbus, Kan., Charley Cuthbert, Russ Harrison, Rusty Bader and Carl Berggren presented Mrs. Evans, mother of Merle Evans, Ringling bandmaster, and Evans's sister, Juanita, with gold life passes. Mrs. Evans and Juanita were guests at the matinee.

The baby elephants and one Lib-erty horse act returned after ap-  
(Continued on page 76)

## Charlie LeBlanc Named Assistant R-B Food Boss

NEW YORK, May 12.—Charlie LeBlanc, present Ringling-Barnum circus chef and a member of the show's dining department for nine years, was chosen this week to assume the duties of the late Archie Blood.

Archie was assistant to brother George Blood, superintendent of the department, until his death April 16 at Sarasota, Fla., winter quarters. George announced the choice in the hope of checking the numerous inquiries concerning the vacant post.

He returned from a quick trip to Washington last week and re-ported that sources in the capital informed him there was little chance of government control measures going on and hampering acquisition of food this season for R-B.

## Capell Biz Okay

MACON, Mo., May 12.—Capell Bros.' Circus has been doing well at Missouri spots despite a streak of poor weather. Business was okay here Sunday (6) and at Clarence, Mo., Saturday (5).

## West Bros. Get Good Business at Richmond, Calif.

CINCINNATI, May 12. — West Bros.' Circus Friday (4) matinee and night performances in the new Civic Auditorium, Richmond, Calif., drew good crowds, reports Donald Marcks, circus fan, of El Cerrito, Calif., who took in both shows. Tickets sold for \$1.20 and 60 cents, with the Eagles lodge sponsoring the date.

Marcks said that the perform-ances were presented on the audi-torium stage with the ring slightly smaller than the standard circus ring. Music was provided via a small air calliope and backstage recordings.

Talent line-up included Gracie Hanneford, riding act; Bill (Hap) Henry, juggling, trained dogs and ponies and elephant, Rose Marie; Three Lee Sisters, pedestal adagio and trampoline; Mr. and Mrs. Wally Wallace, revolving ladder; Poodles Hanneford, Australian whipcracking, and the Poodles Hanneford Troupe, riding act. Wally Wallace was producing clown.

Circus fans on hand from the Jorgen M. Christiansen Tent were Bert Martin, Don Francis, Louis Kreischer, Bert Hansen, Isaac Marcks, Albert Jones, John Brott, Gene Darnell, Robert Johnson and Don Marcks.

## Under the Marquee

Willie C. Clark, foot juggler and clown, played the Birming-ham Fat Stock Show with Barker Bros.' Circus. Bob Morton was a New York visitor Wednes-day (9) while en route from his Florida home to Montreal where he opened his Hamid-Morton Circus Saturday (12).

Carl H. (Pop) Haussman, president of Chaludis-Davis Tent, CFA, Lansing, Mich., flew to New York to see the Ringling show at Madi-  
(Continued on page 78)

**5th Annual MID-WEST PONY SALE**  
May 25th & 26th, 1951, Eldora, Iowa  
200 Hackney, Welsh, Harness Show Ponies and Shetlands will be sold on May 25th. 200 Shetlands will be sold on May 26th. Registered and Grade Ponies—Silver Dapple, Eight Pony Hitch Show Harness and Wagon will be sold on May 25th. This will be a wonderful place to purchase a matched group of young Lib-erty or future Trick Ponies that are only broke to lead and have never been spoiled. K. E. REISINGER & SONS, EL DORA, IOWA

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Long Season—Top Auspices.  
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Wants Drummer who can cut circus: Clifford Anskie, answer. Also Concert People and Ticket Sellers.  
Carson City, Nev., May 19; Sparks, 20; Portola, Calif., 21; Quincy, Calif., 22.

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Brand New—Light Steel.  
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**WANTED—PHONEMEN**  
Tickets, Banners, Kiwanis Club.  
Benefit Children Dental Clinic.  
Mills Bros.' Date. All wire  
**JIMMIE MCGEE**  
Western Union, Kirkwood, Mo.

**HUNT CIRCUS**  
Wants Men for Big Top, Menagerie, Side Show, Elephants, Lights, who drive. Top pay and good cookhouse. Band Men also contact.  
Perth Amboy, May 18; Westfield, 19; Union, 21; all New Jersey.

## WFA To Meet November 13-15

SACRAMENTO, May 12.—Western Fairs Association will hold its annual meeting at Hotel Del Coronado, Coronado, Calif., November 13-15, Louis S. Merrill, WFA general manager, announces.

A committee, appointed by President Tom Dodge, including William S. Randall, John Lagomarsino and C. B. (Jack) Afflerbaugh selected the site.

All meetings as well as meals will be held under one roof, which Randall, convention committee chairman, believes will allow for the accomplishment of more work with a minimum of stress. Last year's session was held in Fresno.

## PNE Giveaways Total \$12,000

VANCOUVER, B. C., May 12.—Pacific National Exhibition here is offering prizes totaling \$12,000 to purchasers of tickets bought during the advance sale which begins soon.

Four automobiles will be given away in addition to merchandise certificates and cash. Cars are a Buick, Dodge, Ford and Austin.

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## Gray Office To Publicize South Jersey

CAMDEN, N. J., May 12.—National publicity for the 10-day South Jersey State Fair and Exposition, which gets under way Thursday (24), is being handled by Robert Gray Associates, New York. Harry Blitman is handling the local work.

Gray firm handled publicity for the VFW-sponsored Loyalty Day parade staged late last month in New York. Outfit will concentrate on landing newsreel footage of the event.

Fair directors may stage pyro shows from a barge anchored in the Cooper River off the back end of the midway. The event's in-town location makes land-launched fireworks prohibitive. Free attractions will be supplied by Cooke and Rose, of Lancaster, Pa., and high-diver Jimmie Jamison will be featured. Six exhibit tents have been secured from W. H. Vanderherchen, Philadelphia.

## Goshen, Ind., Adds Seating

GOSHEN, Ind., May 12.—Elkhart County Fair here will increase its grandstand seating capacity this year by the addition of 90 feet of 10-tiered bleachers, Roy M. Amos, secretary, reports. A new permanent concession stand also will be completed and all buildings are to be repainted.

Attraction program includes a stage revue all five nights, one afternoon and one night of stock car races, a matinee motorcycle race, horse and tractor pulling contests and one program of Amish buggy races.

## Santa Ana, Calif., Gets Govt. Okay On Use of Plant

SANTA ANA, Calif., May 12.—With little possibility of the reactivation of the former Santa Ana Army Air Base here, the Orange County Fair is practically assured that its 1951 show August 15-19 can be conducted as scheduled.

Roy Edwards, fair president, and R. M. C. Fullenwider, secretary-manager, conferred with officials of the Department of Interior, Bureau of Land Management and Real Property Disposal of the National Park Service, in an effort to learn future disposition of the old base.

The fair's management had feared that this year's plans might be jeopardized if the base was reactivated. However, they were assured that at the present time it was highly improbable that the Department of Defense would request the use of the grounds.

With the go ahead sign, the fair is approving remodeling of a former gymnasium to be used as a main exhibit building during the run.

## Regina Exhibition Repeats Baseball, Hikes Prize Dough

REGINA, Sask., May 12.—Baseball tournament feature of the Regina Exhibition, instituted last year, will be repeated this year, with prize money raised from \$3,500 to \$4,000.

Late afternoon event drew hefty crowds in 1950. This year seating accommodation will be increased, with more reserves, and season tickets will be sold. Tourney is an invitation affair, with eight teams invited.

## Wauseon, O., Sets New Steel Stand

WAUSEON, O., May 12.—Fulton County Fair will use its new 3,000-seat grandstand this year for the first time, Mrs. C. J. Keller, secretary, announced.

Other plant improvements this year include a show pavilion and new horse barn. The school exhibit building is expected to be renovated in time for the fair.

## Del Mar Event Pacts Cooley, Ups Admissions

DEL MAR, Calif., May 12.—After an absence of two years, grandstand talent shows will be resumed this year as a feature of San Diego County Fair, with the gate being upped to 85 cents for adults and 25 cents for children. The new grown-ups admission, hiked from a former 60 cents, will include the shows.

Set to open for 10-days beginning June 29, Spade Cooley and his television troupe will play for the two Friday night shows. A new show opens Saturday (30) for five days and nights and includes Al Lyons, emcee and musical director; Peg Leg Bates; Hector and His Pals; the Kramers, acro team; Johnson and Deihl, jugglers, and the Marion Rankin line.

A show to run July 5, 7 and 8 is yet to be set.

## LaPorte, Ind., Sets '51 Plans

LA PORTE, Ind., May 12.—The La Porte County Fair here has completed its attraction line-up that will include the Thomas Joyland Shows on the midway, a Barnes-Carruthers night revue and three performances by the Joie Chitwood Auto Thrill Show.

In addition, the fair will have four days of harness races and a kids' day featured by 30 special events and a pony giveaway.

The annual's implement exhibit will be brightened this year by overhead lighting and will be arranged in regular midway fashion.

## Salt Lake City Adds 15,000 Feet Of Exhibit Space

SALT LAKE CITY, May 12.—Utah State Fair here will increase its exhibit space this year 15,000 square feet, all under cover, J. A. Theobald, secretary-manager, announces.

Biggest addition will be a 105 by 100-foot tent which will house a 1,200-seat movie theater and vacation and travel displays. One new building, with 2,000 square feet of floor space, is being erected for youth vocational training exhibits and 1,500 square feet is to be added to the poultry-pigeon building.

## Detroit Bookers Set 10 Annuals

DETROIT, May 12.—United Booking Association here will provide grandstand attractions at six Michigan and four Ohio fairs this year. It also has booked the Wayne, Mich., annual Home Coming Celebration for the 33d consecutive year, Henry H. Lueders, announced.

Michigan fairs include Lapeer, St. Johns, Gladwin, Imlay City, Charlotte and Pinconning. Those in Ohio are Zanesville, Wapakoneta, Napoleon and Findlay.

## Chattanooga Offers Record 15G Prizes

CHATTANOOGA, May 12.—Chattanooga-Hamilton County Interstate Fair here will offer a record \$15,000 in premiums this year, Maude H. Atwood, secretary, announced. In 1941 the annual offered \$2,100 in prize money.

Hennies Shows will provide the midway this year and George A. Hamid & Son again will furnish the free grandstand show.

Call for exhibit space from local merchants and manufacturers has exceeded any previous year, Mrs. Atwood reports.

## Morristown Schedules Home Center

MORRISTOWN, N. J., May 12.—An extensive better homes center, with local civic officials, county banks, utility companies and appliance manufacturers acting as sponsors, will be the principal feature of Morris County Fair, August 21-25.

Chairman of the project is Helen Mahrele of the Rutgers University extension staff. Advantages of home building in this county will be pointed up as part of the exhibit, coupled with appliance demonstrations.

## Fessenden, N. D., Adds Stock Cars For First Time

FESSENDEN, N. D., May 12.—Wells County Fair will have two stock car race meets here for the first time this year, Tony Lill, secretary, announced. Frank Winkley will stage the afternoon and evening meets July 13.

William T. Collins Shows again will provide the midway and will set up on a newly graveled lot. Williams and Lee will hold forth in the grandstand the first three afternoons and evenings, while Aut Swenson's Thrillcade takes over for an evening performance July 13.

Dancing also will be provided at night.

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\*Possible Gross Receipts

## Volume Play Gives Rocks' Spot \$ Mark

Promotion Plans Call for Weekly Contests To Insure Continuing Big Attendance

NEW YORK, May 12. — Rockaways' Playland management touted the May 5-6 week-end as the biggest pre-season Saturday and Sunday in the park's history and underlined an earlier prediction—money is being made on volume biz, not on per capita spending.

The new mechanical horse ride did capacity business, and spot's new cocktail lounge was previewed to enthusiastic reception. Management said that despite some difficulties with other modes of transit, car trade was gaining by leaps and bounds.

Week-end feature was a tall gals beauty contest. The midway was jammed by 1 p.m. to see a six-foot-three winner chosen a few hours later. Park spokesman claimed that even while the event was in progress all rides had heavy play. WPIX-TV filmed the contest for

use on a newscast, and the event also got newsreel coverage.

Rockaways figures to have nearly a contest a week for the balance of the season. Scheduled for today is a Mr. Muscles event to pick a top male physique. That will be followed for four weeks by a competition to choose Miss WNB, National Broadcasting Company's, local key television outlet, now tied up with the park. Contest will be staged by TV Guide, the station and the park, with eliminations held at Rockaways. Top video names will pick the winner June 16 at the funspot.

Park execs expect the varied contests to up the gate about 20 per cent. They view the events as [\(Continued on page 78\)](#)

## Transport Cut Fails To Nick Palisades' Biz

NEW YORK, May 12.—Roy Stevens' dance band and aerial dancers Lynn and Linda, supplied by the George A. Hamid & Son Agency, were the added free attractions at Palisades (N. J.) Park over last week-end as the spot did impressive biz, according to Co-Owner Irving Rosenthal.

Absence of the ferry link between upper New York and the park to date has troubled him not a bit, said Rosenthal. The park has posted minions at the old ferry slip to steer errant patrons to special funspot busses further uptown in Gotham and the deal is going well.

Plans are now being worked out for New York department stores to sponsor fashion shows at Palisades each Monday in order to bolster the normally slow day.

A Friday visitor to the park was Edward J. Carroll, operator of Riverside Park at Agawam, Mass., and president of the National Association of Amusement Parks, Pools and Beaches. Palisades featured movie and TV player Buster Crabbe for two week-ends with good results, and Carroll intends to secure Crabbe for use at his spot this season, according to Rosenthal.

## Outlook Good For Springfield Lakew'd Beach

SPRINGFIELD, O., May 12.—With the Harry James orchestra the feature in the Cabanas Club ballroom, Lakewood Beach park here on May 27 begins what Manager Dave Conrad expects to be a good season. He bases his prediction on stepped-up activity at near-by Wright-Patterson Air Force Base, which now has more employees than at any time since World War II.

Backing up James on the entertainment bill will be the entire cast of the WLW *Midwestern Hayride* plus vaudeville in the 4,000-seat amphitheater, which is located on a hillside with trees providing shade. Shows will be offered at 3, 5 and 8 p.m. Other attractions set for the amphitheater include the Duke of Paducah, May 30; Lulu Belle and Scotty, June 3; Kenny Roberts, June 10, and Minnie Pearl, June 17. A complete vaude show is run with each feature attraction.

New this year is a one-acre warming pool to provide water at ideal temperatures for the swimming pool. Picnic bookings are reported 50 per cent ahead of the corresponding period of 1950.

### OUTING PITCH

## Indian Point Woos Bosses For Masses

PEEKSKILL, N. Y., May 12.—In a direct pitch for outing biz, Indian Point Park here has been running advertisements in the financial section of *The New York Times*. Park's daily operations start Saturday (19).

While not a mass circulation daily to compare with New York's two morning tabloids, the *News* and *Mirror*, the *Times* still reaches a large and yet select audience. Sheet is a daily must for captains of industry and others with large blocs of employees to fete.

The same type of approach was made by Julian Jack, when he was directing Rockaways' Playland activities for Owner A. Joseph Geist.

### GOTHAM \$ PACE HIGH

## Early Biz Indicates Plush Season Ahead

NEW YORK, May 12.—With half of the metropolitan area's six parks already operating either on a week-end or daily basis, the remaining three can look forward to a profitable kick-off, if the experience of the first ones openings is any criterion.

Rockaways' Playland, Long Island, boosted by a cluster of prominent tie-ups, bowed first and did well from the start, working week-ends and daily for one week at Easter time. Palisades Park was next, and even its usually cold opening day in mid-April gave way to warm weather. Daily play has been strong, and the opening of the swim pool soon is expected to add to the take. Old-line Olympic (N. J.) Park reported that the first of two prevue week-ends was good despite the temporary loss of the Roller Coaster.

Perhaps the biggest factor in the early season success of all three spots has been excellent weather.

## Ontario Spot Seeks Change In Sign Rule

PORT DALHOUSIE, Ont., May 12.—Improved transportation facilities are expected to aid Lakeside Park here this season, but still to be ironed out is the question of erecting signs directing patrons from Queen Elizabeth Highway to the spot.

Busses will bring patrons inside the park this season. Previously, streetcars provided service to the gate.

Provincial highway department authorities have ruled against erection of signs along the roadway, main artery between Buffalo and Toronto, and park ops have sought a method for marking the intersection at which patrons must turn to reach the park. Lakeside is two miles off the main highway. Special arrangements for signs may be worked out with the authorities, it was hoped.

Lakeside's season starts May 24. Six rides are offered in addition to beach and picnic facilities on Lake Ontario. New in the ride department this season is a Whizbang.

## L. I. Kid Spot Schedules Bow

NEW YORK, May 12.—New Long Island kiddie spot, Fairyland Park, will make its bow Thursday (17), operator Bernard Berkley announced this week.

Park was erected at an estimated cost of \$600,000 and can accommodate about 8,000 persons, with parking room for 1,000 cars. Berkley said that an area adjacent to the spot could be used for additional building.

Much of the April-May rain of last year has been absent, and temperatures have been high.

Set to bow for the year next Saturday (19) are Coney Island's Steeplechase Park, Playland at Rye, N. Y., and Indian Point Park, Peekskill, N. Y. As opposed to Palisades and Rockaways, these spots have been more cautious in their optimism for the coming season. Except for general refurbishing work and a few additions all three are stand-patters from 1950.

## Toronto Spot Expects Hike In Spending

TORONTO, May 12.—Good week-end preview crowds at Sunnyside here hint of heavy spending later in the season, reports Jim Van Evers, attractions manager. Spot, which started week-end business April 27, begins full-time operation Thursday (17).

Most of the park's 17 rides have been moved to increase an impression of novelty and the lay-out has been repainted, it was reported. The swimming pool, a 300 by 75-foot tank, has been readied.

Free act schedule will start with Captain Tiebor's Seals, to be followed by the Three Milos, high act, and Eugene Heckler, King of the Hoboes.

Sunnyside is owned and operated by the Toronto Harbor Commission while most of the rides are operated by Sunnyside Amusement Company.

## RIVERVIEW PICNIC SKED BULGES AS BOW NEARS

CHICAGO, May 12.—Fortified by an unusually strong picnic schedule, Riverview Park opens its season here Wednesday (16) after peppering the city with 600,000 gate passes. William A. Schmidt, president, hazarded no forecast on what the season might hold in store but noted that other ops are registering 20 to 30 per cent increases despite rainy week-ends and indicated his spot would fare as well.

New this season are a Tunnel-Love, Tumble Bug and Rolloplane, and the entire layout has been repainted. Schmidt said that the federal restrictions on building had limited winter activity.

Picnic bookings have skipped ahead of last season, he reported, with a number of major events new on the list with a long string of repeaters. New ones include a postal employees' outing and the picnic of Electro-Motive Corporation.

## A. C. Mil \$ Pier Tabs Strong Week-End Play

ATLANTIC CITY, May 12.—Business at Million Dollar Pier here, which to date has been open only on week-ends, has been dependent only upon the weather. When clear skies prevail attendance and grosses are good, Operator Max Tubis said this week.

Tubis, head of a syndicate which last year leased the burned out pier, indicated that prospects for the season are excellent. Razing and rebuilding of the structure last year resulted in a late start but the operators said that they were satisfied with the experiment in a post-season report.

Arrangements have been made for a combined army, navy and air force exhibit for three months, June 10-September 10. About 35 servicemen and 15 servicewomen will be on hand to explain and

demonstrate the armed forces equipment.

The free exhibit is expected to prove a principal show feature. It will be located beyond the pier's ride and concession section which fronts on the boardwalk and crowd [\(Continued on page 78\)](#)

## Cool Week-End Fails To Curb Detroit Cheer

DETROIT, May 12.—Local business was off slightly over the week-end (5-6) because of cool weather, but major parks still are ahead of the rainy 1950 score. Fred W. Pearce, Walled Lake owner, indicated spending has been satisfactory so far.

At Edgewater, grosses are far ahead this year, encouraging plans for further major additions next fall. Saturday picnic bookings have been good and include a Girl Scout regional get-together June 19 and numerous union outings.

Walled Lake goes into full-time operation May 18. Pierce has returned from the East and has okayed the addition of two boating features at his park. Agency for Chriscraft outboard motors and accessories and boat kits for retail sale will be added to the spot's boat and motor rental business.

A fleet of 26 new rowboats of large size have been added. The boats are designed for use with or without motors and were purchased for about \$175 each.

## Old Orchard Skeds Unique Coupon Pitch

OLD ORCHARD BEACH, Me., May 12.—Coupon deal arranged by Russell Ross, new director of the Chamber of Commerce, is expected to bring more money here.

Coupons are being placed in all ads taken by the Chamber, and readers are asked to clip and mail them to the Chamber. In return, certificates are issued providing for dancing at Palace Ballroom, free rides, souvenirs and a visit to Scarborough Downs. Ross expects the pitch to appeal to family groups.

## Olympic Tabs Sock Opening Week-End Play

IRVINGTON, N. J., May 12.—Off the first of two pre-season week-ends, Robert Guenther, treasurer of Olympic Park here, sees a bright year ahead. Daily operations commence Saturday (19).

The satisfactory crowd and noticeable improvement in spending over May 5-6 were the factors making his optimism. Another point was that the good business was done without the aid of a major drawing card—the Roller Coaster. Park management still aims to have the device in operation by Decoration Day (30). So severely was the ride damaged by a storm last year that the rebuilt Coaster practically constitutes a new device, according to Guenther. It will be renamed the Jet.

Joe Basile and his band were on hand for Sunday trade. Vocalist Bubbles Ricardo is slated to work starting opening day of daily play. Guenther also said five new cars for the Auto Skooter ride had been ordered from Lusse Bros., Philadelphia.

## Adult Appeal, Weather Hike Motor City Biz

DETROIT, May 12.—A major increase in business has followed the switch-over by Motor City Park from a Kiddieland to an adult-appeal park. Change was made at season's opener.

Owner-Manager Vic Horwitz said the take at lunch stands, games and other concessions has zoomed upward. He said the new set-up reverses the former pattern in which patrons stopped where the children were interested but where the adults, controlling the money, had no personal inducement to stay and spend. Horwitz said that since the park is dependent upon drop-in automobile trade rather than public transportation, this was a critical factor.

Major construction was the addition of a Dodgem and a building for it. Contributing to the business increase this season is a better stretch of weather than for the same period last year. The spot, located at the entrance to Detroit's largest municipal recreation park, has two full weeks and three week-ends of operation behind it.

## A. C. Launches Beauty Pageant Ticket Sales

ATLANTIC CITY, May 12.—Sale of tickets for the annual Miss America Beauty pageant was launched here this week. Event spans six days beginning September 3. With the exception of the boardwalk parade, all events in connection with the pageant again will be held in Convention Hall.

Single tickets good for four nights of activity in Convention Hall are scaled from \$6.25 to \$15.15. Tickets for individual nights range from \$1.25 to \$6.15. Boxes accommodating six persons are priced from \$92.50 to \$184.50. Bleacher seats cost \$1.50 and grandstand seats \$2.50 for the boardwalk parade.

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**MINIATURE TRAIN CO.**  
RENSSELAER, INDIANA

## NAAPPB Summer Session Set For Atlantic City, August 8

CHICAGO, May 12.—Executive directors of National Association of Amusement Parks, Pools and Beaches have voted to hold org's summer meeting August 8 in Atlantic City.

Paul H. Huedepohl, NAAPPB secretary, this week announced the results of the postal votes cast by the directors. The alternative date was ruled out because it would conflict with the Miss America crowds in Atlantic City.

Hopes that the Pennsylvania park men's association would meet in conjunction with the NAAPPB were expressed by officers of the national group.

George A. Hamid, who will host the one-day session, has begun planning for the entertainment and for inspections of the Boardwalk, Steel Pier and other amusement features in the area.

President Edward J. Carroll, of the NAAPPB, said he anticipated a major turnout of park men for the event. It was pointed out that the national conclave will come two weeks prior to the meeting at Rye, N. Y., of the New England park ops' group and that Eastern fun-spotters would be able to attend both.

## Week-End Play Set by Hamid For Steel Pier

ATLANTIC CITY, May 12.—In advance of the regular summer start, George A. Hamid's Steel Pier here swings into high entertainment gear, with week-end shows scheduled for May 19-20, and May 26-27. A seven-day show opens May 28 and extends over Decoration Day. Regular summer schedule of daily operations starts June 9.

Since balmy weather has brought visitors here in droves in recent weeks, Hamid decided to cater to the week-enders and visitors during the holiday week with entertainment programs matching those presented in season.

Lee Vincent's orchestra will occupy the Marine Ballroom this week-end with song stylist Yvette, Mickey Deems, Hank Seiman, Jordan and Parvis and the Four Whirlwinds in the Music Hall's stagershow along with feature photoplays. Charlie Spivak's music is scheduled to highlight the May 26-27 week-end, while the holiday week show includes Mel Torme and Art Mooney's music. Also scheduled for the period will be a water thrill show at Ocean Stadium.

## Dallas Doubles Early '50 Take

DALLAS, May 12.—State Fair of Texas Summer Midway in the first nine days of operation this year took in twice the coin it garnered in the comparable period last year. Reports showed all ride ops and concessionaires doing well despite rain, hail and wind Saturday and Sunday (5-6).

The midway open i three weeks later than in 1950 and this doubtlessly helped. However, Superintendent Fred Tennant Jr. said that crowds were free spenders, with increased defense payrolls apparently making themselves felt.

Opening was cold, with small advertising space and no special events or gimmicks. However, there was plenty of flacking to spread the word. Park now is running only one-inch reminder ads in daily papers and three-inch displays on Sundays.

## Ocean City, N. J., To Rebuild Beach

OCEAN CITY, N. J., May 12. — Plans for two new beach restoration programs at this South Jersey resort to cost an estimated \$528,000 were disclosed this week by city commissioners. Mayor Edward B. Bowker was authorized to apply to the State Department of Conservation and Economic Development for an allotment of \$274,000 to help finance the work.

It is proposed to spend \$400,000 to build the beach artificially with hydraulic pumping of sand from Egg Harbor Bay, and \$128,000 to enlarge an existing stone jetty into the ocean.

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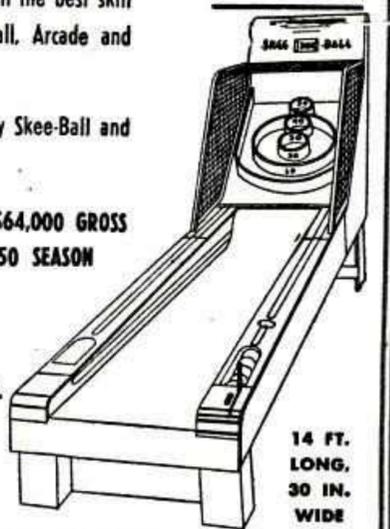
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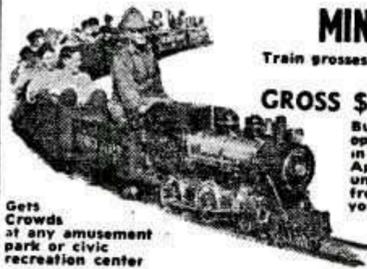
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## Royal American '51 Edition Loaded With Pulling Power

Siamese Twins Potential Winners; Revue, Claxton Unit Surpass 1950

Continued from page 3

and Western Canada, where Side Shows customarily go big with the public.

Besides the Side Show, the two other traditional top grossers on the RAS are the show's own revue, tagged *Moulin Rouge* this year, and Leon Claxton's *Harlem in Havana*, which, as its name suggests, is a Negro revue. For the past three years RAS Owner Carl J. Sedlmayr headed the show-owned revue with name stars, using Sally Rand in '48, Gypsy Rose Lee in '49 and Bonnie (Oh, Johnny) Baker last season.

The name policy has been shelved this year. In its stead greater emphasis has been placed

on packaging an even stronger show than hereto and presenting it with more lavish touches. By any standards, *Moulin Rouge* is good entertainment; by carnival standards it is the best revue yet to hit the road.

Costuming is outstanding, the pace is fast, and the staging is notable even for the R.A.S., long the pioneer in introducing innovations in midway show presentations. Produced by Leon Miller, the show offers a line of 16 gals and is highlighted by the hard-working Appletons in their spirited Apache dance, and by Yvette Dare and her costume-stealing macaw. The Appletons rate high in any league but should prove something akin to a sensation over the Royal American route. Similarly, Yvette and her bird should click solidly from St. Louis to Brandon, Man., and back down to Pensacola, Fla., for the season's close in November.

### Cuts Prices

Though the revue is better entertainment than its predecessors, the RAS has dropped the price from

\$1 to 60 cents. The reduction puts the revue on the same price level as the other big grossers on the carnival.

In the past, Leon Claxton's *Harlem in Havana* has snared top money at many stands even though priced lower because Claxton, a fixture on Royal American, each year has returned with a stronger show than the year before. And this year Claxton again has come up with a revue that tops his previous offerings.

The specialty acts, particularly the zany, eccentric dancing of the Three Chocolateers, are outstanding, and should add still further to Claxton's reputation. Too, they should help to keep *Harlem in Havana* high up among Royal American's top money-earners.

In addition to the two revues and the Side Show, other RAS back-end units are Nat Rodgers' *Night in Hawaii*, Bill Kemp's *Motordrome*, Leo Carrell's *Monkey Show*, a *Snake Show* and a *Glass House* operated by Mr. and Mrs. Charles Fogle, a *Carrell Wild Life Show*, a *Rodgers war exhibit*, a *Midget Show* and a *Funhouse*.

## Crafts Orgs Hit Pay Dirt At Two Spots

NORTH HOLLYWOOD, Calif., May 12.—Units 2 and 3 of Crafts Shows hit pay dirt last week with the Exposition Shows playing Los Banos' May Day celebration and Fiesta Shows hitting Lone Pine's Stampede. The latter date was the first time Crafts had played the spot.

Playing Los Banos for the second straight year, the Exposition unit, headed by Roger Warren, had 9 rides, 6 shows and about 30 concessions. Crafts said that although he had not seen the final figures on the event, he believed that it would exceed 1950's mark by 25 per cent. Milo Anthony's Side Show joined at this date.

### Gets Slow Start

Los Banos got off to a slow start with the opening Thursday night (3) failing to get out the crowds. A shower Friday afternoon cut down that day's midway attendance. However, Saturday and

(Continued on page 65)

## Hennies Shows Sparkle With New Face-Lifting

LITTLE ROCK, May 12.—Hennies Shows, here this week their second out under new owners, aren't getting much business but are stirring up much comment by their appearance, which is greatly improved over last year.

Excepting the whopping war and immediate postwar years, Little Rock never has produced good spring still date grosses for railroad shows, hence the light patronage comes as no surprise.

To be sure, the shows' location on the hardtopped grounds of the State-owned Arkansas Livestock Show, plus the striking entrance lighting of the stock show had been expected to make the stand more inviting. While the location

hasn't proved out in this respect, it has served to point up the vast improvement in the Hennies org.

An intensive face-lifting program has been pushed over the past six weeks by shows' new owners, headed by J. C. McCaffery

## W. T. Collins Gets Off Well

MINNEAPOLIS, May 12.—William T. Collins Shows opened the season here Friday (11) on its winterquarters lot. Art Signor, manager, reported the weather good and about 2,500 on hand for the debut, with spending free and all personnel pleased with the season's bow-in.

Org will play on its home grounds for two weeks, then move to South St. Paul for a May 28-June 2 stand.

New this year is a Kiddieland which features six moppet rides. Shows are carrying 15 rides, 4 shows and about 20 concessions.

Visitors on the lot for the opening included Stan Muckle, secretary of the Steele County Fair, Owatonna, Minn.; Mr. Tincture, former secretary of the Steele County annual; Al Thompson, secretary of the Kandiyohi County Fair, Willmar, Minn.; Bill Dobson, of Dobson's United Shows; Jack McDonald, Veterans' United Shows; Don Trueblood, Home State Shows; Blackie Hyson, and Nate Gelman, Gelman Bros.

## Columbia, Pa., OK for Hannum

COLUMBIA, Pa., May 12.—While not a top-grossing week, Morris Hannum Shows' local stand under American Legion Post auspices ending Saturday (5), showed a neat profit. Crowds were good despite cold weather, but money did not show up until late in week.

Owner Morris Hannum plans to add two major rides. He said the first three weeks of the season showed an increase over 1950. The kiddie party, sponsored by a local sporting goods dealer, proved successful.

Suicide Simon, free act, has recovered from his recent injury and again is drawing heavy throngs.

## Continental Takes Steady Despite Cold

KINGSTON, N. Y., May 12.—Business for Continental Shows has been holding up well here except for some losses to cold weather, Roland Champagne, general manager, reports. Stand is for 10 days and believed to be overly long for this location.

Shows had a good kiddie matinee Saturday (5), but showers that night held adult attendance and spending down. Moppet promotions to date have been successful, with the small fry contributing healthy grosses.

## Baton Rouge Gives Hottle 2 Big Weeks

PONCHATOU LA, La., May 12.—Buff Hottle Shows moved here after a two-week winning stand at Baton Rouge, La., where warm weather brought out large crowds. Org was under VFW auspices in the Louisiana capital and got a number of good publicity breaks by entertaining several hundred orphans Wednesday (2) and over 200 children of the deaf and dumb school Thursday (4).

Ten rides, six major and four kiddie, were set up there.

## Bum Weather Puts Hex On Royal Crown

HAMILTON, O., May 12.—Inclement weather has plagued the Royal Crown Shows since their opening at Largo, Fla., January 23, with the result that business has suffered accordingly. At Portsmouth, O., last week old Jupe Pluve bugabooed midway takes with a torrential downpour just before show time five nights in a row. As a result the stand panned out a virtual blank.

An out-of-the-way lot coupled with more heavy rains for most of the week served to stymie business still further in Hamilton this week. Show made its usual flash appearance and the well-sodded lot remained firm despite the steady rains, but the natives failed to show.

However, under clear skies and with favorable conditions prevailing, Royal Crown has chalked several winners on its trek northward thru Florida, Georgia, Tennessee and Kentucky. The org's sights are pointed to an exceptionally strong fair route which gets under way July 29 at Danville, Ill., and which will carry the show as far west as Lincoln, Neb. Closing is set for Gainesville, Fla., November 15.

Royal Crown totes 15 rides, 15 shows and 40 concessions. Joe Scortino has the *Vanities* Girl Show, *Posing Show* and *Zoma Snake Show*. Jimmy Ayers has the *Cotton Club Revue*; James Schavane, *Circus Side Show*; Speedy Sayers, *Wall of Death*; Doc Ward, *Pin Heads* and *Dog and Pony Show*. *Fun House* and *Glass House*, both officed-owned, are managed by Ed Womsley.

The Royal Crown staff is as follows: E. O. Young, manager; George Golden, assistant manager; Dolly Young, business manager; Harry (Irish) Gaughn, concessions manager; J. L. Machamer, secretary; Toni Machamer, bookkeeper; Robert L. Mack, general agent, and John J. Cousins, advertising manager.

Among the visitors on the lot in Hamilton were E. Walter Evans and Bill Sachs, of *The Billboard*, and Johnny Anderson, of the *Enquirer Printing Company*, Cincinnati.

## Wallace Memphis Bow Outpaces 1950

MEMPHIS, May 12.—Diminutive, 28-year-old Earnie Farrow is off to a flying start in his seventh year as owner-manager of Wallace Bros.' Shows.

The opening stand here in the heart of the Negro section as a highlight of the Negro portion of the Cotton Carnival program—winds up today, with the total take far in excess of last year.

A whopping real estate business has played a large share in building up a big take. No fewer than 70 concessions are in operation, as compared to about 40 last year. Concessionaires generally reported brisk spending.

### Rides, Shows Up

Rides and show grosses are up. Weather has been good, whereas last year two of the days with the biggest potential—opening Saturday and Sunday—were lost to rain and one of the remaining five days was hurt by rain.

Farrow this year elected to open his season two weeks later than in 1950, a decision that has also put him ahead. He ran into bad weather the first two weeks out last year and wound up with a loss on first two engagements.

His org again is set for a long fair season, with the first of the fairs—Centralia, Ill., the week of July 4—to be followed by 14 other annuals. Seven of these are in Wisconsin, the others in Illinois, Kentucky and Mississippi.

### To Paducah

From here the shows move to Paducah, Ky., where excellent business is expected because of the war production boom in that area.

Moving out of here the shows will have 11 rides, 9 of them major devices, and 8 shows. Included

among the back-end units are *Minstrel*, *Unborn*, and *Girl Shows*, owned and operated by Dick Hyland; *Speedy Palmer's Motordrome*, *Lee Atterbury's Monkey Drome* and a *Chimp Show*.

Ride line-up is substantially the same as last year, the only addition being a *Little Dipper*, acquired last fall and used for only a few of the late fair dates.

During the winter Farrow bought a 54-acre arm at Jackson, Miss., and he plans to build a permanent winter quarters on it at the end of this season.

Jack Downs continues as general agent. Other staff members are Margaret Miller, secretary; Leonard Huggs, lot man; E. M. Richen, electrician-mechanic; Glen Edwards, billposter and Shep Miller, *The Billboard* sales agent.

## Down River Org Adds 2 Rides

ANN ARBOR, Mich., May 12.—The Down River Amusement Company added two rides and a number of concessions here this week. Ray Williams joined with his Octopus, with Robert Mann as foreman, and the King Amusement's Flying Scooter came on with Richard Gielow as foreman.

Concessionaires who joined include Sanford Baker with a cigarette game; Gladys Fischer, fishpond; Patsy Finley, milk bottles; Tommy (Paddles) Reisner, 1; Dan Evans, 5, and Ed Everschore, ball game.

New personnel includes Inez and Earl Wright, Johnny Carrigan, Evelyn Hoff, Al Tripp and Ronald Daughtery.

## JIMMY SULLIVAN SEES BRIGHT '51

Changes Early Season Route; Converts to All-Wagon Operation

By HAVILAND REVES

WINDSOR, Ont., May 12.—Although handicapped by weather in early stands, J. P. (Jimmy) Sullivan, owner-manager of Wallace Bros.' Shows of Canada, is optimistic about the 1951 season in the provinces. Org, in its four weeks out has drawn large crowds when weather co-operated and spending is ahead of a year ago, Sullivan said.

Shows were here for their second Windsor stand this season under auspices of Legion Post 411, and the forepart of the week pulled the biggest crowds in org's three years here. Shows broke in

a new lot at Tecumseh and Candler Roads, near the Chrysler plant.

Major physical change this year is the conversion to all-wagon operations. Train is unchanged, with 30 cars but show and ride line-up has been expanded. Buck Lucas Rodeo and a Scooter ride has been added. Four new 75 k.w. Diesel light plants are to be delivered at Brantford.

### Special Promotions

Special promotions in the pre-fair season include Monday night fireworks and 5-cent kiddie days Wednesdays and Saturdays.

Wallace's basic early route has been radically altered this year with the shows remaining in Southern Ontario instead of moving north. Org moves to Brantford next week, following with Hamilton and then a long jump to Winnipeg. In the past it has played Sault Ste. Marie, Norand and Sudbury but these and the Northern Ontario dates have been skipped this year because of bad weather that usually prevails in those areas.

From Winnipeg, org moves successively to Edmonton, Alta., and Regina, Sask., and then the cross-routing of 14 Canadian B fairs in Alberta, Saskatchewan and Manitoba. From the last B fair at Prince Albert, Sask., shows jump 2,300 miles to Three Rivers, Que., with the Sherbrooke and Quebec City fairs following. Extra attractions

(Continued on page 65)

## Norman Pacts Anita Marie

PHILADELPHIA, May 12.—Jack Norman, owner-operator of *Broadway to Hollywood Revue* on the James E. Strates Shows, this week announced the signing of Anita Marie as a feature of his attraction for the season.

Well known in vaude and night club circles, Anita was billed as the Girl with the Million-Dollar Legs and appeared in a number of Harold Minsky productions. Al Golden, her manager, will emcee the revue.

## Midway Confab

When Blue Grass Shows were in Henderson, Ky., Mr. and Mrs. Jay Williams and Mr. and Mrs. Frank Burridge visited Coach and Mary Kasin and Bill and Jewel Singleton, nieces of Jay Williams. The Williamses are on the Gladstone Shows.

Gil Tuve, general agent on Northern Exposition Shows the past three years, has joined John Dorland's Royal United Shows for its Wednesday (9) opener in Sioux Falls, S. D., under Junior Chamber of Commerce auspices. . . . M. J. Trotta, of Prell's Broadway Shows, recovered the body of a 7-year-old boy, who had drowned in the Rivianna River, during org's Charlottesville, Va., stand. Trotta was one of a number of the shows' personnel who aided the fire department in attempts to locate the body. . . . Marvin Hulick recently joined F. C. Bogle Shows with several concessions. . . . Honey Lee Walker has joined Ray Marsh

Brydon's Peep Show on W. G. Wade Shows as talker. Show features Diane Ross and her monkey.

Bill Lynch Shows, of Halifax, N. S., are basking in some institutional publicity. An illustration in the newly released book, "This Is New Brunswick," by Jessie I. Lawson and Jean M. Sweet (Ryerson Press, Toronto), gives a good view of the Lynch midway filling a date at Stanley Fair, Central New Brunswick.

Line-up of attractions in Le-Ola's Side Show, Congress of Wonders, on the Morris Hannum Shows includes: Le-Ola, owner-manager and annex attraction; William Malone, tickets and talker; Francis Joblonski, inside lecturer and talker; Dr. Chanda, magician; Madame Zeela, mentalist; Cora, two-headed baby; Frank Keadle, torture act; Lady Penny, snakes; Fayette, alligator-skin girl; Ruby, girl with a horse's

(Continued on page 64)

## Ex-Druggist Found A Tonic in Showbiz

Continued from page 49

circumstances, Joe's father one day found himself in possession of a Merry-Go-Round representing collateral on which he had loaned money. Joe and his brother undertook the job of erecting and operating the unit. The earnings were pretty good and the work was pleasant. It wasn't long before Joe decided that show business was better than the drug business.

In 1932 he joined Billy Clark's Broadway Shows, a 25 railroad car unit, in Cynthiana, Ky. He joined on as a special agent and has never left the ranks of the show representatives. His knowledge of the business is confined to the booking-management end and he wouldn't know how to set up a concession if he had to, Joe says.

After serving with Rubin's Model Shows for a couple of seasons, Joe re-entered the drug business in Atlanta. During his stay in the Dixie metropolis he put some money together, set up his plans, and in conjunction with R. F. McLendon formed the Capital City Shows in 1936.

### Former Owners Join

The depression was on and business was bad. Business in the industry was so awful, Joe recalls, that his outfit numbered among its personnel at least seven ex-carnival owners. They were L. J. Heth, Mad Cody Fleming, Dick Harris, Cecil Rice, Lee Creeson, Dave Wise and T. L. Dietrick.

The following year Joe joined L. J. Heth, who had recouped his fortune to the extent that he was once again able to launch a show, altho this time it was on trucks instead of on rails. Joe has remained with L. J. ever since, except for the 1942 season when he

left to operate the Blue Ribbon Shows on lease. Eddie Young later took the Blue Ribbon outfit over.

Joe has a three-way deal with the Heth organization. He is a partner in the operation of several rides with Floyd R. Heth, in addition to booking the show and handling the office when the org is on the road.

Joe's various duties dovetail nicely. For many years he has been booking in the same territory—Indiana, Illinois, Kentucky, Tennessee, Georgia and Alabama. His contacts are well established and booking normally doesn't involve much time or intrigue any more.

Actually, Joe usually has his route in his pocket by the time he gets to the Georgia meeting. This year was no exception. Still he was apparently as busy as any other agent in Atlanta's Piedmont Hotel. When queried, Joe explained the reason. He was working on the 1952 route.

Most of the Heth Show fairs have been on the route for a number of years, including one for 18 seasons and another for 10. Nothing is taken for granted, however, and the Heth crew sets up shop just like any other show which is wide awake and on its toes.

### Little Excitement

Joe does not admit to any undue excitement connected with his lengthy show business career. He regards the carnival business pretty much the same as he would a drugstore had he continued in that field. He is merchandising a service and catering to many people. The problem is to entertain patrons and keep them happy, Joe says.

Like so many others, Joe experienced the hardest part of his career during the depression years. There was no thought of quitting, since no other field offered any greater promise at the time. There wasn't anything else to do but hang on, and nearly everyone who remained in the field had to do just that when earnings hit their lowest ebb.

In many of the communities which he contracts, Joe is fronting for the big show, since the Heth organization presents 14 rides, plus a pony ride and travels on 36 trucks, including billing units. Formulating major policy is L. J. Heth, the show's octogenarian owner, whose youthful vitality never ceases to astonish Joe. When it comes to setting the show down in a lucrative spot they form a crafty team.

Joe is unique among general agents in that he is a member of the board of the Georgia Association of Fairs. He is also a member of the Masons, Shrine, Elks, Eagles, Fraternal Order of Police and the Showmen's League of America. It doesn't hurt to be a joiner, especially when success in your field depends largely on contacts and friends, Joe says.

Joe has been married to Jean Stuart, former featured dancer with the Lum and Abner show, for the past 13 years. They have no children. The Fontanas reside in Birmingham where the show winters.



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### WANTED

FOR DAY AND DATE WITH RINCLING BROS.' CIRCUS AT PHILADELPHIA. THIS SHOW IS POSITIVELY THE ONLY SHOW PLAYING THE BROAD STREET LOT. WE HAVE THE STRONGEST ROUTE OF FAIRS IN THE EAST, INCLUDING THREE STATE FAIRS, STARTING WITH THE DELAWARE FAIR AT HARRINGTON IN JULY, THEN ALL FAIRS THROUGH NOVEMBER.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. Age and Scales. Bucky Yeager wants Bucket Agents. Steve Haley, get in touch with Cookhouse. Mike Bpsco, get in touch with Curly Graham, also P.C. with Hanky Panks.

SHOWS: Manager for complete and beautifully framed Monkey Show. Our monkeys are the late Mrs. Dodson's monks, easy to handle. They are the large Rhesus type, and we have props and costumes. Pete Freeman and Art Freeman, get in touch. Also PENNY ARCADE. MOTORDROME OPERATOR AND RIDERS. Want capable Operator for Completely rebuilt Motordrome. Cliff Hoffman, wire. Operator for Funhouse, completely rebuilt with beautifully decorated front. Want Midget Show, Side Show Acts and Geek and Grinder for Snake Show. All, contact us, excellent proposition.

RIDES: One more Wheel to work with our Twin Wheels, also Little Dipper, Kiddy Boat Ride and other Rides not conflicting. Live Pony Ride; Tom Evans, contact.

HELP: Want Foremen for Twin Ferris Wheels and Whip, also Second Men on all rides and Canvasman. Red McGee wants to hear from all of his Help.

## LAWRENCE GREATER SHOWS

SAM LEVY, Manager

CIRCUS DATE TO FOLLOW AT PHILADELPHIA SPARROWS POINT, MD., MAY 14-19



MUSKEGON, MICH., May 23-June 2

WANT — Motordrome, Glass House, Animal, Funhouse, Mechanical City, Unborn, etc. Especially want Side Show, Illusion, or large Animal Show.

CAN PLACE — Photos, Ice Cream, Novelties, Glass Pitch, String Game, Coke Bottles, Ball Games and other Merchandise Stands. Good territory for Penny Arcade.

CLYDE BUTLER wants Agents for Hanky Panks.

MRS. F. W. MILLER wants Girls for Dancing and Posing Shows. Top salaries.

JOHN QUINN, Mgr., Lansing, Mich., until May 20th



- Have good opening for Cook House, also Fun House, Side Show Manager with people, Iron Lung.
- Can place Photos, Novelties and Derby. Tex Chambers wants Agents.
- Clyde Davis wants Girls for Girl Revue, also Talker. Want talent for Athletic Show.
- Have a couple openings for Ride Men. Wire

W. W. MOSER, Central States Shows

North Platte, Nebraska





## CONTINENTAL SHOWS

WANT—Long Range Gallery; John Vaday, contact me; Frozen Custard, Photo Gallery. Can Place Slum Concessions such as String Game, Duck Pond, Pitch Till You Win, Darts, Punk Cats, or what have you?

SHOWS—Motordrome, come on Boudreau. Can use any Grind Show, Fun House, Snake, Illusion, or Animal Show. George Bonneau, come on. Would like to hear from Bill Devaul, you can make money here. Lou and Red, Sonja Dunn and Bea, contact Lassy Saunders.

This is the finest six ride show in the East and whatever you have you can't help but make it pay off.

Week of May 14 to 19, Frankfort, N. Y.; May 21 to 26, Rome, N. Y. Contact

**ROLAND CHAMPAGNE**

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FOR V.F.W. JULY 4TH CELEBRATION

Week July 2-7, Owensville, Mo.

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611 W. Jackson, both Owensville, Mo.

### NEW COASTER RIDE

Slover Brothers of Tampa, Florida, are now building the most modern and beautiful Coaster Rides that has ever been built. This Coaster Ride is similar to the one that played the Florida Fairs last winter, topping all Rides. This new Ride will excel any Coaster on the market. Completely portable; can be set up in five hours and taken down and loaded in two and a half hours. Ride caters to both children and adults and is a top money getter. Rides will be on the market this fall. Contact

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## Quinn Leases Plot Adjoining RB Philly Lot

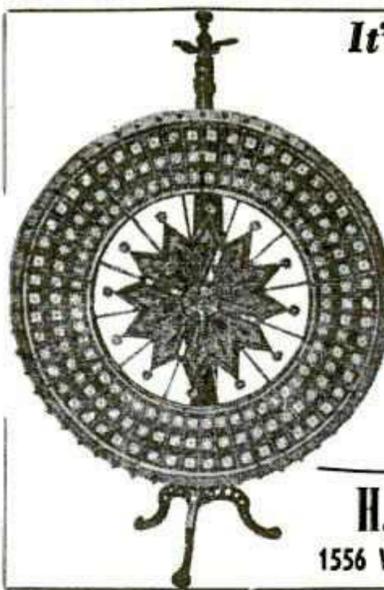
PHILADELPHIA, May 12. — City Council's committee on city property has approved the leasing to John A. Quinn, local concessionaire, of a tract of land bordering on the plot which will be used by the Ringling circus.

Circus will pay \$2,000 for the use of the South Philadelphia site from Monday thru Saturday (21-25). Quinn's lease is costing him \$1,200 for the same period.

Quinn, who holds concession pacts at a number of stadia in this vicinity and who operates a kiddie park in North Philadelphia, for a number of years has had leases on choice real estate adjoining the Ringling circus lot here.

## Star-Lite Springs At Moline, Ill.

MOLINE, Ill., May 12. — Star-Lite Shows, new organization set up by R. L. (Ross) Sinderson and M. R. (Spot) Mason, bowed here Friday (11) with 7 rides, 4 shows and about 20 concessions. Org., which winters here, will tour Illinois, Iowa and Nebraska.



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**? WHERE CAN YOU DO BETTER ?**  
 —A ROUTE OF STATE FAIRS SECOND TO NONE—

Lash LaRue, Hollywood's favorite cowboy, is drawing thousands. Three big Kid Days a week. Bicycles given away, along with tie-in with Lash LaRue.

Only REMEMBER, we are interested in Operators who can stand prosperity and can produce a gross. No Attraction too small for consideration.

All replies to: CHARLES H. HODGES, Show Production Manager  
 Care HENNIES SHOW, East St. Louis, Ill., this week; Decatur, Ill., next week.

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Must have youth and looks. Man and Wife to manage Venus Show. Also Man and Wife, man Ticket Box, wife Dancer or Concession. High Striker and Penny Pitch Agents wanted. Linda, come on; Paul, contact me. Top wages. Treat you right.

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May 23rd till June 3rd, Sanatoga Spring Fair, Pottstown, Pa.

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Write for "Early-Bird" Price List!

**Karl Guggenheim inc.**  
 33 UNION SQUARE • NEW YORK 3, N. Y.

**Midway Confab**

• Continued from page 63

mane; Jane Lau, sword box, and Clementine, electric chair.

Talla Tivoli closed temporary with the Cleo Renee show and is now with King Bros.' Circus. She rejoins the Renee show in a month.

Bea Dunn, The Billboard sales agent on Buff Hottle Shows, reports that William E. Riley and Dolores Connolly, of the shows, were married in Port Allen, La., during org's stand in Baton Rouge, La. She adds that a surprise birthday party was held in the cookhouse for Mr. and Mrs. Bennie Acker. Sammy and Judy Martin joined the shows recently with their bingo stand.

Chick Young advises from Du Bois, Pa., that the Carl D. Ferris Shows opened their season in Ridgway, Pa., to cold weather and disappointing business. He adds that the org set up its new Dipper ride there. . . . Frank J. Lee, who has been doing special work for Criterion Advertising Service, St. Louis, in four Southern States, writes from Mobile, Ala., that he will rejoin Al Wagner's Cavalcade of Amusements at Montgomery, Ala., in his former capacity as press agent. While in Mobile, Lee and Walter B. Fox were guests of Manager Paul Dempsey at the night performance of Ice Vogues of '51. . . . Al P. Hill, former concessionaire and now operating the Hill Hotel in Mobile, Ala., writes that he recently enjoyed a visit with Al Cole, former special agent of several early-day shows. Both were with Rubin & Cherry Exposition 15 years ago and had not met in seven years. Cole, now in business in Miami, was in Mobile in the interest of a forthcoming indoor circus.

E. H. Rucker is framing a new show in Augusta, Ga. He closed recently with the 20th Century Shows in Wichita, Kan. . . . Mr. and Mrs. D. E. Gheen, formerly of the W. S. Curl and F. E. Gooding shows, have purchased a Stratogun for placement in Buckeye Lake (O.) Park. . . . C. E. Armstrong has sold his bingo to P. L. Patterson, of the Toney Martone Shows, and will join the Maddox org with concessions.

Billy Burton, off the road for the first time in years, has built a home in Pineville, W. Va., and is helping his son in a local jewelry store. Last year was Burton's 50th in show business. . . . Recently visiting Thomas Arenz in Benton, Ark., were McCoy, of Dailey Bros.' Circus; Miller, Wild Life Show operator; Mr. and Mrs.

N. J. Melroy, Warren E. Buck and Jack Turner, of the Capell show. . . . Good business for Buddy Bernstel at the opening Waverly, N. Y., stand of Percell's Pioneer Shows coincided with the birth of a daughter, Pawnee, to Mrs. Bernstel, the former Linda Lee, at Honesdale (Pa.) Hospital. Bernstel operates the Scandals, Parisian Models and House of Olga shows, assisted by Richard Gordon and Joe Roderique, talkers.

Line-up of the Linda Lopez Side Show on Hill's Greater Shows includes Jimmie Farmer, sword swallower, knife thrower and manager; Jean LaBlanc, emcee and blade box; Lola, iron tongue girl; Peggy From Patee, dancer; George Graham, alligator boy; Catana Rose, bearded lady; Bella Boola, sword ladder and glass dancer; Jett LaMarr and Bob Howell, talkers; Bonnie Bell, annex tickets; Billie Bell, annex; Mrs. J. W. Taylor, secretary; Bob and Jim White, tickets, and Ronnie and Jean Travis, magic. On the same midway is the Linda Lopez G-String Follies, with Tex Shall, tickets and talker, and Linda Lopez, dancer.

Business is picking up for Thomas D. Hickey's Mighty Gem City Shows, which has a number of sponsored spots and fairs booked, reports L. G. King, agent. . . . Bill Geren's Mighty Hoosier State Shows played host to crippled children from the James Roberts School, Indianapolis, May 5 in Franklin, Ind., reports Mrs. John Owen, who chaperoned the affair.

Visitors to Virginia Greater Shows in Roebing, N. J., included Nick Elko and a group from the Fords, N. J., volunteer fire department; Mr. and Mrs. D. McAllister and son, of Philadelphia.

C. M. (Slim) Willis, former partner in the Willis & Meyer Shows, is operating concessions on Robertson & Caler Amusements, now playing Macon, Ga. . . . Eugene Lemmer, formerly with Gaylord Caler's ride units in Michigan, is a private in the field artillery at Fort Jackson, S. C. . . . Mr. and Mrs. W. O. Barnett joined American Eagle Shows with their glass pitch recently.

John T. Hutchens, owner of Hutchens' Modern Museum, info from Cassville, Mo., that his unit will join World of Pleasure Shows June 11, at Lima, O. Work has started in winter quarters and a number of people who were with the show last year will rejoin. Mr. and Mrs. Hutchens wintered in Kansas City, Mo.

**WANTED**

**Rides and Concessions**

For 12TH ANNUAL HOMECOMING CELEBRATION, Blue Hill, Nebraska, on July 26th, 27th and 28th, 1951. Has proven to be a very good spot. Contact

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You can safely flash your best prizes, work for 10c, 15c or 25c with our new, attractive, precision built "G" model spindle, 30 inches square, beautifully covered with red felt, fancy metal corner plates, has 45 two-inch spaces, steel pins, fine finished 21-inch mahogany arrow. Complete and ready to work on any counter top. Only \$35.50. \$20.00 deposit, balance C.O.D.

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SHRUNKEN HEADS—LONG HAIR—LIKE PHOTO, PREPAID \$12.00  
 Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby—many others. Write for Latest Circular Showing Photos and Prices.  
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for a SOLID SALES IDEA See Page 53

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WANT WANT WANT WANT

Can place Cookhouse, Custard and Novelities. Want Athletic Showman who is capable. We have the equipment. Can place Side Show that has own equipment or any other Show of merit. We hold contracts for twelve bona fide Fairs and Celebrations with more pending. Can place Ride Help—Second Man for Twin Wheels, also Merry-Go-Round Help. Contact **JACK RUBACK, Mgr.** Snyder, Texas. May 14 to 19; then Odessa, Tex.

**BAKER'S GAME SHOP**

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skillos, Spindles, Tracks, 12, 15 & 24 numbers, Chuck and P.C. Wheels, Bazaar Mds. Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Razzes, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Pegs, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloths; new Country Store Slum Spindle, size 28x28 inches; new Ping Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

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 Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby—many others. Write for Latest Circular Showing Photos and Prices.  
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 (New Herschell 3-Abrazat)

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Salary plus bonus  
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Want Freaks and Novelty Acts. State salary and all particulars in first letter

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For one week any date in July, August or September. Contact at once.

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 Carnival Chairman  
 Civitan Club, 1203 Western Ave., Warrington, Fla.

**FOR SALE**

1 8x8 Top and Frame, \$75; 1 10x12 Top and Frame with 14 Daisy Cork Guns all in good repair, \$175; 1 10x12 Top and Frame with Devil's Bowling Alley complete, \$200; 1 10x16 Top and Frame with moving Cat Ball Game complete \$225.

**AUGUST GRAPENTIN**  
 Princeton, Minn.

# Sullivan Sees Good 1951

Continued from page 62

will be added for the eastern stands. Org will wind up its route with fairs at Renfrew, Lindsay, Leamington and Simcoe and hit winter quarters October 6.

### Significant Changes

Significant changes are the elimination of Randolph, Que., and Pembroke, Ont., from the late season line-up and their replacement by Edmonton, with the extension of the Winnipeg stand an additional week.

Show's staff here, in addition to Sullivan, included Hank Blade, assistant manager; M. F. (Mike) Sullivan, secretary; Phil D. Cronin, concessions manager; Pat Marco, assistant concessions manager; Art Blade, general agent; Bill Beetham, assistant office manager; Bill (Tiny) Jamieson, superintendent; Frankie Smith, train porter; Jack Cotton, dining car manager; Allen (Slim) Lalumiere, chief electrician; Ralph Easton, assistant electrician; Peter Grucholho, front gate and general maintenance.

### Personnel includes:

Ponies, Dorothy Lewis, manager; Robert Hewitt and George Tebow; Fly-o-Plane, Joseph Nadeau, foreman; George Moon, John Finn and Donald Thibodeau; Octopus, Herve Roy, foreman; Eugene Gagne, Paul Leboeuf and A. K. McLeod; Tilt-a-Whirl, Lorne Lalonde, foreman; Aurie Braseau, second man, and Shearer Wallace, Raymond and Maurice Chamberlan; Merry-Go-Round, Shirle Lalonde, foreman; William H. Thomas and John Hume; Kiddie Unit, including Miniature Train, Sky-fighter and Airplanes, John Bunk, foreman, Mike Dow, Doug Sinclair, Bill Ives and Larry Brook.

Kiddie Unit, Autos and Merry-Go-Round, Peter Brittain, foreman; Harold Scott, Roy LaSalle and Wayne Stone; Scooter, Funhouse, Bob Morton, foreman; Barton Piper, Howard Hunter and Ruth Morton; Rock-o-Plane, Thomas Hegarty, foreman; Lloyd Zehner; Rolloplane, Viny Lalonde, foreman; Frank Harvey and Ray Lamont; Ferris Wheel, Louis Mueller, foreman; Pete Gugold and Stan (Steamboat) Taylor; Kiddie Boats, Little Dipper and Fire En-

gine, Frank S. (Commodore) Hall, foreman; Robert Douglass, Wayne Glass, Lorne MacMillan, Dave Goddin, Harvey Day and Tony Kubl.

### Shows

Wonderland Arcade, Frank Christenson, assisted by Peter Darchuk and Leonard Auekey, Hell's Belles, A. W. McAskill, owner-manager; Charlie Noler, front; Claude Chante and Keith Parr, inside lecturers and magic; Brownie Ward and Chester Matajowski, tickets; Boots Bobo, Betty Jo Parker, Marie McAskill and Myrtle Parr, illusions; Buck Lucas Rodeo, Buck Lucas, owner; Eddie Mason, Faith King, Smokey and Dee Duane, Bernard Girard, Joe Pecteau and Stanly Schauf, performers; Mrs. Bonnie Lucas, tickets; K. Shorty Clark, talker, Girl Show, Hank Blade and Sandy McKague, owners; Margaret Marco and Peggie Ferrari, cast; Sandy Campbell, tip man; Lucky Magee, foreman, Inferno and Paradise, Sandy McKague, owner; Barry Breittingham, foreman.

### Concessions

Don Adams, manager of bingo, with Dave Kirby, Tony Grattan and Jim Johnson, agents; Phil Cronin, duck pond and bowling alley; Charles Bakuska and Johnny Ways, agents; Herman Staats, percentage; Jerry Mansfield, agent; Bill Haller, grab stand, horse game, with Fred D. Tullio, Fred Boughner, George Taylor and George Morgan, agents; Tom Murphy, candy wheel, Mitch Adams; John Demitro, stocking wheel, Harold Haney; Leo Pareselli, Holly Cranes; Jerry Morrin, Buster Epps and Sam Leboeuf; Bernice Pareselli; two ball games, Sol Hershkowitz, Mervyn Smith, and Mr. and Mrs. Charles Goldberg; Marcel and Gaston Poulin, hoop-la.

Frank Miller, crown and anchor and two palmistry booths, Mrs. Sarah Miller and Mary Demitro; Peter Miller, blower, Peter Kebalo, Nick Letet and Richard May; Kin Rifin, red spot, Jack Hunter; William Adams, French fries, Roland Houle; Peter Borizowsky, cigarette gallery; March and Joe Woschitz, six, with Stan Miller, Terry Levert, Dorene Jamieson, Burt Paling, Bernie Montroy, Ronnie Levert, Sam Sharp, Sandy Drissdell, and Ole Haugen; Curley James, Parker's diggers, Eddie Wolf, Ernie Russell and Joe Pidherny.

Irma and Jimmy Hazuk, cookhouse, assisted by Dorothy Easton, Margaret Hall, Frank Carson, Harry Carrick, Tony Popene, Tommy Mackin and Frank Thompson. Al Kaufman, over 12, Joe Mattioli; Whitey Selmer, Joe Konefat, John Ford, Harry Prokin, Steve Lorenz and Garry Harding; Jeanette Charlebois, doll wheel and darts, with Gur Robitaille.

# Hennies Shows Sparkle

Continued from page 62

same time provides a substantial savings in man hours in erection and tear-down of the towers. In all, the shows have seven towers, but refrained from using three of them here.

Considerable work already has been done on show fronts and the remainder is scheduled for completion within two weeks. In reworking the old fronts, some have been made more eye-catching than when they were originally built.

The midway line-up abounds with other evidences of the modernization program, but the greater part of the work has been centered on the show train. For the first time in years, the train is getting a complete paint job. Wagons also are being repainted, cars in red, trimmed in green, with the roofs done in aluminum. Wagons are repainted vermilion, with aluminum trim. A baggage car was painted by the Hot Springs Chamber of Commerce as an advertisement for the resort town.

Additions to shows' ride line-up include a Tilt-a-Whirl, operated by Bill Pink, which was on Imperial Shows last year, and a new Roller Coaster which replaces a smaller unit. Developed last year, the Roller Coaster is owned by Bud Davis and loads from a semi. A Hey-Dey, owned by the shows but not used last year, has returned to the line-up.

Lash LaRue, Western star of movie and recording fame, joined

this week to head a Western show comprising 12 people. LaRue's performance, consisting of singing, whip-cracking and re-enactment of a shooting scene from one of his pictures, was received enthusiastically. Plans are to build kiddie matinees around LaRue.

Other strong units include Showboat, minstrel produced by Irving C. Miller; Charles Hodges' Side Show; Tropicana, Girl Show; Buttons Grantham's Monkey Village; Water Ballet owned by Bob Purvis and operated by Pete Berryman and a Motordrome.

New to the front end is a large and well-flashed Bill Jones Bingo unit. From here shows go to East St. Louis, Ill., then to Decatur. Org's opening stand Hot Springs last week was the best opener for the shows in year, the gross topping 1950 by 40 per cent.

### Crafts' Pay Dirt

Continued from page 62

Sunday, the latter featuring the historical parade and chuck wagon dinner, pulled heavily.

In Lone Pine for the Stampede, Crafts' Fiesta Shows debuted a new Skooter. Weather was windy but not cold, and had little effect on the attendance. Event was held for three days—Friday thru Sunday, but shows opened a day ahead of the Stampede. Business was light during the pre-event period, however.

# BODART SHOWS

THE SHOW BEAUTIFUL

### WANTED

Talkers and Openers for Ten in One, Magic and other Grind Shows. People for Side Show Acts, Glass Blower, Knife Thrower, Sword Swallower or any worth while Acts. One outstanding Freak for annex. Salaries paid through office. Ride Foremen for Ferris Wheel, Tilt and Caterpillar. Agents for Grind Stores. Can use several clean Concessions. Contact

### BODART SHOWS

Shawano, Wisconsin.

Opening Saturday, May 26, Oconto Falls Celebration.

### SAMMY LANE SHOWS

"SWEETHEART OF THE OZARKS"

Has opening for the following. We give ex on each concession. Hit and Miss Ball Game, Scales, Coke Bottle, Fish Pond, Basketball, Short Range Gallery, Balloon Darts, High Striker, Hoop-La, Watch-La, String, Bumper, Ice Cream, Duck Pond, Cigarette Pitch, Pan Game or what have you? Can use one Grind Show. We carry no racket. We are headed for the Strawberry Harvest. Get with a Clean Show. Greenfield, Mo., May 14 to 19; Anderson, Mo., May 28 to June 2.

# PAN-AMERICAN SHOWS

Originators and Producers of COMMUNITY FAIRS

### CONCESSIONAIRES WANTED

for the Biggest Early Date in Southern California

THE LOS ANGELES COUNTY SPRING FAIR, BELLFLOWER, CALIF.

6 BIG MONEY MAKING DAYS

CAN USE LEGITIMATE CONCESSIONS THAT DO NOT CONFLICT. ALSO SHOWS WITH FAMILY APPEAL. We can furnish some outfits if necessary. LET US HEAR FROM YOU IMMEDIATELY.

NEW LOCATION — MAYFAIR PARK

Beautiful grassy lot. Right in the center of America's largest and most prosperous dairy region. Over 1,000,000 Spending People from which to draw.

Contact Now... PAN-AMERICAN SHOWS

Operated by Pan-American Amusement Corp.

KEN BAKER, c/o Chamber of Commerce, Bellflower, Calif.

Phone: TOrry 7-0110

# BRYDON & THOMAS

AMUSEMENT PRODUCERS

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"Our Prompt Attention Whether a One Day Picnic or the Texas State Fair"

### READ THIS COMMUNIQUE!!

AL MITCHELL, Supt. of canvas, wants all his old hands to join him at once. Can place 20 good steady Canvasmen to double as Truck Drivers and Ticket Sellers. Don't write, come on at once as per W. G. WADE Route. HONEY LEE WALKER wants Exotic Dancers of all types. Novelty Dancers, all for a big revue under the former SALLY RAND top. Lights, scenery and all top flight so your act must be the same. TONY MARINO wants to hear from all his old friends that worked for or with him. RUBE DeLENZ, RED FRIEND or any other strong magician who can pitch. RAY GARRISON, still waiting. Want Acts of all kinds for finest Illusion Show ever framed under canvas. Want Illusionist with effects. RAY CRAMER, lost your route. Please wire route for week. Ready to do business. Can place on W. G. WADE Shows (strong still date and fair route) Class House, Iron Lung (GRECO, wire), Wild Life (CASH MILLER, wire), Fun House, Penny Arcade, Motordrome, small Grind Shows, etc. All reply to RAY MARSH BRYDON, c/o W. G. WADE SHOWS, now Kalamazoo; week May 21, Ann Arbor; week May 28, Pontiac; all Michigan.

### WHEEL MAN WANTED

Ride Help on All Rides. Concessions Wanted — Fish Pond, String Game, Scale, Coke Bottles; any Concessions that work for stock.

Agents Wanted for Hanky Panks, Bingo Help.

(Bill Mason, answer.)

BORDERLAND SHOWS  
Wink, Texas

### WANTED

Man with all sorts of Small Rides to make up a Kiddieland in city of 140,000; excellent location, plenty of ground, adjoining one of the country's finest drive-in theatres. Write

JOE J. NICKOLICK  
P.O. BOX 4038 EVANSVILLE IND

### FOR SALE

36 Seat Travers Merry Mix-Up; can use 24 Seats if desired. Also Kiddie Airplane Ride. Both guaranteed to be in good condition ready to set up and operate. Will sell both for \$1200 cash if taken at once. Send deposit of \$200 and will hold for you

H. JOHNSON

c/o O. R. Jenkins  
Chesapeake, Ohio  
Box 1130

### WANTED

Merry-Go-Round Foreman and Ferris Wheel Foreman. Good working conditions—good salaries Working Chicago lots only.

MOSCA OUTDOOR AMUSEMENT CO.  
1005 W. Huron St. Chicago, Illinois  
Phone: MAymarket 1-0499

### WAX FIGURES

OF EVERY DESCRIPTION  
Law and Outlaw, Old Timers, War Criminals, Presidents and Famous Persons, Original P. T. Barnum Freaks, Two-Headed Wax Babies in Glass Jars  
B. W. Christophel Wax Figure Studio  
3938 Folsom Ave. St. Louis 1, Mo.

### A—AMUSEMENTS

WANT RIDE HELP  
For C-Cruise and Merry-Go-Round. Must drive.

DOC ARDNER

4628 W. Lexington Chicago 44, Ill.  
Phone: ESTebrook 8-1043 after 4 p.m.

### WANTED

Side Show Acts, Fire Eater, Pin Cushion, Working Acts, Annex Attraction. Tex Willis, Shirley, come home. Curley Joe Lewis and Norma, contact immediately or join. All people who worked for me answer. Good Front Man, also Man take charge Snake Show Wire at once, no time to dicker.

EARL MEYER

Lawrence Greater Shows  
Sparrows Point, Baltimore

### FIREMEN'S ANNUAL JUBILEE

INDIANAPOLIS, IND.

Holt Road, May 21 to 27 Inclusive

CONCESSIONS—Exclusive on some concessions, including Jewelry, Custard, Hit and Miss, Cat Rack, Bumper, String Game, Novelties, Derby Racer, Age and Weight, African Dip.

ATTENTION—Clyde Warbritton, Bev Reese, answer.

Also want Cookhouse that caters to show people SHOWS—Attractive Funhouse, Animal Show, Side Show or Monkey Circus. Committee money only.

RIDES—No rides needed. We have fourteen of our own, including dual wheels.

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General Representative

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Owner

# Capitol City Amusements, Incorporated

P. O. BOX 211 PHONE WA-1010 INDIANAPOLIS, INDIANA

# GEORGE CLYDE SMITH shows

Want Ball Games, Cigarette Gallery, Swinger, Hoopla, Balloon Pitch, Darts, Novelties, Custard, Fish Pond, Bowling Alley. Want Pony Ride, Spitfire, Tilt. Hanky Pank Agents, general Ride Help, Truck and Tractor Drivers. All replies to

GEORGE CLYDE SMITH SHOWS

Nanty Glo, Pa., this week; Coalport, Pa., next week.

Used Everywhere for Over 35 Years

### ROLL TICKETS

PRINTED TO YOUR ORDER  
Keystone Ticket Co. DEPT. B  
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100,000  
\$29.00

10,000 .... \$ 9.50  
20,000 .... 11.75  
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Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

Circus Week Circus Week Circus Week Philadelphia, Pa., week May 21-26 inclusive

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Playing day and date on the nearest and best locations with Ringling Bros. CONCESSIONS: Legitimate Merchandise Concessions of all kinds. Photo Gallery, Jewelry, etc. RIDES: Can place any Ride not conflicting with what we have. Also can always use experienced and capable Ride Help.

All replies to MARKS SHOWS This week: 67th and Dix, Philadelphia, Penna.

WILLIAM T. COLLINS SHOWS

WANTED

Slum Concessions of all types—Balloon Darts, Cork Gallery, Clothes Pins, Fish Pond, Mug Joint. Especially would like to hear from good Penny Arcade and a few good Grind Shows.

Ride Help wanted. First and Second Men on all rides. Top salary, bonuses and the best of treatment.

Don't delay, come on at once. Show now open on the lot in Minneapolis.

WM. T. COLLINS, Owner; ART SIGNOR, Mgr. Address: 801 E. 78th St. Minneapolis, Minn.

Percell's PIONEER SHOWS

Berwick, Pa., May 21 to 26

Big Defense Plants, Building Tanks and Half-Tracts. Want Shows of all kinds, Motordrome, Fun and Glass House. Concessions: French Fries, Custard, Rotaries, Photos, Short Range, Striker, Jewelry, Hanky Panks. Help: Bingo and useful Show People. Stretch Rice wants Agents and Al Bydark wants Ride Help. Semi-Drivers preferred. All address Pringle, Pa., this week. Louis Stretch Rice, Business Manager, or Mickey Percell, General Manager.

5 MAJOR, 3 KIDDIE 8 RIDES GRAND AMERICAN SHOWS

Want Shows—Class or Fun House, Mechanical, Athletic, Monkey, Snake, any Grind Shows with own equipment. Grady Robinette wants Girls for Girl Show. Want Concessions—Arcade, Popcorn, Ice Cream, Floss, Balloon Dart, Coke Bottle, Knife Rack, Novelties, Scales, Age, High Striker, Basket Ball, Fish Bowl, String Game, Derby, Watch-La, Grocery Store, Blanket Wheel, Swinging Ball, Cigarette Wheel or Pitch, Hoop-La, Buckets, any Hanky Pank that does not conflict. Footh Reeves wants Grind Store Agents. Sam Weintraub wants Ball Game Agents and Grind Store Agents. Peter Sevich, we are holding place for you. Want Kiddie Rides. Want Wheel Foreman. Want Foreman for Front Gate and Show Equipment, Second Help who drive Semi. Moberly, Mo., thru May 19; Kirksville, Mo., 21-26.

L. O. WEAVER, Mgr.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Playing First and Spring Downtown Nashville, Tenn., May 21-26. WANT WANT WANT Sell X on Photo, Custard, Novelties, French Fry, Hanky Panks—Ball Games, Hit and Miss, Six Cat, Buckets, Watch-La, Short Range. Good opening for Penny Arcade. Shows—Motordrome and Fun House, others not conflicting. Want to buy Side Show Banners and 8 ft. Side Wall. Must be in good condition. Want to sell Rolloplane. All replies to JOHN PORTEMONT, Madison, Tenn., this week

MAN SHOT OVER WHEELS

GETS THE CROWDS—WHEN EVERYTHING ELSE FAILS 1951 — NOW CONTRACTING — 1951 PARKS — FAIRS — CELEBRATIONS — CARNIVALS WANT SEMI DRIVERS—LONG SEASON F. O. GREGG, Plymouth, Wis.

DICK BEST and WALTER WANOUS

WANT FOR THEIR BIG SIDE SHOW Working Acts, Novelty Acts, Bally Attractions, Sword Swallower (Nelson, answer) Tattoo Artist, Mitt Camp, good Annex Attraction (no Half and Half) All Address: c/o WORLD OF MIRTH SHOWS, Chester, Pa., this week; then per route.

HUTCHENS MODERN MUSEUM

WANTS TO JOIN JUNE 11 IN LIMA, OHIO, WITH THE WORLD OF PLEASURE SHOWS FOR A LONG SEASON SIDE SHOW ATTRACTIONS OF ALL KINDS, ALSO WORKING ACTS. Two Girls for Blade Box; two Ticket Sellers, one who can drive Truck and Trailer and has Chauffeur's License; Mind Reader, Fire Eater, Musical Act, Tattoo Artist, also good Annex Attraction. Have good route for you. (Babe Keating, wire me.) No boozers wanted. People who have worked for me before, contact me. All address: JOHN T. HUTCHENS, 1206 MILL ST., CASSVILLE MO.

Table with columns for Stock Tickets, Life alters its dress but not its nature, SPECIAL PRINTED Cash With Order Prices, and THE TOLEDO TICKET COMPANY.

Meeker Scores At Wenatchee

WENATCHEE, Wash., May 12.—If the Washington State Apple Blossom Festival, which ended here Saturday (5), is a barometer for carnival business, Ralph Meeker, of Meeker Shows featured on the midway, anticipates a big season. As the amusement area was jammed closing day from 10 in the morning until midnight, Meeker, using this as a gauge, believes show business in 1951 will rival that of 1947. Meeker used 16 rides, six shows and 40 concessions on the lot.

Festival was opened with appropriate ceremonies Monday (30), with 3,000 attending the coronation of the event's queen. The royal group made a tour of the midway after which it, along with the executive committee, were guests of Jo and Ralph Meeker at a buffet supper. Arrangements were made by Esther and Charles (Curly) Mason, press and public relations departments.

Wednesday's business was upped by a special "Twilight Matinee" sponsored by the local Crosley dealer. The midway was full at 6 p.m.

Don Gillmore, recording and television artist, continues to be a drawing card with the show. Spotted near the entrance in a specially constructed trailer that transports the Hammond organ, concerts are offered thruout the evening. The addition of the attraction, Meeker said, has brought new and repeat business to the midway. Meeker conducted an informal survey on Gillmore's pulling power, concluding that four out of 10 people attending had not been on a carnival lot in several years. The show owner attributed the new business to special publicity garnered by Gillmore.

Joining the shows for this date were Henry Roat, photos; Lee Porter, three concessions; El Segundo Novelties with Bob Manley; K. S. Peterson, candy floss; Jack and Goldie Lee, hats, and Ray and Maude Hodges, grab and ice cream.

20th Century Gets Winner

MANHATTAN, Kan., May 12.—20th Century Shows moved here this week after chalking up its first big winner at Leavenworth, Kan. Org was belted by weather in its three preceding stands at Ponca City, Okla., and Coffeyville and Wichita, Kan.

Floyd Woolsey added several attractions to his Side Show here and Brownie Horn received a new shipment of pythons for his snake unit. Roland and Mitzie Porter have finished framing their new Girl Show, Mitzie and Her Scan-Dolls.

Sam Lowery has his new Motordrome in operation here and a new Unborn Show joined.

Wolfe Early Biz Tops '50 Grosses; Maps Pa. Invasion

BUENA VISTA, Va., May 12.—Wolfe Amusement Company trucked here this week from Bassett, Va., where business was good even the furniture factories there are on a three-day week. Business on the season thus far has been 15 per cent ahead of last year, Ernie Sylvester, secretary, reports.

Owner Ben Wolfe will take the shows into Pennsylvania for June and July, marking org's first appearance there.

Two new panel show fronts have been added. Line-up here included 5 rides, 4 shows and 30 concessions.

Roy Halstead has a new popcorn-candy apple trailer, and R. Reader a new short range shooting gallery.

James T. Mitchell Reports to Army

STAMFORD, Conn., May 12.—James T. Mitchell, general agent of North American Shows, left the org here Monday (7) to report for induction in the Army. Mitchell, one of the youngest general agents in the business at 22, has been in front of the shows for the past three years. He formerly was with Bell Form and J. P. M. shows and has been connected with the J. C. Harlacker Enterprises as a concessionaire for the past four years.

Pan-American Opens Strong In Huntington

HUNTINGTON PARK, Calif., May 12.—The third annual Huntington Park Community Fair opened here Wednesday (9) for five days, with waiting lines for every ride on the Pan American Shows midway. The city park, with its grass-covered lawns, is the scene of the event.

Fair is using a 25-cent season pass admission deal this year. Once a ticket is purchased, it is good for admission thruout the run.

Pan-American, owned by Louis Goebel and managed by Jimmy Wood, is playing the event for the third consecutive year. Show has 13 rides, two shows (Fun House and Iron Lung) and all concessions are committee operated.

Spot marks sixth week of the 1951 season for PA, with the season running 25 per cent ahead of last year, despite rains encountered earlier on the route.

The shows supplied a big top 360 by 80 feet to house the commercial exhibits. Added this year was a 70-foot round end to house livestock displays.

Wood said that the shows have 30 per cent of their 1952 route already signed. Org this year will tour in the San Francisco area for the first time. Up until now dates have been 40-milers. To play the expanded route, PA is carrying 13 towers and moving on 36 trucks and semis.

All spots are played under auspices with the Lions Club sponsoring 16 weeks; the Jaycees, 9 and the Kiwanis, 1. Shows will close Armistice Day.

Cliff Henry has left the shows, with William Keller replacing him as chief electrician. Cedric Olson, Fred Miller and Ken Baker have been added on advance, Wood revealed. On the local date, a Monkey Speedway was debuted, framed as a concession game. Sol Breetwar has the jewelry concession and Andy White the shows' cookhouse.

Va. Greater Okay in Jersey

ROEBLING, N. J., May 12.—After a medium jump here from Milford, Del., Virginia Greater Shows did excellent business when weather permitted at an in-town lot under Holy Assumption Church auspices. Three cool nights knocked down attendance.

Rides and concessions did capacity at Saturday's (5) kiddie matinee. Ed Dameron and Lester NaMunyon joined with a Girl Show. Concessionaires joining included Hal Roberts, William Trolinger and Kid Bagby. Paul Kellogg has a long range shooting gallery and a frozen custard wagon.

J. D. Goodrich, of org's mechanical department, closed here and left for his Suffolk, Va., home.

Conroys, Vaughn And Johnson Hurt In Highway Crash

RICHMOND, Va., May 12.—Tex and Josephine Conroy, emcee-magician and annex attraction respectively on Carl J. Lauther's Side Show, narrowly escaped death when their car and trailer overturned while they were en route to join Gooding Greater Shows at Beckley, W. Va. Neal Johnson, bag puncher, and James Vaughn, also with Lauther and passengers in the Conroys' car, were treated for shock and Vaughn sustained a scalp wound that required seven stitches to close.

The accident occurred on Route 250, 23 miles from this city, and resulted from a blowout which caused the car and trailer to roll over three times and plunge down a 30-foot embankment. The trailer was demolished. Passing motorists had to force the car doors open to extricate the passengers. State police took them to the Medical College of Virginia. Following treatment there, the Conroys, Johnson and Vaughn proceeded to the show by bus.

GIRLS — GIRLS — GIRLS LOU PEASE WANTS

Young, ATTRACTIVE Dancers for permanent Girl Revue near Army Camp. No moves. Salary \$40.00 per week plus free board and room. Send photos. Doty, Belle, Mary, Gadjet, answer. c/o ALABAMA AMUSEMENT PARK Letters to Daleville, Ala. Wires to Ozark, Ala.

CARNIVAL WHEELS 24"-30" 36"-42" ALL BALL BEARING IMMEDIATE DELIVERY BIG 6 WHEEL SEND FOR CATALOG! MORRIS MANDELL, Inc. 26 East 13th St. (Dept. W) New York 3, N. Y. Phone ALgonquin 5-5912

DICK WILCOX SHOWS WANT For Kittery, Maine, week of May 21-26; Waterville, May 28-June 2; and Houlton for biggest celebration in State, week of July 4th. Plenty of good spots to follow. GIRL SHOW, POSING SHOW, MONKEY SHOW, TEN-IN-ONE or any Show worth while with own transportation. Very low percentage. RIDES: will book one or two more Flat Rides, Hanky Panks of all kinds, VERY GOOD PROPOSITION for BEANO. This show goes all through Aroostook County, Presque Isle, Madawask, Caribou, Fort Kent and Van Buren. Write or wire: DICK WILCOX As per route. You pay yours—I pay mine.

D. S. DUDLEY SHOWS WANT: Ferris Wheel Foreman. WANT: Agents for Fish Pond, Coke Bottle, Milk Bottle, Bee Hive, Glass Pitch, Penny Pitch, Jingle Board, Lead Gallery Will book Hanky Panks. Hereford, Texas, May 14 to 19, then Portales, New Mexico, May 21 to 26. Answer by Wire D. S. DUDLEY

CARNIVAL WANTED to FLAX DAY September 13, 1951 Southwestern Minnesota's Largest Celebration. Reply to FLAX DAY COMMITTEE Windom, Minnesota

WANT Foreman for '47 Model Tilt-a-Whirl, Foreman for No. 5 Eli, \$50.00 week and bonus; Second Man on Tilt-a-Whirl, \$40.00 a week and bonus. Pay every night if you want it. S. B. RHODES 1701 Harrison St. Amarillo, Texas Phone 2-5783

WOLF GREATER SHOWS Litchfield, Minn., May 14-19; Mankato, Minn., May 21-26 WANT Concessions that work for stock, Cookhouse Help; Ride Help on all rides, prefer semi drivers; Operator for Roll-a-Whirl, Operator for Funhouse, Grinder for Snake Show.

CARNIVAL WANTED For Week July 2 to 7 for famed Annual Glorious 4th of July Celebration, Point Pleasant, West Virginia. Contact FIRE DEPARTMENT R. C. JACKSON, Chief Point Pleasant, West Virginia

CARNIVAL WANTED For 6th Annual Firemen's Homecoming AUG. 22-26 WILSONVILLE, ILL Contact Louis Pellegrini, Chrm. Wilsonville, Ill. Phone 360K2

STARLITE SHOWS WANT RIDE HELP Contact Bill Norwood, Care of Starlite Shows, 4000 Fourth Ave., Moline, Ill.

BUSINESS BRUTAL FOR SALE: Spitfire on trailer, 5 h.p.—110—220—2300—S.F. Motor like new; Truck, Tractor, Van Concessions, Place Athletic Show Manager, Second Men who drive, neat Cookhouse, Balloon Darts, Photos, Shows Contact DYER'S GREATER SHOWS Carbondale, Ill., now; Chester follows.

VETERANS UNITED SHOWS Want: Men with Agents for Head of Buckets, Six Cats and Pins, Warren Spaulding, Jerry Ramsey, wire, Also Agents for Hanky Panks; Speedy and Lottie, contact Foreman for Octopus and General Help on all rides. New showing Werthington, Minn., Watertown, S. D., May 21-26.

**AT LIBERTY**  
**HARRY (POLISH) FISHER**  
 ★ Advance Man  
 ★ Legal Adjuster  
 ★ General Manager  
 Wire—Write  
 Herald Hotel, 308 Eddy St.  
 San Francisco, Calif.

**A. B. ROGERS SHOW**  
**Opening May 19**  
 Can Place Ball Game, Balloon, and Add-em-Up Darts, Fish or Duck Pond, Penny Pitch, Glass Pitch, Two Grind Shows.  
 For Sale—20x32 Bingo Top and Frame. All Address  
**A. B. ROGERS**  
 Winsted, Conn.

**Merry Midway Shows**  
 Opening June 5. Suburbs of Indianapolis: Southport, Ind.  
 Want Stock Concessions—Ball Games, Age and Weight, Pitch Tilt U Win, Cotton Candy, Cork and Lead Gallery, String Game, High Striker, Novelties, Snow Ball, Mug Outfit, Glass Pitch. Want First and Second Man on No. 5 Eli Wheel, must drive semi; top salary paid. Report June 1 or 2nd; also other Ride Help. Will book small Grind Show or Major Ride Concessions—contact  
**ALBERT BARKER**  
 2850 Boyd Ave. Indianapolis, Ind.

**FOR SALE**  
**Golden West Shows**  
 Complete Carnival or Separately  
 Eli Wheel, Merry-Go-Round, Spitfire Search Lites, Generators, Transformer Truck. Trucks for same: reasonable  
 Contact  
**NATHAN COHN, Atty. at Law**  
 105 Montgomery Street  
 San Francisco 4, Calif.

**Girls—Wanted—Girls**  
 For  
**POSING SHOW—GIRL REVUE**  
 Have excellent deal. Wanted Talker. Write  
**LESLIE KIESTER**  
 Box 491 Rochester, Minn.

**FOR SALE**  
 One complete Electro-Freeze Frozen Custard outfit mounted in factory built trailer. Fluorescent lighting throughout. Can be pulled in back of any car. Ready for operation. Can be purchased very reasonable for cash. Also have few cases of gallery type Ammunition. Make offer per case.  
**D. CHUDY**  
 772 Farmington Ave., W. Hartford, Conn. or Call Hartford 32-7654

**WANTED**  
**SMALL CARNIVAL**  
 For Fourth of July Celebration. (First Celebration in 14 years.) Put on by Fire Department, Scales Mound, Ill. Address all correspondence to  
**R. J. EUSTICE or L. DOTZEL**  
 Scales Mound, Ill.

**Molly's Greater Shows**  
 Opening May 21st  
 All Concessions open. First and Second Men on all Rides. Shows of any kind Play Maine and New Hampshire  
**JAMES YORK**  
 80 Revere St. Portland, Maine

**FOR SALE—BARGAIN**  
 One 10 kw. light Plant, includes new Rings, Valves Ground, etc. Full price \$350.00. Stored in New York State  
**A. E. GRIGGS**  
 28 South Plainfield Ave  
 South Plainfield, N. J.  
 Phone 5-4090

**WANT**  
 Concessions of all kinds. Cookhouse, Scale, String, Fish Pond, Hi Striker or what have you? Will book or buy a Tub Tilt-a-Whirl Contact at once  
**BURKHART SHOWS**  
 Roodhouse, Ill., on the Streets; Jacksonville, Ill., next week; then the Big Decoration Day Celebration in Braidwood, Ill.

**EASTERN AMUSEMENT CO.**  
 Wants Ride and Concession Help Jim Smith, letter came back: get in touch with me. Tex Slim Williams wants Hanky Pank Agents. Talkers and Grinders for Shows. Have top, transportation and good proposition for any Grind Show. Can use Photos, Jewelry, Fish or Duck Pond or any other Hanky Pank that doesn't conflict.  
**M. S. EARL, Waterville, Me.**

**MOTORDROME TRICK RIDER**  
 Fourteen weeks Belmont Park, Montreal, and three big Canadian Fairs to follow. Best of treatment and top money to reliable rider. No collect wires, please.  
**GOLDIE RESTALL**  
 Belmont Park, Montreal, Quebec, Canada

**From the Lots**

**Royal Duke**  
 LEXINGTON, N. C., May 12.—Now in its 10th week, the show continues to play textile towns in North Carolina and Virginia and will soon head toward New York.

Business has been good since the March 1 opening at Jacksonville, N. C. Grosses have been excellent despite cool nights.

William M. Breese, general agent, has the route booked solid, including several fall fairs. Bill Porter is business manager and legal adjuster. Dave Wise is treasurer and in charge of the office wagon as well as *The Billboard* agent. Walter D. Nealand is publicity and promotional director. Lefty Weston is chief electrician and master of transportation. Mrs. Weston operates popcorn stands. Phillip Brockwell is advertising agent. Scooter Bill Anderson is ride foreman. Fred Bell manages the cookhouse.

Margo, dancer, heads her own girl revue. Stella is another featured attraction. Five rides will join at Gastonia, N. C., next week, giving the midway 11 major and two kiddie rides. Doc White joined here with his Side Show.

Show is featuring Saturday kid matinees with tie-ups with merchants and bicycle giveaways. Concessionaires report the best spring business since war times. Free act is Howard (Sky High) Shaffer, who joined at Laurinburg. Joe Goodwin attractions are doing well.

Lexington date, with ideal weather, started well, with the best opening night business of the season. Joe Sink, publisher of *The Evening Dispatch*, gave the shows daily front-page publicity. A Saturday kid matinee with a local dairy company tie-up is slated. Station WBUY, with Bob Ray as emcee, gave the show talent interviews and free time.

Recent visitors have been Frank Ketrov, owner, and Duke Brownell, advance agent, of Ketrov's Animal Oddities; Paul M. Conaway, circus attorney; Pat and Alice Taylor, Station WHPE; Roy B. Jones, Pepsi-Cola Company, and Bill Page — WALTER D. NEALAND

**Robertson & Caler**  
 MACON, Ga., May 12.—Business on the Orchard Avenue lot has been 50 per cent above other locations here, Paul Robertson, co-owner reports. Org remains here for an additional four weeks as the result of a new sponsorship tie-up with the police department.

Pvt. Eugene Limmer, who was with Co-Owner Gaylord Caler for five years in Michigan, visited here from Fort Jackson, S. C. Eddie and Martha Alberts joined with their chimp to present the free act. Don Kuvaja has been named cookhouse manager. C. M. (Slim) Willis, former partner in Willis & Meyer Shows, joined with concessions. Robertson and Bruce O'Connell went to Valdosta, Ga., winter quarters and returned with additional show tops.

Dick Wilson's glass pitch is popular. Arthur Williams is in charge of the front gate.

**Sammy Lane**  
 WARSAW, Mo., May 12.—Shows opened at the Dogwood Festival, Camdenton, Mo., April 25 to fair biz. Sammy Lane added a new Merry-Go-Round top, new bingo and sound system.

With the shows are Mary and Harry Zugg, managers; Julius Sweet, diggers; Vic Snyder, kiddie ride; Mrs. V. Snyder, glass pitch; Tiger Woods, spindle; Mrs. T. Woods, penny pitch; Patricia and Al Evans, swinger; Bill Willis, slum blower; Bob Roberts, airplane; W. B. Roberts, cork and wheel; Gene Woods, jinny; Mrs. G. Woods, popcorn; Lewis Hughes, novelty; Bob Miles, pea pool; Jack Gillespie, grab; Fred Pickett, Roll-o-Whirl; Harry and Lula Slauson, root beer, floss and candy apples. Bill Ellis operates the office-owned bingo—LULA SLAUSON.

**Eastern Amusement**  
 WESTBROOK, Me., May 12.—Org moved here this week after its Saco, Me., opener which was okay despite cold weather. Line-up includes a Merry-Go-Round, Ferris Wheel, Chairplane, Octopus and ponies, a Girl Show, featuring Sandra, and about 20 concessions. M. S. Earl and C. R. Ross, co-owners, have everything painted red.

**Royal Midwest**  
 WELLSTON, O., May 12.—Show opened its 20th annual tour of Ohio, Indiana and Kentucky here April 3: to a large crowd of good spenders, a good sign, said Owner-Manager Roxie Harris, of better things to come. Staff line-up includes Jack Murphy, general agent and business manager; Bob Harris, assistant manager, and Dot Harris, secretary and *The Billboard* agent.

On the midway were a Merry-Go-Round, Bruce Caseman, foreman; Ferris Wheel, Jerry Stoffer, foreman; Russ Teagarten, second man. Chairplane, Mike Keller, foreman; Miniature Train, Bobby Gray, foreman; Walt Purdy's kiddie rides, Ora Daniels' Havana Club, Tex Spender's Athletic Show and C. Hines' Monkey Show. Uncle Jack and Yoho, the trained mule, is the free act.

Concessionaires: Pop and Ollie, cookhouse; Jack Rose, age and scales; Jo Ann Miller, penny pitch; Red Williams, Razzle; Jack Murphy, Gene Kirkwood, Sam Mays, Sonnie Murphy, D. P. Hunt; Bob Harris, balloon dart, with Albert Gibson, agent; Mrs. Bob Harris, high striker; Gussie Caseman, photos; Mrs. Walt Purdy, add-em-up; Frank Johnson, bingo; Tom Eli, mitt camp, Curley Shaffer, pea pool, and Mrs. Curley Shaffer, color blocks.

**Blue Grass**  
 HENDERSON, Ky., May 12.—Altho shows lost the first Saturday to rain, the stand at Owensboro, Ky., proved a red one, with closing day resulting in one of the best Children's Days the shows ever had. Rides, shows and concessions did capacity business all day. Stations WOMI and WVJS and the local papers co-operated. WVJS aired a program from the lot.

Mondays' ladies nights are popular. Mrs. Esther Grosecuth has recovered from a recent illness, which hospitalized her. James Fisher, electrician, has his department clicking.

Concessionaires joining recently included Mr. and Mrs. Coach Kasin, Joe Johnson, Mr. and Mrs. Chambers and L. A. Distino. The new Downey light towers are expected soon, as is new canvas for the Merry-Go-Round. — M. G. STOCKES.

**Page Bros.**  
 WAVERLY, Tenn., May 12.—Org moved here this week from the Humboldt, Tenn., Strawberry Festival, where business was good. Contract was signed for the 1952 event.

Ernie Slavin's Motordrome led the back-end, with the Tilt-a-Whirl topping the rides. Eddie Woods joined to take over the Side Show and Monkey Circus. Harry Harris closed with his Snake Show, while Norman Anderson joined with a Geek Show.

V. M. Peach, operations superintendent, has all the rides and rolling stock in top shape. George Pappas has remodeled the cookhouse. Jim Moran has joined as general agent, replacing C. C. Leaseure, who has joined the L. J. Heth Shows. Shorty Baker recently framed another concession. — E. H. BROOME

**Continental**  
 WHITESBORO, N. Y., May 12.—Following a 10-day stand in Kingston, N. Y., shows moved here. Kingston biz was fair. First Saturday there was lost due to rain. Wind-up on second week was very good. Opening night in Whitesboro was marred by rain. Tuesday and Wednesday were good. New arrivals are Ara Solikian with popcorn; Tex O'Rourke, jewelry and hats. F. Perkins and L. Saunders Girl Shows are getting top money. Carroll Miller has joined with 10-in-1 and added a Monkey Speedway.—DORIS A. FRITZ.

**Peck Amusement**  
 BROWNVILLE, Tenn., May 12.—Shows chalked up fair grosses at Fulton, Miss., prior to moving here. Good weather prevailed most of the week. Charlie Bass joined with slum jewelry and Jim Bailey has framed a new grab stand. Mrs. C. S. Peck has returned to the shows and the Pecks added a coke stand and glass pitch. One more spot remains in Tennessee before shows make their long hop to Princeton, Ill.

**CRAFTS 20 BIG SHOWS**  
 Now Operating 3 Units in Sunny California—No Rain—No Mud—No Blow Downs.  
 CAN PLACE Wheel Foreman, Tilt Foreman, Fly-o-Plane Foreman, Electrician who can operate and maintain 60" Army Searchlights—Second Man and Semi-Drivers, extra money for driving. Need Women Ticket Sellers. Long season in Sunny California—Close Nov. 20th. TOP SALARY—GOOD TREATMENT—Bus ticket to people we know. Write, Wire or Phone  
**CRAFTS 20 BIG SHOWS, INC.**  
 7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.  
 Phone: SUNset 2-3131

**THE HIAWATHA SHOWS**  
 Starting Street Celebration week May 22nd at Roanoke, Indiana, with continuous Street and Firemen's Celebrations until October 1 in Ohio, Michigan and Indiana. Want legitimate Concessions and Shows that can set up on street. Will book Octopus or any Major Rides not conflicting. Can use Auto and Train Rides. Can use Ride and Concession Help of all kinds. This week at Wernert's Corner, Toledo, Ohio, sponsored by Business Men's Association. All replies to  
**GLENN D. WYBLE**  
 6668 BAYSHORE RD. Phone: PONTIAC 8455 TOLEDO, OHIO

**ROYAL CROWN SHOWS**  
**WANT**  
 Agents for Grind Stores. Must be capable and sober. Jerry O'Reilly wants Agents for Hanky Panks.  
 Will sell exclusive Age and Scale, also will book Fish Pond and Duck Pond.  
 Want Operators for Fun House and Glass House on percentage basis.  
 Have long season of Fairs.  
 Want experienced Readers for nicely framed office owned Mitt Camp.  
 All replies to  
**ROYAL CROWN SHOWS**  
 STEUBENVILLE, OHIO

**FOR SALE**  
 Late model Octopus. This ride is practically new and in excellent condition, equivalent to new. Also Tractor and Trailer for same. Tractor like new, with 3,000 actual miles. Also Smith & Smith 18 ft. tower Chairplane with transportation. This ride has been set up less than 15 times.  
 The above units can be purchased for less than half of original cost for cash, no propositions.  
**BOX NY 133**  
 Care, The Billboard, 1564 Broadway, New York 19, N. Y.

**Gooding Amusement Co.**  
**WANTS KIDDIE RIDES**  
 Can use 4 or more modern Kiddie Rides consisting of Autos, Airplanes, Pony Cart, Boats, Trains, Fire Fighter or any other modern devices.  
 Good route including big fair dates. Address inquiries to  
**F. E. GOODING**  
 1300 Norton Ave. Columbus 8, Ohio

**GREATER DIXIE LAND EXPOSITION**  
 Place clean Stock Concessions of all kinds including Glass Pitch, Darts, Long or Short Range Lead Gallery, Hi-Striker, Clothes Pin, Slum Spindle, etc. Ray Kramer wants Agents for slum stores. Place reliable Help on all rides who drive semi. Place neat, flashy Kiddie Rides including Autos. Place any clean Show except Snake and Girl with or without equipment. All reply  
 Coshatta, La., Now; Natchitoches, La., next week

**MIGHTY PAGE SHOWS**  
 Bill Joiner, ride superintendent, wants Ride Help that drives on all rides. The following people answer: Romeo and Don Wishon come on; tickets if you need them. Corlis, answer. George Cox, can place you now. All replies to  
**BILL PAGE**  
 Taylorsville, N. C., this week.

**WANTED WANTED WANTED**  
 Hanky Panks that work for stock. Will book 2 Shows—Wild Life, Mechanical Show, Fun House or Glass House. Ride Help on all rides, must drive semi. Long season. This show plays Illinois, Wisconsin, Missouri, Arkansas.  
 Gilman, Ill., May 14 to 19; Melrose Park, May 25 to June 3; South Elgin, June 5 to 9; then Wisconsin.  
**BIG FOUR AMUSEMENTS**

**WANT—G & B RIDES—WANT**  
 For Firemen's Celebrations in Pennsylvania and West Virginia.  
 Glass Pitch, Lead Gallery, Hoop-La, Blanket Wheel, Cat Rack, Bowling Alley, Penny Pitch, Cigarette Shooting Gallery, Novelties, Jewelry, American Mitt Camp. Blackie Asher, have good deal for you and wife—Jim Ferrell. Ted Cole wants Agents for Six Cats, Duck Pond, Counter Man for Bingo. Experienced Ride Help on all Rides. No drunks or agitators need apply. Answer as per route.  
**GEORGE BROAS, week of May 14-19, Rinesville, W. Va.; week of May 21-26 Bobtown Pa.**

**WANTED**  
 Good, clean, small Carnival for week of July 16 through 21, or July 23 through 28.  
**BAYSIDE SPORTS CLUB**  
 ST. LEONARD, MARYLAND

**GOLD BOND SHOWS**  
 Peoria Heights, Ill., May 14-19  
**WANT WANT WANT**  
 CONCESSIONS: Hanky Panks of all kinds, Photos, Jewelry, Basket Ball, Fish Pond, Bowling Alley, Bumper, Ball Games, Also P.C.  
 SHOWS: Mechanical, Monkey, Wild Life, Snake and Mickey Mouse. Want Acts and other Help for Side Show.  
 HELP ON ALL RIDES (must drive).  
 All Reply by Wire to **MICKEY STARK, PEORIA HEIGHTS, ILL.**

**PALMETTO EXPOSITION SHOWS**  
 Playing all uptown locations, none better. Clarksville, Georgia, this week; followed by Alpharetta, Ga., May 21-26; Cumming, Ga., May 28-June 2.  
 Can place Grind Concessions of all kinds. Mitt Camp, Bowling Alley, Hoop-La, Duck Pond, Age and Scales, Coke Bottles, Ball Games, Dart Balloon, Cork Gallery, Pan Game and Buckets. Can use P.C. Agent for Beat 7, also Slum and Hit and Miss Agent. Ride Help: Can use Help on Merry-Go-Round and Rolloplane, also Swing Foreman. Russell Green and J. P. Ballew, get in touch with Eddie Camm. Red Jernigan needs Agents for Six Cat and Swinger. Luther J. Sandlin will give good proposition to Hanky Pank Agents. All replies to  
**MILTON M. McNEACE, Clarksville, Georgia, this week; then per route.**

# THOMAS Land Shows

*Go*

**Can Place for Proven Route of Still Dates and Fairs**

Shows of merit. Several more Grind Shows. Man to take complete charge of Fun House on percentage basis (join at once). Union Billposter with own transportation. Foreman for Kiddie Rides. Good salary (Red Hickman, wife; Fats and Mae McCauley). Ride Help on all Rides, also Semi Drivers. CONCESSIONS: Frozen Custard, Ice Cream Sticks, Bumper, Hoop-La, Penny Pitch, Huckly Buck, Novelties. Want Married Couples on Concessions and Ride Ticket Boxes, also Agents for Slum Stores. Want Bingo Caller at once (Caller we had was in auto wreck and unable to finish season). Want Girls for Girl Show.

SCOTTY McNEIL wants Acts for Side Show—Fire Eater, Pin Cushion, Freaks to feature; also Annex Attraction, Tattoo Artist. (Joe Lewis, El Diablo, Irene Hamling and Dick Hilburn, all wire me.)

Address:  
**L. I. THOMAS, Mgr.**  
ASHLAND, KY., THIS WEEK; CLARKSBURG, W. VA., NEXT WEEK.

## UNITED STATES SHOWS WANT

String Game, Balloon Darts, Milk Bottles, Cat Rack, Candy Floss, Short or Long Lange, Hoopla and Knife Rack.

Have marvelous route of 13 fairs in West Virginia, Virginia and North Carolina. We play the best dates in North Carolina and West Virginia.

Need Monkey Show and any Animal Show. Have 2 Grind Shows. All agitators are gone. Don't let your children grow up to be "duncels." Join the U. S. Shows and send your children to our private school.

Valdese, N. C., now, then Hickory and Concord, N. C.

## New Wonderland Show

**Gastonia, N. C.**

Can place Kiddie Auto and Train Ride. Show has nine major rides. Shows: Want Motordrome, Snake Show, any show own equipment. Concessions: Want Age, Scale, Custard, French Fries, Arcade, Water Joints, Hoopla, Ball Games, any and all Hanky Panks, \$20.00 a week. Opening for few choice Wheels. Can place Razzle and Skillo Agents, Girls for Office Girl Show. Ride Help, Semi Drivers, Useful Carnival Help. All address:  
**A. J. GREY, Gastonia, N. C.**

**WANT TIP-TOP SHOWS OF SYRACUSE, N. Y.**

For long season of bona fide Celebration Dates opening here May 28. All legit Grind Shows. Will book one Count Store that can take orders. Want Men or Women Agents for one Dice, Drunks and chasers, save your time. Avery Wheelock wants Second Men on all rides, Merry-Go-Round, Wheel, Plane; can use Wives on stands or tickets. Will book Train or Ponies. Rolloplane and Cookhouse wanted.

**R. V. (DICK) NEUGENT**  
128 Huron St., Syracuse, N. Y. Phone 4-8255

## AMERICAN BAZAAR

Hatboro, Pa., May 14 to 19; Woodbury, N. J., May 21 to 26; Riverside, N. J., May 28 to June 2; Palmyra, N. J., June 4 to 9

Foremen and Second Men for Major and Kiddie Rides. Top salaries for all Ride Men. Will book Hanky Panks, Stock Wheels, Ball Games, Short Range Gallery, Jewelry and French Fries.

Want Agents for Hanky Panks, Stock Wheels, Custard, Photo Gallery, Bingo Counter Men and general Concession Help as salaried men with a second job as Hanky Park Agent.

Write or wire as per route or come on. Contact George H. Harms or Ben Paul.

## WALLACE & MURRAY SHOWS

WANT Legitimate Concessions of all kinds. Want clean Cookhouse for season. Earl Schleser, contact. Want Girls for revue, salary paid out of office.

**Mt. Airy, N. C., this week.**

## FIDLER UNITED SHOWS

WANT CONCESSIONS OF ALL KINDS FOR BIG ANNUAL CELEBRATION, "VILLA LOUIS DAYS," PRAIRIE DU CHIEN, WIS., MAY 26-31.

WANT RIDE HELP ESPECIALLY GOOD MEN FOR FERRIS WHEEL AND MERRY GO-ROUND. All Address:

**SAM FIDLER, Mgr.**  
16th & Russell, East St. Louis, Ill., this week; then Prairie du Chien, Wis.

## UNITED EXPOSITION SHOWS

Wants Cookhouse that will cater to 300 show people

GIRL SHOW: REX ALLEN, WIRE ME. J. R. SMITH, WIRE. WANT AGENTS FOR FOLLOWING CONCESSIONS: Six Cats, Cigarette Gallery and Rat Game. (I give you an opportunity to make good money. What can you do best?) WANT RIDE HELP THAT DRIVE. All Address:

**C. A. VERNON, Mgr.**  
DENISON, TEXAS, THIS WEEK; THEN PER ROUTE.

## BARNEY TASSELL UNIT SHOWS WANT

WEEK MAY 21, ANNAPOLIS, MD.

Merry-Go-Round and Kiddie Rides, Concessions of all kinds. No grift or percentage. Want High Free Act. We have no paid admission. Playing in and around Washington, D. C.; Virginia and Maryland.

Write, Wire: THIS WEEK, ORANGE, VA.

## ROYAL MIDWEST

WANTS FOR DEFIANCE, OHIO, NEXT WEEK

Popcorn, Candy Apples, Bingo, Diggers, Glass Pitch, Cork Gallery, Long or Short Range Lead Gallery, 6-Cats, Swinger and Hanky Panks of all kinds. Will place Fun House, Rolloplane, Spitfire or Tilt. Want Agents for office-owned Count Stores.

**ROXIE HARRIS**  
GENERAL DELIVERY, KENTON, OHIO  
P.S.: Plenty of defense work here.

# RAS TO STILL-DATE PEORIA, WICHITA

MEMPHIS, May 12.—The Royal American Shows, which notched off their first stand of the season here tonight with the close of the Cotton Carnival, will play two more dates and as many fairs as the organization did last year. The org will stay out a week later than last season.

New still spots will be Peoria, Ill., and Wichita, Kan. Fair dropped was Tulsa, Okla., because the event lengthened its run, thereby causing RAS to pass it up. Added fair is Pensacola, Fla., October 31-November 5, which will wind up the season.

The RAS had a disappointing eight-days business here, chargeable to a cut-down Cotton Carnival run and program. The Carl Sedlmayr org goes from here to St. Louis. There, spotted at Grand and Laclede, it will show 12 days beginning Wednesday (16), instead of 18 days as in recent years.

The reduced St. Louis stand will be followed by Peoria, May 29-June 3, and Davenport, Ia., June 6-17, after which the show will rail to Winnipeg, where it will show June 21-30 under Elks sponsorship before heading into its Western Canadian "A" fair route consisting of Brandon, Man.; Calgary and Edmonton, Alta.; Saskatoon, Sask., and Regina, Sask. In order it then will show fairs at Fort William, Ont., Superior, Wis., St. Paul and

## American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 12.—Shows recently visited include Gaiety Shows, at Chili, N. Y., and B. & C. Exposition Shows at Corning, N. Y. Other visitors at the latter included Howard Potter, of Buffalo Shows, and Mr. and Mrs. Sprague, of Holman's rides.

Standings in personnel memberships are James E. Strates Shows, first with 250; B. & C. Exposition Shows, second with 32, and five shows tied for third place.

## Carnival Routes

Continued from page 54

Gaiety: Seneca Falls, N. Y.  
Garden State Rides: (Edgemont Park) Berlinville, Pa.  
G. & B. Rides: Reevesville, W. Va. Gem City: Hopkinsville, Ky.  
Gentsch J. A.: Greenville, Miss.  
Georgia Am. Co.: Franklin, N. C.  
Gladstone Expo.: Providence, Ky.  
Gold Bond: Peoria Heights, Ill.  
Gold Medal: Whitesburg, Ky.  
Gooding Am. Co., No. 1: (Main & 18th Sts.) Columbus, O.  
Gooding Am. Co., No. 2: Natrona Heights, Pa.  
Gooding Am. Co., No. 3: Portsmouth, O.  
Gooding Am. Co., No. 4: Parma, O.  
Gooding Greater: Vivian, W. Va.  
Gooding American: Weirton, W. Va.  
Gooding Park Attrs.: Girard, O.  
Grand American: Moberly, Mo.; Kirksville 21-26.  
Granite State: Syracuse, N. Y., 17-26  
Grant's Am.: Koppel, Pa.  
Great Lakes: Plainwell, Mich.  
Great Zenith: (Fairlawn) Pawtucket, R. I.  
Greater Dixieland: Coushatta, La.; Natchitoches 21-26.  
Greater Midway: Charleston, S. C.  
Hagensick's Rides: Glenwood, Ark.  
Hannum, Morris: Lebanon, Pa.  
Happy Attrs.: Barberton, O.; Weirton, W. Va., 21-26.  
Happyland: Ferndale, Mich., 15-26.  
Harrison Greater: Plymouth, N. C.  
Heller's Acme: Garfield, N. J.; Jersey City 21-27.  
Hennies: East St. Louis, Ill.; Decatur 21-26.  
Heth, L. J.: Huntsville, Ala.  
Hill's Greater: Raton, N. M.  
Home State: Huron, S. D.  
Hottle, Buff: Ponchatoula, La.  
Howard Bros.: Athens, O., 19-26.  
Imperial: Pekin, Ill.; Steger 21-27.  
Imperial Expo.: Reno, Nev.  
Interstate: Big Stone Gap, Va.  
J. & B.: West Point, Va., 17-26.  
Johnny's United: Madison, Tenn.; Nashville 21-26.  
Jollytime: LaCrosse, Va.; Appomattox 21-26.  
Keytone Expo.: Batesburg, S. C.; Blacoe, N. C., 21-26.  
Kile, Floyd O.: Alexandria, La., 14-27.  
LaCrosse: Rutland, Vt.  
Lagasse Am. Co.: Lawrence, Mass.  
Lane, Sammy: Greenfield, Mo.; Anderson 21-26.  
Lawrence Greater: Sparrows Point, Baltimore, Md.  
Leader: Edmonton, Alta., Can.  
Lee United: Garden City, Mich.  
Lone Star: Toccoa, Ga.  
Manning, Ross: Hoboken, N. J.; Newark 21-26.  
Magic Empire: Franklin, Ky.  
Magic Valley: Pyote, Tex., 16-28.  
Marion Greater: Lancaster, S. C.  
Marks, John H.: (67th & Dix Sts.) Philadelphia, Pa.  
Meeker's: Walla Walla, Wash., 14-20.  
Merriam's Midway: Boone, Ia.; Marshalltown 21-26.  
Merryland: Howell, Mich.; Portland 21-26.  
Midway of Mirth: Bowling Green, Mo.  
Midwest: Tooele, Utah; Ephraim 21-26.  
Mighty Page: Taylorsville, N. C.  
Mighty Hammontree Midway: Johnson City, Tenn.  
Mighty Hoosier State: Connorsville, Ind.  
Migrothy, Curly: Phillip, Miss.  
Model: Wichita Falls, Tex.  
Model Shows of Canada: Guelph, Ont., Can.  
Moore's Southwestern: Okmulgee, Okla.  
Motor State: Maumee, O., 21-26.  
Mound City, No. 1: Virden, Ill.  
Mound City, No. 2: Leadwood, Mo.; Farmington 21-26.  
Myers: Brookhaven, Ga.  
Nelson, George W.: Sioux Rapids, Ia.; Okabena, Minn., 22-23; Alpha 25-26.  
Nessler: Pittsfield, Ill.  
New England Am. Co.: Athol, Mass.; East Pepperell 21-26.  
New Wonderland Shows: Gastonia, N. C.  
North American: Westery, R. I.  
Page Bros.: Portland, Tenn.; Russellville, Ky., 21-26.  
Palmetto Expo.: Clarksville, Ga.; Alpha-retta 21-26.  
Pan-American: Monrovia, Calif.; San Pedro 23-27.  
Paul's Am.: Charleston, Ark.  
Peck Am. Co.: Alamo, Tenn.; Princeton, Mo., 21-26.  
Reid, King: Bennington, Vt.  
Penn Premier: Burlington, N. J.; Newton 21-27.  
Pioneer: Wilkes-Barre, Pa.  
Playland: (66th & Harvard) Cleveland, O.  
Playtime: Quincy, Mass.; Wakefield 21-26.  
Powelson Greater: (Parsons & Morrell Ave.) Columbus, O.; New Lexington 21-26.  
Prel's Broadway: Bridgeton, N. J.  
Robertson & Caler: Macon, Ga.  
Rocco: St. Paul, Minn.  
Rogers Bros.: Fergus Falls, Minn., 23-26.

Rockwell: Kingman, Kan.; Russell 25-30.  
Rose City Rides: Gideon, Mo.; Licking 21-26.  
Royal American (Grand & Laclede Sta.) St. Louis, Mo., 16-27.  
Royal Crown: Mingo Junction, O.  
Royal Duke: Gastonia, N. C.  
Royal Midwest: Kenton, O.; Defiance 21-27.  
Sap-Valley: Parum, Okla.  
Schafer's Just for Fun: Texarkana, Tex.  
Shorter's: Waverly, Ia.  
Siebrand Bros.: Gallup, N. M.  
Skerbeck's: Stephenson, Mich.; Spaulding 22-27.  
Smith, George Clyde: Nanty Glo, Pa.; Coalport 21-26.  
Snapp Greater: Miami, Okla.  
Southern Valley: Bald Knob, Ark.; Forrest City 21-26.  
Strader, M. A.: Wichita, Kan.  
Standard: Newcastle, Wyo., 14-20.  
Star Am. Co.: Judsonia, Ark.  
Star-Lite: Moline, Ill.  
State Fair: Hugoton, Kan.; Liberal 20-26.  
Stephens, C. A.: Pikeville, Ky.  
Strates, James E.: Harrisburg, Pa.; Jersey City, N. J., 21-26.  
Sunset Am. Co.: Galesburg, Ill.; Freeport 21-26.  
Tassell, Barney: Orange, Va.  
Tatham Bros.: Virginia, Ill.  
Thomas Joyland: Ashland, Ky.; Clarksburg, W. Va., 21-27.  
Tidwell, T. J.: Casper, Wyo.; Sheridan 21-26.  
Tivoli Expo.: Webb City, Mo.; Nevada 21-26.  
Twin City: West Plains, Mo.  
Turner Bros.: Clinton, Ill.; Streator 21-26.  
30th Century: Lawrence, Kan.; Kansas City 21-26.  
United Expo.: Denison, Tex.  
United States: Valdese, N. C.; Hickory 21-27.  
Veterans' United: Worthington, Minn.; Watertown, S. D., 21-26.  
Victory Expo.: LaJunta, Colo.  
Virginia Greater: Fairview, N. J., 14-26.  
Vivona Bros.: Jersey City, N. J.  
Wade, W. G.: Kalamazoo, Mich.; Ann Arbor 21-26.  
Wallace Bros.: Paducah, Ky.  
Wallace Bros. of Canada: Brantford, Ont.; Can.; Hamilton 21-26.  
Wallace & Murray: Mt. Airy, N. C.  
West Coast Expo.: Angels Camp, Calif., 17-20; Sacramento 21-27.  
Wilcox, Dick: South Berwick, Me.; Kittery 21-26.  
Wilson Famous: Bloomington, Ill.; Canton 21-26.  
Wilson Greater: Farmington, N. M.  
Wolf Greater: Litchfield, Minn.; Mankato 21-26.  
World Am.: Appomattox, Va.  
World of Pleasure: Lansing, Mich., 14-20; Muskegon 23-June 2.

# INSURANCE

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**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## COMPLETE CARNIVAL FOR SALE

#5 ELI FERRIS WHEEL, K7 IHC Truck, Fruehauf Semi Van; 32-Ft. Herschell-Spillman Merry-Go-Round, Record Player, 30-Ft. Fruehauf Van, K7 IHC Truck; Gruner Mix-Up, 34 Seats, 18-Ft. Tower, 24-Ft. Semi, IHC K6 Truck; Dark Fun House, built on 36-Ft. Semi, G.M.C. Truck; 10-Car Kiddie Car Ride; 1500 Ft. "00" Ground Cable; one 75 KVA Pot, 400 Amp. Switch Box, loaded on 28-Ft. Hobbs Semi with Tractor. One 20x50 good Side Show Top, front, banners, One Girl Show Top, front and banners; Truck and Semi for same. This equipment all in operating condition. As listed will sell for \$10,000.00 cash, or will lease to party willing to post \$2,000.00 cash bond to guarantee return of equipment. Good deal to right party. This show is organized now. Have 20 Concessions booked. I own other Rides and Concessions—will sell if buyer wishes larger show. Only people with money and ready to do business reply. Wire or write airmail: BOX 284, c/o The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

## CARNIVAL WANTED

For Labor Jay Week, September 2 thru September 9, 1951, to be held in the City Park at Parkersburg, West Virginia.

**WOOD COUNTY INDUSTRIAL UNION COUNCIL**  
H. R. RICHARDS  
Chairman Entertainment Committee  
P. O. Box 8, Parkersburg, West Virginia  
Phone 7-4821

## Have No. Five Eli Wheel

In good condition. Will lease to responsible party.

**W. E. BUNTS**  
Box 968 Crystal River, Fla.

## ERNEST LUTHER WANTS

USEFUL SIDE SHOW PEOPLE. Freak to feature, Half and Half, Mental A2.

Join Hugoton, Kans., this week.

**STATE FAIR SHOWS**

## WANTED AT ONCE

Kiddie Rides of all kinds for A-1 established Kiddie Land in Fort Worth, Texas. Write for complete information.

**McKELVEY'S SHETLAND PONY RANCH**  
EULESS, TEXAS  
Phone: Fort Worth VA 7024

## WANTED RODEO BOOKING AGENT

Cowboys and Cowgirls with or without stock. Contact

**W. J. RANCH RODEO**  
Mess, Tenn. Opening May 20th.

## FOR SALE Baby Eli Wheel

1950 model, new condition, single phase motor, \$2200.

**MRS. HARRY FAKHE**  
Tel. 3-4505 Red Lion, Penna.

# BE WITH A POWELSON UNIT

## POWELSON EXPOSITION

Playing all celebrations—Opening May 22  
Firemen's Street Fair, Newcomerstown, Ohio

**CONCESSIONS** Pop Corn, Arcade, Photos, Long and Short Range Galleries, Ball Games, Novelties, Jewelry.

**SHOWS** For All Our Units.

We have 19 Ohio fairs operating 4 units.

## POWELSON AMUSEMENTS

Box 125 Coshocton, Ohio Phone 1088M

## MOTOR STATE SHOWS

Want Hanky Panks, Photos Novelties, etc. No racket. Ride Foreman for Little Beauty, must drive. Man to take charge of two Kid Rides. Can use Concession Agents, Whitey Frohrip, Fred Hood wire or write Walter Curtis, Garland Flowers, contact Bob Brown Bingo.

**JOE FREDERICK**  
2263 Newton, Detroit, Mich.; Maumee, Ohio, May 22-27.

## SHOW OPENING MAY 24

AT MENA, ARKANSAS, FOR 10 DAYS

Want: Popcorn, Floss, Shows, Need: Agents for Ball Game, Cork Gallery, Watch-La and other 10 Stock Concessions. Want: Agent capable of handling 16x22 Bingo—new top, well stocked. For Sale: Cheap or trade—A seven-car Whip. Will trade for Mix-Up, small Light Plant or Semi Trailer. Agents and Concessions booked, contact us or come on.

**RAINES AMUSEMENT CO.**  
Phone: 274 (No collect calls) Mena, Ark.

# JAMES E. STRATES SHOWS

AMERICA'S BEST MIDWAY

James E. Strates want Talker for Midget Show. Chorus Girls for Miller's Brown Skin Models, Ride Superintendent and Ride Help. Can use Tractor Drivers, Carpenters and help in all departments.

Want to book Monkey Circus. Will furnish wagons, neon front and complete frame up. Can place Shows that don't conflict. Will book Tilt-a-Whirl, Fly-o-Plane and any Ride that doesn't conflict. Will furnish wagons.

Our Fairs Start First Week of August

## JAMES E. STRATES

Harrisburg, Pa., this week; Jersey City, N. J., to follow.

## PHIL ISSER WANTS

for his Long Island tour, beginning with HUNTINGTON, L. I., JUNE 4 TO 9 And All Season Through, Including the Fairs

WANT Photo Gallery, Duck Pond, Pitch-Till-You-Win, Short-Range Gallery, Frozen Custard, Hoopla, String Game, Penny or Cigarette Pitch, Penny Arcade, Good Side Show, Novelty or any Grind Show, also Posing Show. Al Camin, get in touch with me in regards to Motordrome. Can also use Caterpillar Foreman and Second Men on all rides; must be good. All replies, write or wire

**PHIL ISSER** 1539 East 29th Street  
Brooklyn 29, N. Y

WANT LEGITIMATE CONCESSIONS, GAMES, FOOD AND DRINKS, CONFECTIONS, ETC.

ANNUAL GROTTO SPRING FESTIVAL  
INDIANAPOLIS, MAY 28-JUNE 2

MUNCIE SPRING CARNIVAL, JUNE 4-9

BOOK FOR ONE OR BOTH BY WIRE, MAIL OR TELEPHONE NOW—UNIVERSITY 1193

## GOODING AMUSEMENT COMPANY

OPERATING 8 UNITS  
1300 NORTON AVENUE COLUMBUS 8, OHIO  
PHONE: UNIVERSITY 1193

68th Annual

## MARION COUNTY SOLDIERS AND SAILORS' REUNION

SALEM, ILLINOIS  
JULY 23RD TO JULY 28TH

Can place Soft Drink, Ice Cream, Jewelry, Shooting Gallery, High Striker, Guess Your Weight and Age, Ball Games or any legitimate Concession. No money games or rackets. Free gate. Gem City Shows. Prominent speakers each afternoon. High class professional show at night.

**OMAR J. McMACKIN, Gen. Chairman**

310 N. BROADWAY SALEM, ILLINOIS

## PECK AMUSEMENTS

Opening Northern route May 22nd at Princeton, Ill., with nine Rides; then Rockford Ill., followed by a strong route of Northern Illinois and Indiana Celebrations and Fairs and 9 Southern Fairs. Out till November.

WANT WANT WANT

CONCESSIONS: Photo, Jewelry, Hoop-La, Ball Games, Glass Pitch, Coke Darts, Long Range and other legitimate Concessions working for stock only. No P.C. or flats. No gypsies. RIDE HELP: Foremen for Octopus, Wheel, Merry-Go-Round, Come! Salary \$60.00. Must drive semi. Also Second Men. No drinking allowed.

**C. S. PECK**

(No collect calls.) Alamo, Tenn., week May 14-19; then Princeton, Ill.

## JOHN FRANCIS SHOWS

CAN PLACE GOOD, CLEAN CONCESSIONS OF ALL KINDS. WANT RIDE HELP FOR ALL RIDES (must drive Semi). Have opening for good Special Agent who can cut it. All address:

JOHN FRANCIS, Mgr. (Madison & 30th Sts.), Granite City Ill., this week; Alton, Ill., to follow.

## FLOYD O. KILE SHOWS

Want to join at once one or two nice Kiddie Rides; excellent opening. Good Jenny and Eli Foreman and Second Men who drive semi. Come on. Can place clean Cook house, Darts, Ball Games, Wheels, Hoopla, Country Store, Coke, Pan and Rat open with other stores Pitch-To-Win, Bowling Alley, Floss and Apples, etc. Sound Car with Concessions, this is a snap. 10 Fairs in Louisiana, Arkansas, Mississippi and excellent July 4th Get in on ground floor now. All replies

**FLOYD O. KILE, Mgr.**  
Alexandria, La., May 14-27.

## M. A. SRADER SHOWS

Now operating at N 28th & Wellington Pl., Wichita, Kan. Concessions: Can place Hanky Nank Concessions—flat privilege or percentage. What have you? Opening for Custard, Stock Ball Games, Photos, Long or Short Range. Rides: Want to book Train, Pony Ride, Kiddie Airplane, Spiffire Roll-a-Plane, Want Help on Tilt Shows; Want to book Fun House, Wild Life, Drome Unborn with own equipment. Will book one A-1 Girl Show after we leave Wichita. Great Bend, Kan., City Park, for 4th of July, followed by ten Fairs and Celebrations in Western Kansas and Oklahoma. All replies: BOX 1895, WICHITA, KANSAS P.S.: George and Margaret Debbard, wire—outfits open. Don Cowen, contact.

## HELP WANTED ALL RIDES

### MILLER AMUSEMENT ENTERPRISES

55th and LaGrange Road  
LaGrange, Illinois

## WANTED AT ONCE

Ride Foremen for Merry-Go-Round, Ferris Wheel, Caterpillar and Chairplane: wages \$70.00 a week to start. Will pay more if you are not afraid of work. Can also use Second Men on above rides: wages \$50.00 a week. Good opportunity for the right people

**PRUDENT'S AMUSEMENT SHOWS**  
124 Cedar Ave Patchogue, L. I., N. Y

## BIG STATE SHOWS

Want Pit Show, Fun House, Snake Show, Want Man for Cookhouse framed on 18 foot trailer. Will book any Flat Ride that doesn't conflict. Concessions: Pin Store, Roll-down, Razzle Dazzle Agents for office and Grind Stores, Balloon Dart, Fish Pond, Bumper, Hoop-La, Cig Gallery, Heart Pitch, String Game, Anna Moore, Owner-Mgr.; Brownie Bishop, Concession Mgr. P.S.: Billy Allen, Cecil Allen, Gordon Curley, Buster Ellis, wire or come on. Lloyd and George Proctor need Drivers. Sonora, Tex., May 14-19; Meridian, 21-26; Denison for Soldiers' Pay Day, May 28-June 2.

## WANTED ELECTRICIAN

Who understands Fabick Caterpillar Diesels and can wire show Apps

**LAWRENCE GREATER SHOWS**  
Sparrows Point Md., May 14-19

## WANT

Ferris Wheel Man who can handle wire. 10 weeks' work, \$75.00 per week. Must be A-1. Can use Wife in concession.

**WESTERN MASS. BAZAAR & PROMOTION CO.**  
1968 Main St. Springfield, Mass.

## MARVEL SHOWS WANTED

Stock Concessions of all kinds. Can use unusual Grind Shows. All Celebrations Second Men on Rides. Opens Milan, Ill., May 25 to June 3; Washington, Ill., June 6 to 9. Contact—Lew Renee & Marion Fullerlove Milan, Ill.

## AGENTS WANTED

for Hanky Panks and Ball Games. Opening May 23rd

WRITE  
**JOE WHITTLE**  
3545 Nottingham Chicago 34, Illinois

## FOR SALE

Donkey Baseball, Basketball Outfit, Flood Lights, 650 ft. Side Wall, Truck and P.-A System. Finest reputation in the East \$1,500

**L. B. GREGORY**  
Rt. #1 Amelia, Va

## FLYING SCOOTER FOREMAN

Man to take complete charge of Portable Ride. Top salary Apply

**King Amusement Co.**  
82 Orchard St Mt. Clemens, Mich

## WANTED

Rat Game Table must be good. Also Agent for Age and Weight, must be sober

**BILL STOPHEL**  
Care The Billboard  
2160 Patterson St Cincinnati 22, Ohio

## WANT CARNIVAL SECRETARY

Who understands taxes, for large motorized show. Must be reliable and stay sober. NICK STETT. contact. All address  
BOX D-37, c/o The Billboard  
2160 Patterson St., Cincinnati 22, Ohio

## SAM WEINTROUB

WANT WANT  
Count Store Agents, Set Spindle Agents, Ball Game Agents, Slum Store Agents, Jack Chone and Bob Blum, wire. Care GRAND AMERICAN SHOW This week Moberly, Mo.; next week Kirksville, Mo.

## Bob PARKER and Sam SOLOMON HAVE FOR SALE

- 11—70 FT. WARREN STEEL FLAT CARS
- 1—72 FT. WARREN STEEL (LOADING) FLAT CAR
- 2—80 FT. STEEL FLAT CARS
- 3—RAILROAD COACHES (Wooden Construction)
- 1—RAILROAD COACH (Half Dining Car, with Restaurant Equipment installed, and 12 Berths)
- 1—70 FT. ALL-STEEL BOX CAR
- 1—70 FT. STEEL AND WOOD BOX CAR

- 1—PHILADELPHIA TOBOGGAN MERRY-GO-ROUND (3-Abreast, Wagon Centerpole, A-1 condition)
- 2—#5 FERRIS WHEELS
- 1—1949 ROLL-O-PLANE (Large Size)
- 1—1949 TILT-A-WHIRL
- 1—1948 SPITFIRE
- 1—FLYOPLANE

- 2—CATERPILLAR TRACTORS, MODELS DR6
- 2—LIGHT PLANTS
- 2—LIGHT PLANT WAGONS (66 KW. mounted 2 Plants in each Wagon)
- NUMEROUS BOX AND RACK WAGONS
- MISCELLANEOUS SHOW FRONTS, TENTS, EQUIPMENT, ETC., ETC.

All Stored at Bainbridge, Georgia

## BOB K. PARKER

Contact  
28 N. E. 54TH STREET MIAMI, FLORIDA  
(Phone: 78-2613)

## WILL SELL EXCLUSIVE

On Photos, Novelties, Custard, Floss, Penny Arcade, Foot Longs and French Fries. Want High Striker, Basketball, String Games, Bumper, Pitch-Till-U-Win, Hoop-la, Set Joint Fish Bowl, Ball Games, All Concessions open. Will place Six Cats, Pin Store, Roll-down, Huckley Bucks, Swinger and Stock Wheels.

Paul Boyette wants Skillo and Nail Agents.

Want Side Show Manager with Acts for completely new Side Show. Can place Girl Shows with own equipment. Doughboy needs help.

Wire or phone

## MAGIC EMPIRE SHOWS

Franklin, Ky., this week; then per route. A. Spheeris, owner; Paul Boyette, manager.

# W.G. WADE Shows

ANN ARBOR, MICHIGAN, MAY 21 TO 26

Can place for this excellent Concession spot! Glass Pitch, High Striker, Penny Pitch, Hoop-La, Age and Scale

Penny Arcade, Life and Wild Life still open for season

Mrs. Miller wants KIDDIE RIDE HELP All Address:

W. G. WADE SHOWS, KALAMAZOO, MICH., ALL THIS WEEK.

## FOR SALE

1951 Allan Herschell Two Abreast Merry-Go-Round. Still in original crates. Price, \$12,000. immediate delivery.

**BOX D39**

Billboard Publishing Co., 2160 Patterson St., Cincinnati 22, Ohio.

## MOTORDROME OPERATOR-MANAGER

Want capable Operator for Motordrome. Completely rebuilt, ready to go. Long season of good Celebrations and Fairs. Show operates with free gate with plenty of promotion, including parades fireworks, etc. every week. 10 Ride Show WRITE OR WIRE

M. A. BEAM, BEAM'S ATTRACTIONS, PORTAGE, PA. THIS WEEK.

## BEAM'S ATTRACTIONS

Want capable Operator for Girl Show Beautiful wagon front Second Men for Merry-Go-Round, Caterpillar and Kiddie Rides. Need first class MECHANIC. Will book Photos, Arcade and Age. Counter Man for Bingo Good proposition for Show catering to families. Write or wire

**STEVE DECKER**  
PORTAGE, PA., THIS WEEK

## DAN-LOUIS SHOWS

Want Fish Pond or Duck Pond, Bumper, Pitch-Till-U-Win, String Game, Ball Games, Jewelry, Dart Gallery and other Hanky Panks. Can place Roll-down and Razzle Dazzle. O. C. Loney, contact or come on. Want Shows with own outfits. No Girl Shows nor Skillos. Sherman Bunts and Joseph Roth with Concessions please contact. Privilege reduced. Rex Miller, come on. Have concession for you. Fair Secretaries in Indiana and Kentucky we have weeks July 30th and August 6th open. Address: Brandenburg, Ky., this week, Carrollton, Ky., next week.

### Fast Selling POPULAR ITEMS

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



**THE MAN OF THE HOUR!! GENERAL MacARTHUR BROOCH**

May be worn as pin or brooch by patriotic men or women. Plastic, colored in natural skin tones on face, with khaki colored uniform and hat trimmed in gold. Carded. No. BB34J39

PER GROSS \$10.80 PER DOZEN \$1.00



**10 1/2-INCH WESTERN HORSE AND CLOCK**

5 inch high clock mounting with Western motif. Highlighted bronze finish. Manual starting electric movement. 17 inches wide, 11 1/2 inches high, 5 inches deep. No. BB62W788. Each \$5.75

### Men's & Ladies' AVIATION STYLE SUN GLASSES



in transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses

Men's Model Retail 96c Ladies' Modified Model. Retail 96c  
NO. BB201J270 \$8.00 Dozen NO. BB201J272 \$8.00 Dozen

### CARNIVAL NOVELTIES

**CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE**

No.	Size	Per Gr.
B34N4	4 inch	\$2.40
B34N5	7 1/2 inch	\$2.40
B34N7	8 inch	\$2.40
B34N9	9 inch	\$2.40

**HIGH HAT MONKEYS**

No.	Size	Per Gr.
B38N7	4 inch	\$3.50
B38N8	7 inch	7.20
B38N2	9 inch	15.00

**DANGLING COMPOSITION NOVELTIES**

No.	Description	Per Gr.
B38N7	2 3/4 inch Donald Duck	\$3.25
B38N7	4 inch Donald Duck	6.00
B38N7	2 1/4 inch Frogs	3.25
B38N7	2 inch Spider	3.25
B38N7	2 3/4 inch Spider	6.00
B38N7	2 1/4 inch Mula Doll	3.25
B38N8	4 1/2 inch Mula Doll	6.00
B38N7	4 1/2 inch Devil	6.00
B38N7	4 1/2 inch Skeleton	6.00

**PAPER PARASOLS**

No.	Size	Per Gr.
B26N6	18 inch	\$2.00
B26N7	22 inch	18.00
B26N8	29 inch with handle	33.00

**RAYON FLORAL PARASOL LARGE SIZE INSIDE HUMMER FLYING BIRD**

No.	Per Gr.
B38N6	\$4.75

**NOVELTY HATS**

No.	Description	Per Gr.
B45N13	12 inch Cootie Hat	\$18.00
B45N14	16 inch Cootie Hat	24.00
B46N45	Hat Band, per 1000	14.00

**CANES, WHIPS AND BATONS**

No.	Description	Per Gr.
B17N8	Baton With Bell	\$16.00
B17N7	Swagger Cane	9.50
B17N10	Lash Whip	15.00
B15N1	Pennant Cane, heavy grade, per 1000	18.00
B17N22	Cane Rack Rings, per 100	4.00

**SPECIAL CHINA HEAD CANES**

No. B16N110—Fine quality China Head Cane with assorted heads: Dice Head Baseball Head, Golf Ball Head, Police Dog Head, Bull Dog Head and Horse Head. Per gross \$16.50

**CARNIVAL SUPPLIES**

No.	Description	Per Gr.
B21R16	Cork Gun, Each	\$5.25
B21R26	Corks, Per thousand	2.75
B5R7	Baseballs (Special), Dozen	1.50
B3N50	Comic Buttons 1 1/2 inch, per 1000	10.00
B46N22	Leis, per gross	2.00

**TRI COLOR BEACH BALLS**

No.	Per Gross
B28N84	\$4.00 (White stock lasts)

25% deposit required on all orders  
N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

## 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.  
FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE  
To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

A-1 FREE CATALOG: 1,155 PARODIES, Special Songs, Routines, all Specialties. Monthly "Entertainer's Informer" free too. Kleinman, 5138 Cahuenga, N Hollywood, Calif. je16

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

GAGS, WIT, LAUGHS—BY YOB NOOFUB, former advertising, radio and head scribbler, presents two routines, Parisian Whimsies, \$4; Private Eye-laffs, \$2; both, \$5. Gags, Wit, Laughs, Box 74, Brightmoor Sta., Detroit 23, Mich.

LAUGH LINES—#3 READY; ALSO NOS. 1-2. Hit #1 card; hits, comedy, patter gags, radio, MC bits, hecklers answered. Mail money to Jimmy Muir, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. np

### AGENTS & DISTRIBUTORS

AAA BEST DEAL—TALKING CARDS, Birthday, Sweetheart, Xmas; send 25¢ for sample; \$1.80 dozen, \$18 gross. Columbus 7250 Melrose, Hollywood 46, Calif. je9

ABALONE PEARL SEA SHELL JEWELRY. Italian Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 908 Tampa St., Tampa, Fla. my19

ABCO'S BEST ASSORTMENT—SEND \$10 for \$20 worth fast selling merchandise. Wolfdeck, Modeldecks, \$10 doz. Abco, Box 46, Marlboro, Md.

ADV. NOVELTY FITS OVER TELEPHONE dial; fast seller, liberal comm.; free samples. Acme Mfg. 67D Chelmsford St., Boston 22, Mass. je23

ADVERTISING SIGN SALESMEN—CASH in! Amazing changeable sign letters stick by themselves; send name for free samples. Garry Enterprises, 6912 Hollywood, Los Angeles 28. my26

A GRADE BEAUTIFUL PEARL NECKLACES: 1 strand, dozen, \$17.50; 2 strand, dozen, \$35.00; 3 strand, dozen, \$52.50; assorted dozen samples, \$4; Drop Earrings, assorted dozen samples, \$2; postpaid cash with order; wholesale only; Jacobi, 1561 3rd Ave., New York 28, N. Y. my26

AGENTS, DIST.—SALT & PEPPERS, \$2 doz.; best Seed Beat Necklaces, Earrings, Bracelets; white, jet, turquoise, coral, red, etc.; and comb, white, \$6 doz.; white Beat Necklaces, Earrings and Bracelets, \$3.50 doz.; Metal Rodeo Rings, \$15 gr.; Metal Bangle Bracelets, \$12 gr.; Indian, Coral, Internat. Carved, White, Straw and Italian Mosaic Jewelry, \$6.75 doz.; imported Souvenirs and Novelties. J. J. Lastufka Co., 2510 McDill, Tampa 9, Fla.

BARGAINS—TOYS, NOVELTIES, JOKES, Balloons, carnival and variety store merchandise; always something new; lists free. Powers, 115 18th, Dunbar, W. Va.

BARGAINS—SAVE UP TO 50%—HOSIERY, Lingerie, Toys, School Supplies, Blades, Novelties, Good Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10¢ for illustrated 1950 Bargain Catalog; valuable surprise gift free for first order. Reliable Jobbers, 3114 North Desplaines, Chicago 6.

BIBLES—WORLD'S SMALLEST; SAMPLE, 15¢; 100 copies, \$15.00; 500 copies, \$35; 6 \$1.25; these sell. Frederes, 738 Marshall, Rochester 11, N. Y.

BIG PROFITS FROM SAUCY PIN-UP Decals! Brilliantly colored, durable lacquers. Also complete range Stock Signs. PX—Novelties, Tourists, Staples! Free samples. Box 58, Morris His Station, N.Y. my19

"BOTTLE BASS" WALL TROPHIES—SURE miniature whisky bottle mounted on beautifully tinted 6x9" plywood oval, appropriately titled; colorful fish background; terrific sportsmen appeal! Sample, \$1.49; dozen, \$5.00; 50 bottles only \$1 postpaid; luring displays available. Pylet, Campus Club, Moscow, Idaho.

COLORED SPIRAL SPINNERS—WEST Coast sensation will sweep nation; used car lots, service stations, etc.; eager buyers; bewitching outdoor display, metal, alive with light and color; be first with them in your area and clean up; trial dozen, \$19.80; six, \$10; sample, \$2 (with details), postpaid; 1/4 deposit. Cox, Venice, Calif.

COMIC ILLUSTRATED BARROOM SIGNS—Large size, 8 1/2 x 11", terrific money maker; twenty different samples, \$1 postpaid. Sebastian, 5138 Cahuenga, North Hollywood, Calif. my26

COMPLETE LINE OF PLASTICS—SCALOPED Table Cloths, Aprons, Drapes, Cottage Sets; lowest prices; free catalog. Samuel Rosenzweig Access. Co., 8 Herzl St., Brooklyn 12, N. Y.

FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

GENUINE WOODEN NICKELS—INDIAN Head, Buffalo, mixed; 10, 50¢; samples, 15¢. William C. Anderson, Box 855 B, Mountain Home, Tenn.

ILLUSTRATED COMIC CARTOON AND Joke Booklets, Illustrated Comic Post-cards, Party, Fun Novelties for men; big assortment, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn. Dept. BB-CB-12. je2

KNIVES—SWITCHBLADES; HUNTING knives for flash, 67¢ up; Catalog 2961 free. Knife Man, Room 461, 212 Essex St., Boston, Mass. my26

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. te30

NEW SILVER FOR OLD! AMAZING RE-silver, the demonstrators' dream; replates pure silver; sells like hotcakes; 325% profit! Free information; 50¢ for sample. Namco, 7797 Outer Drive West, Detroit 35, Mich.

NOW YOU CAN PROTECT NYLONS FROM snags and runs; just rinse your nylons in Rejuv plastic liquid and coat each nylon fiber with a tough invisible film; women say it doubles the life of nylons; satisfaction guaranteed on each bottle only \$1 postpaid; order today. Rejuv Products Co., 3356 Glendale Blvd., Los Angeles 39, Calif. my26

PICTURE POST CARDS—NO LIMIT TO message on back, \$9.50 1st 1,000; additional 1,000, \$7.50. Business Cards, any 1 color \$3.95; any 2 colors, \$5.50; 3 day service. No c.o.d.'s, we ship prepaid; free samples. C & G Reproductions, P.O. Box 1107, Clearwater, Fla. my19

PITCHMEN—\$888; BIG MONEY, FAST selling "Dice-a-Day." Hollywood's newest game sensation; a fun packed novelty, easy to sell, hilarious, entertaining; reveals the future day to day. For details, write Morgan Novelty Company, Dept. H, P. O. Box 6536, Hollywood 46, Calif. my26

RELIGIOUS IMPORTS—ROSARIES, MED-als, Crosses, adjustable Rings, Brooches, Stands; matchless values; sensational prices, free samples; buyers, salesmen, agents wanted. Normandy Co., 220 Broadway, NYC.

RUBBERIZED (TRANSPARENT) COATING prevents automobile bumper tarnish, preserves chrome brilliance without polishing; sells every gas station; 200% profit. Rubber Products, Station AA, New Haven, Conn. my19

SALESMEN, DISTRIBUTORS—FAST SELL-ing Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. my26

SELL MIMEOGRAPH MACHINES TO REST-aurants and taverns; only \$39.50; guaranteed; large profits. Berle Products, Box 1470-A, Minneapolis Station, Minneapolis 6, Minn.

TELE-VUER GLASSES—HOTTEST ITEM TO hit TV market; prevents eye strain and eye fatigue; every TV home needs two or more; retail \$5; quantity price, \$1.35; send \$2 for sample and details; no c.o.d. Vego Distributors, 3821 Sunset Blvd., Hollywood 28, Calif.

WRITE QUAKER HERB COMPANY NOW for wholesale price list on Lavatives, Liniments, Flavorings, Tonics, Herbs, Salves, Cosmetics, Deals, Premiums. Private Labels in 3-dozen lots. 220 George St., Cincinnati, Ohio.

5 PIECE PLASTIC FURNITURE SCARVES—Copies of expensive Swiss Lace; \$7.50 per doz. sets (60 pcs.). Samuel Rosenzweig Access. Co., Suite 511, 475 5th Ave., New York 17, N. Y.

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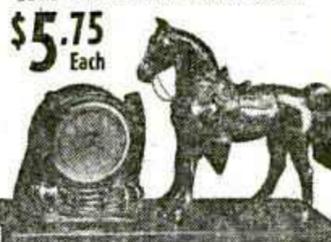
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**THANK YOU**  
CALL AGAIN

100 SIGNS, 7"x11"—\$6 (Cash With Order)

Rake in orders for these fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 1000 different slogans—Comedy, General, Religious, Marvelous full or spare time money-maker!

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11, \$1.00  
15 Samples Ultra-Blue Religi Signs, 7x11, \$1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11, \$1.00  
Above Samples Mailed Postpaid.

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812 Broadway, Dept. 621 New York 3, N. Y.

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ALWAYS LOWEST PRICES ON QUALITY Posters; one hundred 14x22 3-color Window Cards, \$8; 500, \$34.50. Tribune Press, East Park, Ind. my19

ATTRACTIVE BUSINESS CARDS—RAISED printing; black or blue ink; fully guaranteed; 1,000 only \$3.50 postpaid. Laco, Atlantic Building, Washington 4, D. C.

BUSINESS CARDS PRINTED IN THREE colors, your choice, \$7.50 1,000; quantity prices, samples. Mallo Press, 767 Leith St., Flint 5, Mich.

NEARGRAVURE EMBOSSED LETTERHEADS, etc.; Sparkling! Dynamic! Gold and Colors! All Professions. Samples 10¢—YOH Be Surprised! Solidays Colorprint, Knox, Indiana.

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printer, 2715 Vine, Cincinnati, O. je9

SPECIAL—125 8 1/2"x11 LETTERHEADS AND 6 1/2" envelopes, Hammermill Bond, five lines copy, \$2.50 postpaid, no c.o.d.'s; samples, E. C. Lindsay Printing, Box 621, Salt Lake City, Utah.

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. je2

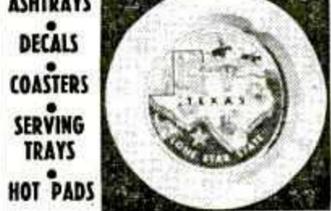
11x14 TACK CARDS, 100, \$5; 4x7 HAND-bills, 1,000, \$3.50; 100 Letterheads and 100 Envelopes, \$2.25 postpaid; samples free. Olinger's Printer, Manorville, Pa.

14x22 WINDOW CARDS, THE BELL PRESS. Winton, Pa. je16

1,000 6 1/2" ENVELOPES, \$5 POSTPAID; 1,000 8 1/2"x11 Letterheads, \$5.95; Mimeographing, 100 8 1/2"x11 \$1.50 postpaid; Photo Offset, 1,000 8 1/2"x11 \$7.50 postpaid. Worldwide Sales, Everts, Ky.

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YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; send 25¢ for catalog. Baida, The Lightning Cartoonist, Oshkosh, Wis. my26

**\$6 Brings Back \$38.50**  
640% PROFIT ON ULTRA-BLUE STOCK SIGNS

100 SIGNS, 7"x11"—\$6 (Cash With Order)

Rake in orders for these fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 1000 different slogans—Comedy, General, Religious, Marvelous full or spare time money-maker!

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**STEEL OR WOOD CHAIRS**

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO.

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Do you want to make more money in full or spare time... as much as \$1500 in a day? Then mail coupon below for this BIG OUTFIT, sent you FREE, containing more than 150 fine quality fabrics, sensational values in made-to-measure suits and overcoats. Take orders from friends, neighbors, fellow-workers. No experience needed. You'll say it's the greatest way to make money you ever saw.

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W. Z. GIBSON, Dept. T-417  
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Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C.O.D.

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NEW 1951  
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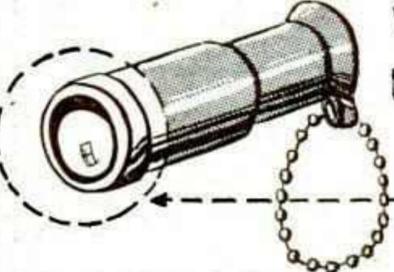


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AVAILABLE: Table Size Die Cutters for 35mm. Film—\$27.50 each.

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THEY'RE BEAUTIES! THEY'RE BARGAINS! Beautiful, smartly designed Brand New Cases as illustrated. Genuine Elgin and Waltham 7-jewel movements precision-rebuilt like new! Available with Rhinestone Dial, 75c additional; with Yellow Gold Plated Stretch Band, \$1 additional. Get yours now at these money-saving Close Out Prices!

• ORDER TODAY in lots of 3 or more.  
25% deposit on C.O.D. orders.

Ask for Your FREE Catalog of Cel-Max Values!

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198 S. Main St. MEMPHIS, TENN. P. O. Box 473

Decorated Tule Baby Chairs ..... \$ 9.00 doz.  
Typical Ladies' Wool Jackets ..... 90.00 doz.  
Palm Fringe Hats ..... 36.00 gross  
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Miniature Leather Boxing Gloves & Baseball Mitts ..... 27.00 gross  
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ARTISTIC POTTERY, NOVELTIES, CURIOS, ETC. 25% WITH ORDER.

**F. L. DE ARKOS** 904 SCOTT STREET LAREDO, TEXAS

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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COMPLETE TATTOOING OUTFITS—NEW Supplies, Concentrated Pelican Black; Number 11 Sharps (Milwards), \$10 per "M"; Zeis, 728 Lesley, Rockford, Ill. Jv21  
TATTOOERS LOOK! 50 SHEETS, DESIGNS 10x15, Stencils, 8 machines slightly used, \$100 Tom McClendon, Rockingham, N. C.

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WANTS GOOD HOUSE CAR FOR CASH—No Trailer; must be clean; any location, will come. Ray Law, Hill City, Kan. my19  
WANT TO BUY GOOD CANDY FLOSS MACHINE: state make and model, lowest price. John H. Miller, 620 E. 8th St., Dewey, Okla.  
WANT TO BUY—MACHINE TO STAMP Lord's Prayer, etc., on Penny; state condition and price. Sam Coen, Capitol Hotel, N.Y.C.  
WURLITZER ORGAN—DOUBLE ACTION, \$150, in fair condition, and Merry-Go-Round Horses in fair condition. Rockaways' Playland, Rockaway Beach, New York. my26

**HELP WANTED—ADVERTISEMENTS**  
RATE—15c a Word Minimum \$3  
Remittance in full must accompany all ads for publication in this column. No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

ACCORDION OR PIANO FOR NOVELTY trip; playing lounge; must cut comedy; willing to partake in bits; no characters; minimum \$105; state details. Drake, 159 N. 24th, Melrose Park, Ill.  
ALTO OR TENOR SAX, DOUBLE CLARINET; for old time, half modern band; \$75 and up per week; year 'round job, on location in the winter; home every night; write or call in forenoon. Johnny Halder's Orchestra, Box 113, Mandan, N. D. Tel.: 2424.  
BARTONE AND TENOR MAN; ALSO SECTION Trumpet Man needed immediately; stylized hotel band; location only. Contact Bobby Paxton, Commodore Perry Hotel, Toledo O. my19  
COMEDIAN AND ENTERTAINER AND Singer wanted; to travel with Six Fat Dutchmen Orchestra. Write or call 11032 Harold Loeffelmacher, New Ulm, Minn.  
EXPERIENCED WHEEL MAN—STATIONARY beach location; no Sunday work; must be clean. Gillian's Amusements, Plymouth Place and Boardwalk, Ocean City, N. J.  
PIPE EATER, ALSO ONE MORE WORKING act; ticket seller who can grind. James Thompson, King Reid Shows, Bennington, Vt.  
DANCE MUSICIANS FOR TERRITORY BAND replacements; no characters; state draft status; steady work; salary guaranteed. Bandleader, Box 80, Grand Island, Neb. Je2  
PHONE MEN—HERE IS YOUR CHANCE settle down; permanent work on publications (Year Books, Directories) (Programs); 35% commission pay day each week. Write M. R. Lundy, 824 Commerce Exchange Bldg., Oklahoma City, Okla. my26  
PIANIST—ABOVE AVERAGE, FOR SEMI-name band; state age, draft, if married; previous bands, permanent address Box #C-378, c/o Billboard, Cincinnati, O. my26  
PIANO OR ORGAN FOR HAMMOND ORGAN chair; organ furnished; good weekly salary, annual bonus. Lee Williams, 1611 City National Bank Building, Omaha, Neb. my19  
REPLACEMENTS FOR SAX SECTION, MUST play good clarinet; salary, sleeper bus, no lay off; others write Buddy Blair, Box 113, Ph. 7272, Colome, S. D. my19

REPLACEMENTS FOR COMMERCIAL "Mickey" orchestra; guaranteed salary, sleeper-bus. Contact Bob Calame, 2107 N. 18th St., Omaha, Neb. my19  
RIDE HELP WANTED—MERRY-GO-ROUND, Eli Wheel, Looper Chair, plain Kiddie Ride; must be expert, sober, reliable and come recommended, otherwise do not apply. Stanley's Amusements, R.D. 1, Graf-ton, O.  
SAX MAN, MUSICIANS WANTED FOR commercial Dixieland territory orchestra; guaranteed weekly salary; traveling by car. Contact Jess Gayer Orchestra, 2023 N. Hu ton, Grand Island, Neb.  
VOCALIST—UPPER RANGE BARTONE, Midwestern territory band, Victor recording, Como style preferred; send audition record and picture. Box 259, Appleton, Wis. Also salary desired. my26  
WANTED—A HELPER FOR THE STATES Spiller's Seals wants a helper, must be reliable and sober; state salary and past references. Spiller's Seals, Coney Island Park Caracas Venezuela my26  
WANTED FOR MIND MED. SHOW—#2 people in all lines; Teams, Comedians, Hillbillies. Address Mind Medicine Show, Bowling Green, Fla.  
WANTED—MAN COOK AND ALL AROUND helper; also husky boy helper. Write or call on Ralph Carey, care Elliott Amusement, Fruitport, Mich., thru May 12 and Grand Rapids Station thru May 19.  
WANTED—VERSATILE MEDICINE PEOPLE for White Platform Show; two week stands; show operating; join on wire; long sea; no booze; tell all first communication, including salary; those doubling music preferred. Ozark Medicine Show, Eddie Gould, Athens, Ga., starting May 14.  
WANTED—GIRL ACROBAT FOR PARTNER in new animal act; good pay; send picture with first letter; rolling globe experience preferred. Box 443, Billboard, Chicago.  
WANTED—HILLBILLY TEAM FOR MED Show; must have living trailer; long season South Texas. Write or wire W. A. Shelton, P. O. Box 578, Pandora, Tex.

**ATTENTION, OPERATORS**  
Lamps at a Price!

GROUP #100 ASSORTED  
Fired marbelized hand decorated China. 22K. gold trim. Average height 25". Lamp comes complete with 15" double Rouchine shade, as illustrated. Shade comes in individual wire frame cellophane wrapped. Packed 6 assorted per carton. Our Special Price! \$39.00 Doz.

GROUP 100-P—Same as above in gold decorated white China bases \$36.00 Doz.

MINIMUM QUANTITY, 6 PCS. ON EITHER ITEM.  
25% Deposit. Balance C.O.D. Phone: ORegon 3-6330

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928 Broadway...New York 10, N. Y.

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**HINKY DINKY**  
DIE CUT FOLDING CARD  
2 1/4"x4"—3 COLORS  
REAL FLESH LIKE FLEXIBLE NOSE  
\$1.50 doz. — \$16.00 gross  
SUGGESTED RETAIL PRICE 50c.  
GROSS OR LESS—CASH WITH ORDER.  
MORE THAN GROSS—50% Deposit—Balance C.O.D.  
Sample 25c postpaid  
CULVER CITY, CALIF.

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8533 W. WASHINGTON BLVD.

**"Carnival Caravan" Now Ready**  
32-Page Catalog for Concessionaires, Game Operators, Slum Concessions, Etc.

Write for your copy stating type of concession. Give location for following week.

**JUST ARRIVED—13-inch feather dressed celluloid doll—painted shoes and socks, gilded "C" string, hat, cane, bracelets, earrings and necklace. MA762—Dozen ..... \$4.15**  
8-INCH SIZE—No "C" string. MA760—Dozen ..... 1.60

25% Deposit With All C.O.D. Orders.

**SPECIAL**  
12 gross assorted slum. At least 12 different items.  
MA999—12 gross for ... \$7.80

**LEVIN BROTHERS**  
Established 1886  
TERRE HAUTE, INDIANA

**GIVE TO DAMON RUNYON CANCER FUND**

50L GENERAL MacARTHUR BUTTONS... \$17.50 per M  
#26 MOTTLE PADDLE BALLOONS... \$6.50 gr.

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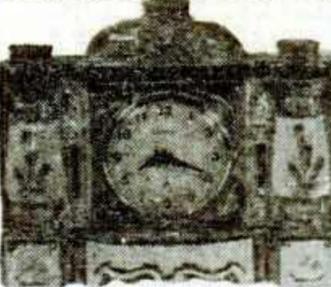


SECTION OR PLAIN TOPS \$58.00 Gr  
WHITE STRAW COWBOY HATS ..... \$4.50 DOZ.  
We have a full line of resort hats including Fluorescent Satin BE-BOP, JOCKEY, and BASEBALL HATS in a rainbow of colors.

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WRITE FOR 1951 CATALOG—JUST OFF THE PRESS!

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Genuine China Hand Painted Fired Marbelized Colors — 22 Carat Gold Decorations \$17.50/Doz.  
FINE TRANSLUCENT CHINA individually Boxed—Packed 6 to Master Carton—Red & Green.  
GUARANTEED ELECTRIC MOVEMENTS

No. 11 \$8.00 Each in Dozen Lots  
Sample \$9—Clocks for Resale Only  
SPECIAL QUANTITY PRICES JOBBERS DISCOUNTS  
25% Deposit. Balance C.O.D.  
Telephone DANube 6-1415  
**BERKELEY MFG. CO.**  
2720 Archer Avenue, Chicago 8, Illinois

HEY FELLOWS!  
**FIREWORKS**  
From Famous BANNER  
THE FIREWORKS CENTER OF AMERICA  
MORE than 1000 PIECES!  
A \$12.65 VALUE  
Only \$4.95

Yes, the cost of fireworks has gone up, but because you have faithfully year after year bought your fireworks from BANNER it has enabled us to increase our capacity, give you a greater selection without increasing the price. This big assortment contains all your old favorites plus the newest 1951 creations.

**PRE-TESTED FIREWORKS**  
Remember, fireworks from BANNER must first pass the famous BANNER test for noise, beauty and sure-firing. Order now and avoid the rush that comes later. Send certified check or Money Order. No C.O.D. shipments. All fireworks must be sent express.

**BIG NEW COLOR CATALOG FREE**  
**BANNER FIREWORKS CORP.**  
Dept. 35,  
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Bronze Horse Clocks, Electric \$ 5.50 Ea.  
10 Pc. Knife Set ..... 2.80 Set  
5 Pc. Knife Set ..... 1.75 Set  
Hurricane Lamps—Ruby or Clear ..... 2.80 Set  
Ride 'Em Cowboy Horse ... 15.00 Doz.  
Sunglasses—plastic case—men or ladies ..... 7.00 Doz.  
Panther China Clock—Sessions movement—electric 7.00 Ea.  
Famous Peep Pics ..... 1.50 Doz.  
Wolf Packs ..... 10.00 Doz.  
Mechanical Imports: Seals, Lions, Elephants, Bears ... 6.00 Doz.  
25% Dep., Bal. C.O.D.—Open Sundays.  
**NATE'S SALES CO.**  
1354 So. Halsted St. Chicago 7, Ill.

**Big Profits**  
Own your own business. Mopping key checks, name plates, social security plates. Sample with name and address, 25c.

**Bart Mfg. Co.**  
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**CLEAN UP WITH PLASTIC RAYON TOWELS**  
Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$35.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.  
**SUNBEAM PRODUCTS**  
624 4th St., South St. Petersburg, Fla.

SPECIAL PURCHASE

Savings passed on to you for a limited period

HI-HAT FEATHER DOLLS, TINSELED W/ JEWELRY
6 inch \$12.00 Gr.
7 inch 14.40 Gr.
9 inch 22.00 Gr.
11 inch 36.00 Gr.
15 inch 6.00 Dz.

FUR MONKEYS
4 inch \$3.25
5 inch 4.80
7 inch 7.00
9 inch 12.00
10 inch 14.40
Jumbo 33.00

RAYON PARASOLS
w/flowered designs—specials
18 inch spread \$33.00 Gr.
22 inch spread 36.00 Gr.
24 inch spread 42.00 Gr.
32 inch spread 5.50 Dz.

STREETMAN BALLOONS
#10 Mousehead, big ears \$6.00
#15 Mouse, big ears 8.00
#15 Hep Kats Mottled 8.00
#9 Circus Animal 4.50
#11 Circus Animal 5.00
Maple Walking Canes \$21.60
Bamboo Walking Canes 10.80
12" Coolie Hat 16.50

SCHATTUR NOVELTY CO.
144 Park Row New York, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column

No charge accounts

Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

THEATRE MANAGER—24 YEARS' EXP. have also had advance agent exp. available May 20th; will go anywhere. A. E. Tribbett, P. O. Box 388, Midland, Mich.

BANDS & ORCHESTRAS

ATTENTION, AGENTS AND CLUB OWNERS: Six piece well organized band; union, good library; Latin, Dixieland, novelties. For details write Musician, 227 Bonnie View, Knoxville, Tenn.

CIRCUS & CARNIVAL

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EXPERIENCED STOCK ACTOR—THOROLY trained, desires summer stock work, \$40 week; leads, juveniles, character; quick study, non-equity. Box #C-378, c/o Billboard, Cincinnati.

MISCELLANEOUS

AT LIBERTY—ENTERTAINER, MUSICIAN. Magician, Horseback Rider, Physician, Doctor, Mind Reader, Hillbilly Fiddler, Ray Lynch, Coatesville, Penna. my19

EXPERIENCED SECRETARY INTERESTED permanent position with future; university graduate, single, widely traveled, good family background, accurate, thoroughly dependable, good business head, hard worker; thrive on work. Box C-382, care Billboard, Cincinnati, O.

MUSICIANS

A-1 ORGANIST—TWENTY YEARS' EXPERIENCE rinks, radio, hotels, lounges. Address Organist 203 Grove St., Charleston, S. C. je2

AT LIBERTY—ALTO OR TENOR SAX, doubling clarinet; read, fake, transpose anything; good tone, etc.; cut any old time book on clarinet; prefer band playing small territory; no sleepers. Paul Donnelly, 302 East 2nd St., Albert Lea, Minn.

DRUMMER—AGE 26, AVAILABLE IMMEDIATELY; draft exempt, Local 10; read, cut shows, play all styles and Latin; location preferred. Dick Gierum, 704 S. Maple, Oak Park, Ill. Telephone: Village 8-2355. my19

DRUMMER—UNION, DRAFT EXEMPT, sober, reliable, plenty experience; do fine work with small night club and hotel combos. Musician 102 Rauber St., Rochester, N. Y. my19

DRUMMER—THOROUGHLY EXPERIENCED; age 27; draft exempt. Phone Wellington 3-2998, 3342 N. Seely Ave., Chicago 40, Ill. Write or wire

EXCELLENT, EXPERIENCED PIANIST, doubling accordion, vocals and organ, desires good summer job, solo or orchestra; good appearance. Nat Bader, 1708 Rhode Island Ave. N.W., Washington, D. C.

GUITAR, VOCALS—AGE 28, NEAT APPEARANCE. 10 years' combo experience, society to comedy; excellent references; good permanent combo preferred. Contact Musician G. Adler Hotel, Memphis, Tenn.

HAMMOND ORGANIST—AVAILABLE IMMEDIATELY; 20 years in business covering theater and cocktail lounge work; all essentials, union, above average. Organist, care 302 Laurel St., Lancaster, Pa.

ORGANIST—EXPERIENCED THEATER and rinks; available June 1; any location; steady, sober. All replies answered. Address Box C-381, care Billboard, Cincinnati, O.

ORGANIST—HAMMOND EXPERIENCED. roller rinks, lounges, hotels; desires position. Write M. Ekedahl, 1414 Cowing St., Jamestown, N. Y.

TENOR SAX, CLARINET, VOCALS—ALL round man; Local 802; neat appearance; deferred, 26; wants summer booking; will consider and answer all reasonable offers. Contact Dinny Thomas, c/o Apt. 2E, 129 E. 85th St., New York, N. Y.

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BALLOON ASCENSIONS, PARACHUTING Jumping; modern equipment for parks, fairs, celebrations; always reliable. Claude L. Shafer 1041 S. Dennison, Indianapolis 21, Ind. my26

BIG 5 PEOPLE ACROBATIC AND BALANCING act; beautiful stage display. For illustrated literature, Lehmbek Sisters Attractions, 2015 Oliver St., Fort Wayne, Ind.

CLEAN EMCEE—WORKS BETWEEN PERFORMERS; featuring strobelite puppets, comedy magic, inexhaustible bottle; indoors outdoors; work hour alone; agents welcome. Osborne, 5223 Cedar Ave., Philadelphia, Pa. jy21

"ENGAGE" CHARLES LA CROIX, HIGH-class, outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

"GREAT CALVERT"—THE HIGH WIRE act that has drawing power. No collect telegrams accepted. Address 164 Averill Ave., Rochester, N. Y. je9

SENSATIONAL HIGH FIRE DIVE ACT—25 years of impressive results; featured by Fox Movietone and the N. Y. Press; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Pl. Warren, O. Tele 45337

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Flower Fans 1.00
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DOZ. (no less sold) \$14.40
Additional ammunition, 22¢ per tube.
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A Good Number, same type and packing as above, \$7.50 doz.
New 1951 Ladies' Gold Decorations—Assorted Color Frames—A 1951 Rage. \$8.00 doz.
THIS WEEK'S SPECIAL—
Aristocratic Brand—6 Dark, 6 Light—Assorted—ON ATTRACTIVE DISPLAY, Ground and Polished Lenses \$2.00 doz., \$20.00 Gross
Satisfaction Guaranteed. We Prepay with Full Remittance. 25% Deposit, Bal. C.O.D.
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GIVE AWAY ITEMS FOR ADULTS AND CHILDREN
SPECIALS—
Order Shipped Same Day Received
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11-inch Balloon, Mottle Gr. 4.80
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COMIC EYE
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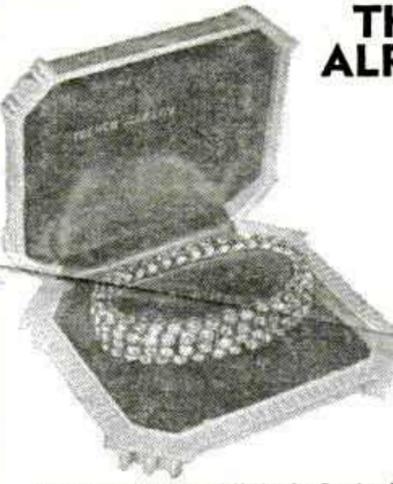
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NEW BEACON LEOPARD DESIGN BLANKET
54 x 72 Packed 30 to Case
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READY FOR MAILING SOON—Our new 1951 No. 41 Catalog.
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Jobbers, write for prices.
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Now Is the Time To Think of...
BIG EXTRA SUMMER SALES
for a SOLID SALES IDEA See Page 53

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Another Temple exclusive. Multi-jeweled array of simulated diamonds that will stop everyone who sees it. Show this inspiring piece of French jewelry and you'll sell it in large quantities. Stretch band. Handsome case. Carries \$19.50 Retail Price Tag.

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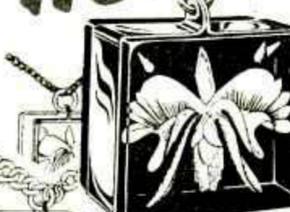
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### EXQUISITE HAND-CARVED LUCITE CUSTOM JEWELRY

#### A Fast 1.98 Seller!



STYLES: Lapel Pin, Bracelet, Pendant, Brooch Pin—all with beautiful gold plated accessories.  
DESIGNS: Purple Orchid, White Orchid, Pink Rose, Yellow Rose, Red Rose, White Swan and Goldfish (all exquisitely hand-carved in natural color).  
EARRINGS: To match in drop or button type.

Please specify exact design when ordering

**BUY DIRECT \$9.00 per doz.**  
Min. order 4 doz.

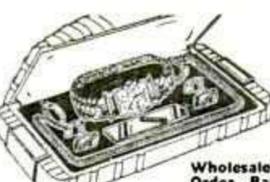
**EARRINGS TO MATCH \$7.20 a doz. pairs**

SAMPLE: \$1.00 each or \$10.00 single dozen, assorted, to accredited dealers. ORDER NOW! 1/3 cash with order, bal. C.O.D., or send full price and we pay postage.

**DOMESTIC ARTS & CRAFTS**  
51 Hamilton Ave. Brooklyn 31, N. Y.

### SPECIAL ELGIN • BULOVA • BENRUS

#### Promotional Watch Set



Beautifully cased new matched Watch Sets. Consists of gold plated cuff links, key chain and tie holder with hand-set ruby rhinestones or plain gold. With rhinestone dial famous make watch and expansion band, guaranteed like new.

7-1/2" . . . \$45 Retail, Set . . . . . \$14.95
15-1/2" . . . \$55 Retail, Set . . . . . 17.95
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Wholesale Only—25% Deposit With Order, Balance C.O.D. Open Account to Rated Houses.

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Send only **25¢** Cash or stamps for our 72-page new 1951 wholesale catalog; will be credited to your first order.

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Complete wholesale catalogue on Cuba alligator ladies' handbags, shoes, belts, wallets, etc.

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### WOW! Greatest AMERICAN of OUR TIME

## GEN. MacARTHUR PICTURES

(A Real Natural)

100 Ass't'd . . . . . \$ 9.50	500 Ass't'd . . . . . \$45.00
1000 Ass't'd . . . . . 85.00	Samples, 6 Ass't'd . . . . . 1.00

Single Picture . . . . . 25¢  
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**HOLLYWOOD CELEBRITY and SOUVENIR PICTURES**  
BOX 949, HOLLYWOOD 28, CALIF.

Now Is the Time To Think of . . .

# BIG EXTRA SUMMER SALES

for a **SOLID SALES IDEA**  
See Page 53

**GIVE TO DAMON RUNYON CANCER FUND**

## Merchandise Topics

### New York

Jack H. Press, of the Preston Company, Inc., jobber and wholesale distributor of clocks, watches, souvenirs, toys, gifts and novelties, announced that the firm has moved to larger quarters at 21 Bridge St. . . . Glow, a new home jewelry cleaner, is offered by Zenith Manufacturing & Chemical Corporation. Item to be cleaned is merely dipped in the solution, rinsed and wiped dry. A car-type holder holds the item being cleaned. A brush accompanies the \$1 retail product to remove imbedded dirt. . . . A key chain, featuring a small flashlight, is offered the trade by Rosenberg Bros. The single battery, plastic flashlight is of the push button type. . . . A compressed fuel cigarette lighter that is said to give six months' service without refueling has been introduced by Ronson Art Metal Works. An innovation permits the user to refuel the lighter in seconds from a low-cost disposal cartridge. . . . Lathercap, a tenite plastic item by Gordon Strubler, Inc., offers instant shaving lather and a fast method of applying it. The unit's base is fitted with a sponge and takes the place of the cap on an ordinary tube. Shaver squeezes the tube, forcing cream into the sponge for a quick lather.

### Chicago

Exclusive Playing Card Company has been named distributor for the Little Bandit slot machine, a gold-plated plastic \$1 retail toy that operates like a regulation machine. Measuring 2 by 2 3/4 by 2 3/4 inches, a pull on the toy's handle produces spinning wheels bearing combinations of symbols. Award charts accompany the non-coin operated toys. The items are packed one dozen to a display box, six dozen to a shipping unit. Because of large demand, the company is going into production of its Three of a Kind novelty, an item bearing the likenesses of Stalin and the posteriors of a horse and pig, which the firm says describes the public's feeling about Soviet aggression. The 50-cent retailer is an unbreakable plastic novelty which may be hung on wall as a plaque or stood on bar or mantel-piece.

### Los Angeles

Conrad Krebs has been named sales promotion manager for Roy Rogers Enterprises. He will contact licensed manufacturers of Roy Rogers endorsed products and develop sales promotion ideas and campaigns. The Rogers Enterprises is soon to launch an extensive promotion plan, embracing exhibitor, merchant and manufacturer participation, with radio, TV, newspaper and magazine support. Krebs, whose activities will be closely co-ordinated by A. L. Rackin, advertising and publicity director, leaves soon for New York to inaugurate the campaign. . . . Vego Distributing Company has on the market T-ele V-uer glasses that are scientifically prescribed and designed to eliminate headaches or eye strain from TV viewing. The company has plastic styled frames, clip-on gold plated frames to fit over glasses and aviation style gold-plated frames. They are guaranteed for 99 per cent perfect vision and are said to have been approved by the U. S. Bureau of Standards. . . . Hollywood Celebrity and Souvenir Pictures is offering a line of General MacArthur photos. One hundred pictures are available in a set. Samples are also available.

### Pittsburgh

Cash Sales Company has pearl sets, choker sets with bracelet and earrings, and coil bracelets. . . . Brinn's China & Glass Company has a TV snack set—four plates in chartreuse, with each plate having an indent (like a built-in saucer-center) to hold a cup. . . . A. H. Rapport Company has new bracelets, jewelry sets, watches, a variety of earrings from \$12-\$18 a dozen, and scatter pins. . . . John Robbins Company has all-rubber dolls that cry when you squeeze them, priced from \$2.95-\$4.95.

### Foreign Notes

Reports from Tokyo indicate that the Japanese, for years among the world leaders in the production of inexpensive toys and novelty merchandise, are re-



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A Real  
"Spark" of  
Life in this  
TORSO  
LIGHTER

**A Real Eye-Opener!**

It's new! It's different! Handy table or pocket lighter is made of shiny silvered white metal—stands 4" high, 1 3/4" wide

**\$12.00 per dozen**

Send \$2.00 for sample  
25% With Order, Balance C.O.D.  
Immediate Delivery

**Styson Art Products Co.**  
141 East 47th Street, New York 17, N. Y.



EVERYBODY WANTS  
**BOZO**

THE CLOWN BALLOONS!  
by PIONEER

Cash in on the popularity of Bozo the Clown! Records by the Million, a radio-TV hit, terrific personal appearances! You can't miss with Pioneer Qualatec Bozo Balloons. Kids yell for these two big blue and red Bozo Balloons—No. 11-B, 11" round and No. 817-B, 17" Toss-Up doll with feet. Pitch Bozo Balloons and clean up fast! Write The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

Guaranteed by Good Housekeeping

### Sell Timely Laugh Gag

Show what you think of **STALIN**



**THREE OF A KIND**

MILLIONS of Americans cheer this clever statuette. Sells on sight. Big profits. Order today.

**\$2.00** Individually Boxed  
DOZ. SAMPLE 50¢

**EXCLUSIVE PLAYING CARD CO.**  
1139 S. Wabash Ave. Chicago 5, Ill.

## BALL POINT PENS \$9.50 PER GROSS

WITH DISPLAY CARDS  
Full Pen Visible Ink Supply  
1/2 GROSS \$5

With Brass Tips  
Metal Caps & Clips  
With Display Cards . . . . . **\$13.25 PER GROSS**

25% Cash with order, Balance C.O.D.

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## FIREWORKS BARGAINS

Direct from BUCKEYE FIREWORKS CO.

THE BIGGEST VALUE - THE GREATEST SELECTION WE HAVE EVER OFFERED!

ONLY **\$4.95**

Many exciting surprises await you when you begin celebrating with this GIANT Buckeye assortment. Enough for a noisy daytime jamboree and plenty beautiful color creations for after dark. ORDER NOW. Don't put it off. Be sure of getting yours. Send check or Money Order. No C.O.D.'s. All shipments Express.

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Fast Sales. Big Profits—Part or full time, original Koehler stock signs, 1500 varieties, sell all places; 7 1/2 x 11" and 7 x 11" Also religious and changeable signs. Special offer \$5 per 100 or \$1 for 15 7x11 best sellers or for free catalog write KOEHLER 335 Goetz Ave., Lemay 23, Missouri

### HOSIERY DIRECT FROM MILL

All gauges in Nylons—prices from \$1.50 dozen up. Ladies' and Children's Anklets, Men's and Boys' Hose. all sizes colors and grades. First quality open lengths—3 pr.—\$10.00 postpaid. No C.O.D. Money-back guarantee.

**MANUFACTURERS' HOSIERY SALES AGENTS**  
104 Woodrow Ave. Chattanooga 5, Tenn.

# Pipes for Pitchmen

By BILL BAKER

**JACK (BOTTLES) STOVER** . . . is back in stride and working sheet in Mathias, W. Va. With him is Clyde Forkner, of Mt. Airy, N. C.

**BILLY (THE KID) DIETRICH** . . . is reported to be working West Virginia territory on the sheet to good business.

**T. C. MAXWELL** . . . pens from his home in Webb City, Mo., that he is anxious to contact Joe Beckett, who works a number of State fairs that Maxwell works each year. Maxwell says that Beckett worked food strainers and that he (Maxwell) sold ironing cord holders at the Nebraska State Fair, Lincoln, last year.

**"JUST RECEIVED** . . . a copy of *The Billboard*," pens Morris Kahntroff from Johannesburg, South Africa. "My troupier friend, J. J. Johnson, of St. Petersburg, Fla., mailed it to me and it took 32 days to arrive. I'm leaving for London and will take in the Festival of Britain for a week or more. I'd like to read some pipes from Dave Rose, Ned House, Nate Golden, Bennie Gross, Bob Noell, Dr. Phillips, Speedy Rose, Cowboy Williams, Sam Jones and Slim Knight."

**AMONG THE BOYS** . . . who worked the Kentucky Derby, Churchill Downs, Louisville, May 5, to good results with souvenirs were Joei Marx, Isidore Segal, Dick Sidel, Modoc Stein, Bill (Horse Thief) Weiss, Barney Kaplan, Al Jackson, Jack Rubin and Blackie Monette.

**R. B. (SLIM) CUNNINGHAM** . . . reports that Jack Males, veteran concessionaire and novelty pitchman, is seriously ill in Fred Roberts Memorial Hospital, Corpus Christi, Tex. "I'm sure that Jack would like to read letters from friends," Slim pens. "He's been in the business for 45 years and is a fine fellow."

**MYRTLE HUTT** . . . continues to click with punch needles at a number of lucrative spots in San Francisco.

**PHIL BABCOCK** . . . pipes from Macon, Ga., that he has been working that city for the past month. He advises that his car and trailer are in good shape

and that papermen in that neck of the woods are few in number. He'd like to see pipes here from H. P. Coffey, R. Keefer, Tex Dobney, Goo Goo Davies and Frank Earles.

**PITCHMEN** . . . working the first annual New England Exposition of Progress and Home Show in Boston May 5-12 were reported to have garnered slim pickings the first few days. It picked up toward the end of the run, however. Attendance at the event was estimated at 100,000, with 200 exhibitors participating.

**MARGARET WEINGARTEN** . . . Ralph Maxwell, Myrtle Hutt, Charlie Halley and Mr. and Mrs. Dave Weisbrod motored to Santa Cruz, Calif., from San Francisco last week to take in the opening of Maxie Glass' New Dell Gardens in the former city. Glass is an old-time pitchman. Margaret says that she'd like to read pipes here from Johnnie Cardwell and Mary and Madaline Ragan.

**RED ADAMS** . . . is reported to be going over big with kitchen gadgets in a San Francisco five and dime store.

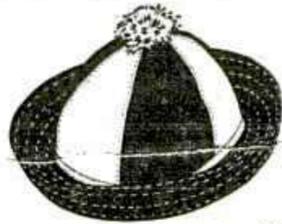
**FRED WEIDMAN** . . . is still working soap to good business in the Crystal Palace, San Francisco.

**THE RAGAN TWINS** . . . Mary and Madaline, are still working out of Hillbilly Holler near Benton, Ark.

**GREATER CINCINNATI'S** . . . fifth annual Home Show, sponsored by *The Cincinnati Times-Star* and Home Builders Association of Greater Cincinnati, opened an eight-day run in Music Hall, May 12. A number of pitchmen who made last year's show are repeating this year. All appear optimistic over the outcome of the event, which has proved a money-getter for them in other years.

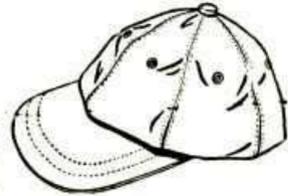
**"NOTED IN A** . . . recent issue where Fred Alders saw Dr. Frank Curry's outfit in Wilmington, N. C.," pipes Billy Blake from Wheeling, W. Va. "I visited Curry in Fayetteville, N. C., and show has 25 people. Trucks are lettered in gold leaf and it is one of the flashiest layouts I've ever seen on a med lot. Ole Smiley has added a merchandise auction on week-ends and he did a big job of it in addition to corraling a whopping med pass-out the night I was there. Curry permitted me to work slicers during the walk-on before show time and I had a red one too. Let's have some pipes from L. R. Earnest, Jim O'Donnell and Doc Curry."

**HERE'S ANOTHER PEEP** . . . from Noell's Ark Gorilla Show by Anna Mae Noell from Clearwater, Fla.: "We've taken longer with this vacation than ever before in the 20 years we've been on the road. We went out for a brief tour in Florida to slow business and we came back in to play a couple of dates with our athletic apes on a few wrestling cards around here. The apes proved to be a crowd pleaser so a Tampa promoter and Bob Noell will take them on a tour of the wrestling circuits over the country. Gorilla troupe features joe, the boxer; Butch, the wrestler, and M'Bam. We also have another gorilla, Goliath, who was near death until a Clearwater physician did wonders with a new drug that builds up the red blood. Goliath is not really well as yet, but improving. We purchased a truck the past winter from Cash Miller. It previously belonged to Buster and Helen Hayes and had been a walk-thru on the Roger Bros.' Circus. We've had it made into a classy attraction and it will house all the apes for the wrestling circuits. If the old Ark is taken out again, it will be the Side Show or pit for the gorillas and the mother and baby chimp. Harry E. Moore, of Ohio, who has a fine collection of mother and baby monkeys, left recently to start his season. A letter from my dad, J. S. Roach, informs me that he has opened his season in North Carolina and that the textile strikes there are hurting business. Our roster includes Bob, Bobby and Sister Noell; Cliff Faust and couple of working boys in addition to the writer. Chimps are Snookie, Suzy, Joe, Butch, Kongo, Delilah and David; gorillas, Goliath and M'Bam; Charlie, baboon; Twiddle Twerp, mandrill; Duke, great Dane; Mickey, Mexican parrot; Siamese cat, several white rats  
(Continued on page 76)



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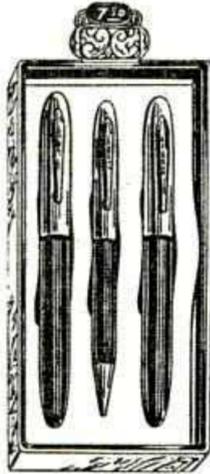
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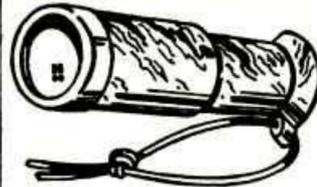
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# Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Continued from page 49

close at the Montevideo, Uruguay, fiesta and rodeo. Also in the lineup at that event were Hal and Janice Farren, trick and fancy riding, and Smokey and Dorothy Chism, trick riders and ropers. The Akimotos, juggling and hand balancing troupe, are with the Buffalo Bill Circus touring Argentina and Uruguay

The Vikings, hand balancing, open May 16 at the Gay Nineties, Minneapolis night spot, for two weeks. Jan Risko and Nina, juggling and plate spin, left Chicago recently for night club dates in Montreal. Dorita Konyot and her high school horse headed for Peru, Ind., following close of Cole Bros.' Circus in Chicago.

Mrs. Jean Adaro, of the Adaros, hand balancing and perch, has been ill at their Park Ridge, Ill., trailer home. Joe and Dagmar Machino, of the acro troupe bearing their name, recently arrived at the Park Ridge, Ill., trailer park and report they have recovered from injuries suffered in an automobile crash the past winter

Earl Shipley, clown, will join the Joie Chitwood Auto Dare-devils in Fort Dodge, Ia., following his Orrin Davenport date in Winnipeg. Shipley is skedded to help with the publicity chores for the Chitwood unit. The Purcell's Stage Circus closed its

school assembly tour at Texarkana, Tex., and opened recently at the Fox Theater, Joplin, Mo. P. B. Purcell, manager, reports the act has 10 dogs, seven monkeys and a pony and will play fairs for J. C. Michaels' Attractions this season.

Art and Marie Henry, of The Henrys, dogs, ponies and rolling globe, info they will remain at their Gainesville, Tex., home until May 24, when they leave for Ponchartrain Beach, New Orleans, to open May 28 for a two-week stand. The Royal Rockets, roller skates, info from Freeport, Ill., that they will play the Urbana, Ill., July 4 celebration.

Sam Howard, champ diver, is in the Bahamas, where he is making an under-water picture on spear fishing for a British film concern. Howard recently placed an order for a 32-passenger bus for his water show personnel.

Sky Prince, high act, will play a Dayton, O., industrial outing July 21 and follow with Cincinnati dates, July 27-29.

Five Titans will play a May 19 date at the Dayton, O., fairgrounds and will then join the Legion Circus at New Orleans the week of May 28. Also in the lineup at the latter event will be Beatrice Dante and her chimps; Great Smetona, wire; Jefferys, trapeze; Siegrist Troupe, flyers; Vagabonders, trampoline; Cepler Family, high act; Merrill Troupe, acro, and the Sky Princess, high act.

Master James M. Cole and his five bulls are skedded for the American Broadcasting Company's May 20 Super Circus TV show which originates from Chicago. Vic Brown, who books the video stanza, reports Kinko the clown and Joe Hodgini's dogs will be on the bill the following Sunday

Pedro and Durand are playing the Gayety Theater, Montreal. Caswell's chimp act was a feature on the Ina Rae Hutton all-girl band and show program at KTLA-TV Theater, Hollywood, last week

Larry Adler, American harmonica virtuoso; the Two Valors, acro comics, and Joe Orines and his sister, jugglers, opened last week at the Palace, Blackpool, England. Ben Wrigley, recently returned from New York, opens at the North Pier Pavilion June 15 with John and Rene Arnaut, musical parodists. The Three Winter Sisters, American acro trio, are set in George and Alfred Black's "Happy Go Lucky" at the Opera House

Rose Miller, widow of Pat Miller, catcher with the Casting Valentinos is in New York recuperating from illness incurred since the recent death of her husband. She will return to her home in Cleveland at the end of this month.

Robi Del Mar last week completed a 12-week singing and dancing engagement at the Northboro Manor, near Worcester, Mass. Low Fine has signed with Williams & Lee Attractions and will be with the unit that plays Wyoming State Fair, Douglas. Earl Dunn, impersonator and emcee, also will be on the agency's Montana unit for 12 weeks of fairs. Chuck Willis will be with W & L for his third season on the Midwest unit. The Lang Troupe, teeterboard, opens May 15 at Desert Inn, Las Vegas, Nev., for a two-week engagement.

Don Jerry and Helen Lartleys have signed to play fairs for the Truex-Drake Enterprises, Wichita, Kan. Attractions appearing on "Sealtest Big Top" Saturday (19) over CBS-TV network included Lenny and Margie Ross, bag punchers; the Ortons, trapeze; Marcelli and Janice, wire walkers, and Tally-Ho, pony and dog act

# Fair Dates

Continued from page 53

Athens—Athens Agri. Fair, Oct. 22-27. F. H. Williams.  
Carrollton—West Ga. Fair Assn. Oct. 1-6. Lamar Knight.  
Hartwell—Hart Co. Fair, Oct. 8-13. Lee E. Carter.  
Thomaston—Upson Co. Fair, Second week in Oct. W. N. Miner.  
Winder—Barrow Co. Fair, Oct. 8-13. Paul S. Hosh

## LOUISIANA

Plaquemine—Iberville Free Fair Assn. Sept. 15-17. R. J. Badaux

## MISSISSIPPI

McComb—Pike Co. Fair, Oct. 1-6. N. A. Coplen. Summit, Miss.  
West Point—Clay Co. Fair Assn. Sept. 10-15. T. F. Akers.

## MISSOURI

Appleton City—Appleton City Fair, Aug. 28-31. C. D. Peeler.  
Ava—Douglas Co. Fair, Sept. 6-8. Ray Royce.  
Carthage—Jasper Co. Fair, Aug. 8-10. J. C. Gibbons.

Chillicothe—Livingston Co. Fair, Sept. 10-12. C. W. Browning.

Cuba—Cuba Community Fair, Aug. 8-11. Paul T. Carr.

Eldon—Miller Co. Fair, Aug. 9-11. H. E. Bruner.

Fayette—Howard Co. Fair, Sept. 13-15. Charles McCutcheon.

Laredo—Laredo Community Fair, Sept. 12-15. J. M. Robertson.

Lee's Summit—Jackson Co. Fair, Aug. 7-11. John H. Miller.

Linn—Osage Co. Fair, Aug. 30-Sept. 1. Walter F. Heidlage.

Marshfield—Webster Co. Fair, Aug. 30-Sept. 1. Ellis O. Jackson.

Montgomery City—Montgomery Co. Fair, Assn. July 26-28. M. B. Vaughn.

Perryville—Perry Co. Fair, Sept. 13-15. Robert Moranville.

Richmond—Ray Co. Free Fair, Sept. 11-13. Elmore Marshall.

Rolla—Central Mo. Regional Fair, Sept. 19-22. J. R. Smith.

Savannah—Am Legion Fair, Aug. 1-5. Fred C. Chambers.

Sullivan—Sullivan Fair, Sept. 12-16. R. M. Easley.

Warren—Warren Co. Fair, Aug. 2-4. Marvin Stickrod.

Warrensburg—Johnson Co. Fair, Sept. 6-8. E. F. Low.

## MONTANA

Glendive—Dawson Co. Fair, Aug. 30-Sept. 1. Howard Willson.

Plains—Sanders Co. Fair, Sept. 1-3. P. V. Bender. Thompson Falls, Mont.

## NEW MEXICO

Deming—Tri-State Fair, Oct. 11-14. Seldon Baker.

Portales—Roosevelt Co. Fair Assn. Sept. 25-28. W. G. Vinsant.

Springer—Colfax Co. Fair Assn. Sept. 14-16. J. W. Wilfirth.

Taos—Taos County Fair-Fiesta, July 25-28. Jack Denver.

## NORTH CAROLINA

Carthage—Moore Co. Agri. Fair, Oct. 22-27. W. B. Hill.

Rutherfordton—Rutherford Co. Colored Fair, Sept. 18-22. John H. Carpenter.

Wilson—Wilson Co. Fair, Oct. 8-14. Wiley W. Tomlinson.

## OKLAHOMA

Apache—Apache District Free Fair, Aug. 29-Sept. 1. O. H. Goff.

Beaver—Beaver Co. Free Fair, Sept. 12-15. Pauline H. Evans.

Bristow—Creek Co. Free Fair, Sept. 10-14. A. E. Gurley.

Norman—Cleveland Co. Free Fair, Aug. 28-Sept. 1. Vernon J. Frye.

Nowata—Nowata Co. Free Fair, Sept. 11-13. Mrs. O. W. Marley.

Watonga—Blaine Co. Free Fair, Sept. 18-21. Vance L. Deaton.

Waurika—Jefferson Co. Fair, Sept. 12-14. Hugh DeWoody.

## OREGON

Canby—Clackamas Co. Fair, Aug. 29-Sept. 1. Gilbert M. Shearer, Oregon City, Ore.

Condon—Gilliam Co. Fair, Sept. 21-23. Ernest J. Kirsch.

Eugene—Lane Co. Fair Assn. Sept. 19-22. Ernest McCulloch.

Fossil—Wheeler Co. Fair, Sept. 14-16. L. J. Marks.

Gold Beach—Curry Co. Fair, Aug. 31-Sept. 2. Georgia Fromm.

Hood River—Hood River Co. Fair, Aug. 14-15. A. L. Marble.

John Day—Grant Co. Fair, Sept. 20-22. William K. Farrell, Canyon City, Ore.

Medford—Jackson Co. Fair Assn. Aug. 22-25. R. G. Fowler.

Myrtle Point—Cooe Co. Fair Assn. Aug. 16-19. J. H. Clarno.

Prineville—Crook Co. Fair, Aug. 10-12. Don Yancey.

## PENNSYLVANIA

Oley—Oley Valley Community Fair, Sept. 27-29. Carl W. Blank.

## SOUTH CAROLINA

Charleston—Charleston Agri. & Indust. Fair, Oct. 29-Nov. 3. W. M. Frampton.

Seneca—Oconee Co. Fair, Oct. 8-13. Mary E. Dillard.

## TENNESSEE

Pulaski—Giles Co. Fair, Sept. 3-8. J. O. Robinson.

## TEXAS

Amarillo—Tri-State Fair, Sept. 24-29. Rex B. Baxter.

Huntsville—Walker Co. Fair Assn. Oct. 2-6. Maurice E. Turner.

Levelland—Hockley Co. Fair Assn. Sept. 20-22. Pat N. Mann.

Livingston—Polk Co. Fair Assn. Oct. 18-20. Charles Jolliff.

Paris—Lamar District Fair, Aug. 27-Sept. 1. J. W. McCoy.

Waco—Waco Fall Festival, Oct. 22-28. R. W. Stevens.

## VERMONT

Bradford—Connecticut Valley Expo. Sept. 1-3. Arthur Peters.

Waitsfield—Waitsfield Fair, Aug. 10-11. Otto Becher.

## WASHINGTON

Port Townsend—Jefferson Co. 4-H Club Fair, Aug. 17-19. Zilpha B. Davis.

## WEST VIRGINIA

Daybrook—Clay District Fair, Sept. 13-15. Mrs. Scott Bunner, Fairview, W. Va.

# Out in the Open

Continued from page 49

clown alley will have 10 clowns and that the F. & F. Concession Company has been engaged. Warren Bros.' Circus staff is handling the date and the Ernie Young agency booked most of the acts. Mayer reports. . . . Tex Marshall's educated horses have been making personal appearances in Washington, Virginia and Maryland. He's planning to take them up thru New York and New England this summer to play theaters, parks, fairs and rodeos.

Stanley Wathon, accompanied by Schitzholz-Bedini, European talent rep, journeyed to Boston to catch the opening of the Ringling Circus in the Garden there. Wathon had several business stops scheduled on his return to New York from the Hub

Rudolph Halley, counsel for the Kefauver Committee, showed up Saturday (5) at Palisades (N. J.) Park with his two children for an outing and ran into a group of camera clubs also having a day at the spot. He spent the afternoon posing for lens fans.

M. H. (Mike) Barnes, of Barnes-Carruthers Theatrical Enterprises, returned to Chicago Monday (7) following a winter at Miami Beach. Mr. and Mrs. Paul M. Lewis, of Lewis Bros.' Circus, were in Chicago Tuesday (8) from their Jackson, Mich., home.

Boyle Woolfolk, of the Chicago agency bearing his name, returned to his desk Monday (7) after being confined to his home with a 10-day flu attack.

Joe McKee, top ride builder and general superintendent at Palisades (N. J.) Park, was a guest on the Garry Moore Show, May 11, over WCBS-TV.

Ben Pezzutti will exhibit his miniature railroad system at Million Dollar Pier, Atlantic City, after two seasons at S. B. Ramagosi's Casino Arcade Park, Wildwood, N. J. Pezzutti has also exhibited at Willow Grove Park, Philadelphia, and at Eastern fairs.

# Kelly-Miller

Continued from page 58

pearing at the St. Louis Police Circus. The sound car, presided over by Col. Bill Woodcock and Charles Cuthbert, has been added to the daily up-town parade of elephants

Visitors included Dr. E. L. Cooper, Fred and Bette Leonard, Mrs. Julien West, Charlie Campbell, Vernon Pratt, Doc Dobert, Delma Wright, Reverend Coe, Paul Van Pool, Herb Hoyt, E. M. Freiburger, Rube Wilburn, C. J. Wallace, Jackie Dale, Forrest Swisher, Harry Richmond, and members of Stevens Bros.' Circus including Bob Stevens, Tom and Pat Buchanan, Sanchez Family, Clara Turner, Kathleen Stevens, Charley and Virginia Smith and family, Happy and Marie Loter, Earl Hammill and Ross Essex — EDDIE DULLUM

# Clyde Beatty

Continued from page 58

tained with a fried chicken dinner between shows in Van Nuys. Guests included Jeff Murphree, Carl Webkes, Charles Raimer, George Perkins, Eddie Emerson and Laurence Cross. Renne Pape was happy she had a chance to entertain her mother for two days. Now that Conchita has recovered from a cold, the Erickson Troupe is practicing new tricks daily. Recent visitors: Aurillio Atayde, Barney Unrath, George Emerson, Charles Post, Charlie and Irma Arley.—LAURENCE CROSS

# RB, Pic Folk

Continued from page 48

mount camera crews will arrive early next week and set up equipment at the circus grounds at 26th Street and Benning Road N. E. Director De Mille is due by plane Tuesday and will meet the press at his Mayflower Hotel suite that morning. Among De Mille's group will be stars Betty Hutton, Jimmy Stewart, Dorothy Lamour, Cornel Wilde, Charlton Heston, Gloria Grahame, Lyle Bettger. Advance arrangements for the De Mille group have been handled by Hal Marshall, of the D. C. Paramount office. Interest here is high in the "show

# Pipes for Pitchmen

By BILL BAKER

Continued from page 75

and a snake caught recently by Bobby."

10 YEARS AGO in Pitchdom: Bill Kaye was named general sales manager of the Mino-Ral Products Company.

John Rae was working seashell brooches in Miami and preparing for his trek to the West Coast. . . . Doc H. J. Clayton was spending his time working lawn mower sharpeners in tank towns.

Jack (Bottles) Stover and Billy (The Kid) Dietrich were getting the geedus working leaf in Alexandria, Va. W. Campton (Doc) Bell returned to the med game in Chicago after a layoff of almost five years. Joe Baggs was vacationing in Long Beach, Calif.

Stanley Naldrett opened at the H. L. Green store, Madison, Wis., for an indefinite stay.

Burt Jordan was in Veterans' Hospital, Indianapolis, recovering from a paralytic stroke he sustained while making a pitch in Kendallville, Ind. J. H. Ward's med show was playing Oklahoma spots to good business.

Harry (Key Check) Hisco was getting the lucre in Mississippi with dog collars, key ring identification tags and novelty and patriotic pins.

Phil Landau was sighted working seashell brooches in Columbus, O., to big business. Jack Oliphant was in New York with seashell brooches and jewelry as his chief stock in trade.

Jerry Green opened in a park in Flint, Mich., with shell jewelry. Toby and His Funmakers were playing theaters in and around Corpus Christi, Tex. Cast included Roy (Toby) Durham, comedy; Dorothy Green, ingenue; Frankie Driggers, singer; Harvey (T-Bone) Moore, comedy, and the Musical Rockets.

Frank X. Murphy and Raymond J. Bowers completed a circuit of dog shows in Louisville to good business.

H. Sinky left Indianapolis to join Tommy Johns on the leaf.

Sir Edwards opened at the H. L. Green store, Philadelphia, for an indefinite stay. The Sanfords, Sid Brodsky, Bill Judge and Bob Friedman were pitching on the Boardwalk at Atlantic City.

William A. Faux was working rodeos, fairs, beer parlors, dance halls, bowling alleys and skating rinks with engraved jewelry.

M. A. Steele returned to New York from a tour of South and Central America

# Ringling-Barnum

Continued from page 58

seeing relatives and friends. All thoughts this week are of opening under canvas

The Boston stand started big. Bill Antes seems to have more radio shows in each town we play and he keeps everyone busy with broadcasts.

Jeannie Carson and her wardrobe ladies had a dukie run in Boston Garden from one wardrobe to another, but these efficient ladies always were on the job.

Little Joe Haworth is a First of May in the clown department, altho he has been in show business for 23 years. One of the big clown hits this year is the Wild West number with Indians, cowboys, horses, ponies, two-headed horses, miniature stagecoach and a donkey as some of the characters.

The shirts in this number are the brightest seen around the show in a long time.

A giraffe born in Boston garnered a lot of publicity. It was the second one to be born here and was named Gloria. We extend our sympathy to Mrs. Joe Nash and family on the recent death of our good friend, Joe Nash, train electrician for many years.

Visitors included Paul Alpert, Ginger Alexander, Dorris and Bobbie Jo Williams, Marcel and Frenchie Wolthing Forgeur, Tommy Seawell, Stanley Wathon and Mrs. Felix Adler.—MARY JANE MILLER

within a show" aspects of the defilmed Ringling Bros.' annual visit next week, and an unusual clamor is reported for ducats.

The White House is hinting that President Truman, or certainly Mrs. Truman, way attend the circus. Paramount plans to be shooting scenes day and night on the circus lot.

Radio and TV may get into the act, too. At least two local stations are hoping to be on the scene for special events shows. Question of relationships and properties haven't been worked out yet by movie and TV interests, according to spokesmen.



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Sessions 253 Cowboy & Cowgirl Clock (8"x8") 4.50 5.01  
Sessions 253 Horseshoe Clock (6 1/2"x6") 3.50 3.75  
Combination Jeweled 10" Western Saddle Horse, TV Lamp and Sessions Self-Starting Electric Clock. Overall Size: 17"x11"  
**\$8.00** Ea. in Doz. Lots  
Less than Doz.—\$8.50 ea

**WESTERN HORSES**  
height Price Per Doz.  
2 1/2" \$ 2.10  
3 1/4" 2.75  
4 1/2" 4.50  
5 1/2" 7.20  
5 3/4" 9.50  
6 1/2" 18.00  
10" 22.80  
11"x14" 29.00  
The above items can be had in either bronze or gold finish. Sample ass't of bronze and gold items, \$37.85

We use U.L. approved cords with fool-proof pull grip type of plug on all lamp items. Send for circular, if not for resale, add federal excise tax

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**MAGIC LIGHT BULB**  
sensational novelty that sells on sight. Although there are NO VISIBLE WIRES bulb mysteriously lights while held in your hand. Sample, \$1.50.  
Wholesale, \$7.80 per doz.  
Retail, Full Amount with 75¢ and We Will Pay Postage  
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Factory Distributors  
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25,000 5 Ft. Target Balloon  
Seconds. Per gross ..... \$21.60

15,000 3 Ft. Target Balloon  
Seconds. Per hundred ..... 8.00

Large Giant Balloons, Color all white, 20 Ft. Balloon.  
Per dozen ..... \$24.00

Sample \$2.50

16 Ft. Balloon, Per dozen .... 18.00  
Sample \$2.00

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Sample \$1.50

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Heavy Tillotson Toy Gas Balloon  
All First Quality

#11 Round Pastel, Assf. Colors.  
Gr., \$4.25. 10 Gr. Lot. .... \$4.00

#11 Round Mottled, Assf. Colors.  
Gr., \$4.75. 10 Gr. Lot. .... 4.50

#11 Round Pastel Animal Prints.  
Gr., \$4.75. 10 Gr. Lot. .... 4.50

#11 Round Mottled Animal Prints.  
Gr., \$5.25. 10 Gr. Lot. .... 5.00

#14 Mottled Catheads.  
Gr., \$8.00. 10 Gr. Lot. .... 7.90

#14 Catheads, Pastel.  
Gr., \$7.50. 10 Gr. Lot. .... 7.25

These prices are F.O.B. Boston.  
25% required with all orders and  
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Display Chests from 80¢.

Amazing values in Cutlery Gift Sets and Silverware from 2 pc. to 103 pc. Write for catalog.

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Made of soft flesh-like plastic rubber—lifelike, over 7 1/2" high. She wiggles, she shimmyes, she bumps, she writhes without any mechanical device.

\$12.00 Doz. 3 for \$3.50  
Blonde, Brunette & Redhead  
Sample, \$1.25

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Phoney Fried Eggs (2):  
Double Yolk ..... \$3.00 Doz.  
Single Yolk ..... 2.00 Doz.  
Phoney Swiss Cheese ..... 1.50 Doz.  
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Order from your jobber or send \$10.00 for assorted samples of our complete merchandise. Jobbers—Write for quantity prices. No C.O.D.'s.

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Men's: Jewelled, sweep, radium chrome, pushpin case ..... \$2.95

Men's: 7 jewel, sweep, radium chrome, pushpin case ..... \$3.95

Men's: 7 jewel, sweep, rad. chrome, pushpin case ..... \$4.75

Men's: 2 pushbutton stop-watch, jewelled, anti-magnetic ..... \$3.35

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## Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.  
Cincinnati 22, O.

#### Parcel Post

Frazier, Art 214 McGinley, Barbara 70

Adams, Albert E.  
Adams, Dewey  
Adams, E. J.  
Albert, Raven  
Allard, Maurine  
Almany, Fred  
Alvarez, Frank John  
Andrews, Mr. Jackie  
Andrews, Etie Jane  
Angelo, Anthony  
Ansin, Ralph J.  
Anthony, Milo  
Arnette, Derl  
Arberry, Bethel Chester  
Asher, Chas.  
Ashworth, Oliver  
Atterbury, Wm.  
Baker, Fred (Sip)  
Bailey's Arcade  
Baker, Ronald  
Baldwin, Robt. E.  
Ballance, Alfred  
Ballard, Horatio  
Ballew, J. P.  
Barber, Johnnie  
Barfield, Willie "Coot"  
Barnes, Bob  
Barnes, Marge  
Barnett, Elizabeth S.  
Beard, Mrs. Wilma  
Beall, Hiram  
Beals, Marion L.  
Beattie, Marce  
Bell, Capt.  
Bell, Mrs. E. A.  
Bellows, Mrs. Alar G.  
Remington, Rob  
Benson, H. E.  
Benson, Miss Billie  
Birkham, Wm.  
Blackley, Mrs. John R.  
Blakely, Mrs. B. H.  
Blanton, J. W.  
Borden, Raymond  
Borden, Sam  
Borowasit, Mrs. Alma Baker  
Bosco, Mike  
Boucher, Wm. E.  
Bradley, Lee & Erna  
Brange, Albert Kelly  
Brantman, Joe  
Brewer, J. C.  
Briggs, Lee  
Brinkley, Bruce  
Brodie, Wm. Neil  
Bronson, Loras  
Brooks, C. D.  
Brown, Clyde Thos.  
Brown, Evelyn Wilczak  
Brvant, William  
Bucci, Anthony  
Buck, Bully  
Buck, Detella  
Buck, Doris  
Buckington, Robt. S.  
Bulfinch, Ellys L.  
Bunker, Clyde Leon  
Burke, Leo  
Burke, Wm.  
Burns, James A. (Doc)  
Burns, Marion  
Cameron, Chas.  
Cameron, Chuck  
Campbell, A. E.  
Campbell, Joan  
Campi, John  
Carnahan, Berrell  
Carpenski, Mrs. Mary  
Carr, Miss Billie  
Carr, Lilla  
Carron John (Pine States Show)  
Castle, Harry  
Candell, Jr., Garnett  
Candill, Lee  
Candlish, V. B.  
Chiarella, Jack Wm.  
Chidress, V. B.  
Chitwood, Guy  
Christensen, Mrs. Geo.  
Christo, Tom  
Chubb, Bill  
Clark's Bears  
Clawson, Rose  
Clarke, John James  
Cobler, W. P.  
Cohn, Ruth  
Cole, Willard  
Coleman, Bob & Thelma  
Colt, Wm.  
Comfort, Wm. A.  
Conners, Jack  
Cook, J. J.  
Cooper, Texas Bob  
Cooper, Thos. J.  
Corran Flint  
Cotton, Ray  
Courtman, Norma  
Courtney, Mrs. Grace  
Courtney, Jerry Matthew  
Cowan, John Thos.  
Cronper, Tommy  
Cummings, W. G. & Mrs.  
Curry, Joe  
Curtis, Harold or Papay  
Cutler, Mrs. Louie  
Cutler, Richard  
Cyr, Conrad J.  
Czorny, Russell  
Daily, James Robt.  
Daly, James  
Daubenspake, Robt.  
Dauley, Russell  
Daugherty, Mary  
Daugherty, Miss  
David, Jack  
Davis, Clifford J.  
Davis, Everett L.  
Davis, James  
Davis, Robt. W.  
Davis, Wm. M.  
Day, Josephine  
Daze, Miss Dusty  
DeBarrajan, Eloise  
DeLeon, Dante  
DeMell, Capt. Enrique  
DePrimo, Frank  
Decker, Mollie  
Decker, Gene  
Delph, Dewey  
DeLillo, Carmen  
Demetrio, Archie  
Demetrio, Steve  
Demetrio, Thomas  
Demetrio, Tom  
Dempey, Mrs. Nancy  
Detwiler, Bryan A. & C.  
Dickman, Bob (Circus)  
Dober, Curtis  
Donnelly, Geo. D.  
Donovan, H. D.  
Dougherty, Pat (Gold Top)  
Downs, Geo. "Red"  
Duchene, L. P.  
Duffer, Jr. Harry Wm.  
Duncan, Dick  
Durdan, Ethel  
Duskin, Phil  
Edwards, Bert (A.B.E.)  
Edwards, Harry  
Eilers, Ethel Mae  
Eisenkel, Mrs. M.  
Ellis, E. E.  
Ellis, Ray  
Emund, Gilbert  
Emmons, Paul H.

Epriam, Koole  
Eskin, Gerald Wendall  
Elliott, J. J.  
Fennimore, C. C.  
Finato, Tony  
Fitzgerald, E. R.  
Fitzpatrick, Fred  
Fonsdenberger, Chas. Leo  
Forbes, Chas. H.  
Fowler, Wm. H.  
Franklin, Jack  
Frauz, Mr. Billie & Gladys  
Frazier, Sonny  
Friebaut, Johnny  
Frost, Jack  
Fulton, Phillip  
Gabbart, Wm. P.  
Gallagher, Chas. E.  
Galindo, Esel  
Gambie, Edw.  
Gardner, Wm.  
Gates (Raymond) A.  
Gautreau, D. H.  
Gee, R. H. (Kentucky)  
Gerazby, Wm.  
Gerrard, Barney  
Gibson, Albert Lee  
Gibson, David  
Gilbeant, Chas.  
Gilbert, Aller  
Gillee, Jr. Marv  
Gilmore, James J.  
Girouard, Al  
Glasgow, F. A.  
Glozier, W. R.  
Godfrey, Earnest  
Gordon, Donald  
Gosh, Byron  
Graff, H. E. (Tent Show)  
Graves, Johnny  
Greene, J. H. Taylor  
Griggs, Wally  
Grubbs, Robt. F.  
Guld, R. H. (Bud)  
Gunn, Mike  
Gura, Andrew Steven  
Hachett, Mrs. Bobbie  
Hackman, Otis  
Hale, Walter  
Hall, Albert  
Hall, Mrs. Betty  
Hallstrom, Lil & Tip  
Hancock, Wm. R.  
Hardsy, Lula  
Harley, Ray  
Harley, Mrs. Ray  
Harley, Evelyn  
Harlow, H. L.  
Harrell, W. M.  
Harris, Franklin K.  
Harris, Geo. Raymond  
Harris, Mrs. Leona  
Hart, Thomas  
Hart, Frank F.  
Heaton, Red  
Hennessy, Philip  
Hensley, Mrs. Elmer  
Hentzer, Robt.  
Herndon, Guy E.  
Hickman, Ray  
Hildner, Mrs. Wm.  
Hiller, Tommie J.  
Holtz, Virel Deiter  
Holtz, Jos. G.  
Hogan, Mrs. James T.  
Hollway, Loda ver.  
Hopper, W. A.  
Hornak, Michael J.  
Houston, Louis J.  
Hoy, Chas.  
Hosse, Mark  
Houston, Lee  
Howard, Mrs. Mollie  
Hop, Frank  
Horn, Jr. E. A.  
Huffie, Tom  
Huffie, Marie  
Hull, Chuck  
Hunt, Leo V.  
Hunter, Mrs. Juanita  
Hutch, Walter  
Jankowski, Henry J.  
Jankson, James Edw.  
Jenkins, Roy  
Jenkins, R. A. (Doc)  
Jesek, John & Betty  
John, Mrs. Mary  
Johnson, Eddie  
Johnson, Frances Harry  
Johnson, Pete B.  
Johnson, M. E.  
Jones, Mr. Joe E.  
Joynes, Mrs. Mary  
Joynes, Vic  
Jammerth, Paul  
Karr, Joe  
Karr, Michael & Mrs.  
Kellback, Harold  
Keith, Kirtly Ruth  
Kellow, Paul & Mrs. (Kellom)  
Kelly, Wm. F.  
Kemball, Bill  
Kemp, Bobby  
King, John Walter  
Kirby, Jesse J.  
Kniel, Mrs. Lorraine  
Knighton, Albert  
Korke, Jack  
Kumme, Rose  
Kutney, Steve  
Lafayette, Mrs. A. E.  
Lamb, L. B. "Barney"  
Lambert, C. W. & Mrs.  
Lambert, Mrs. Laura  
Landus, Fred C.  
Larkin, Mrs. Chas.  
Lashley, Charles  
Laws, James  
Laughlin, John  
Laurence, Wilfred  
Leardo, Nick  
Lee, C. H.  
Leslie, Edward  
Levine, A. H.  
Levine, Max & Mrs.  
Levy, Mrs. Charlotte  
Lindsay, W. J.  
Lorenz, Mr. Joe & Mrs.  
Lorenz, Mr. Joe & Mrs.  
Lockaby, Mrs. Marion  
Long, Leon  
Louis & Cherie  
Lowrie, Wayne  
Luce, Justice B.  
McAleer, N.  
McAlister, Norman  
McAskill, A. W.  
McCarthy, Richard  
McClary, William  
McDaniel, Janie E.  
McDonald, Ray Mickey  
McGee, Mrs. Norma  
McGee, Mrs. Virginia  
McGill, Leo  
McGinley, Barbara  
McInish, A. D.  
McKeown, Gracie  
McLane, E. E. & Mrs.  
McLane, Mrs. Ora  
McNabb, Earl Wayne  
McShane, James H.  
McSpadden, Richard  
Mack, Blondie, Mr. & Mrs.  
Mack, R. L.  
Mack, R. L. & Mrs.  
Mancie, R. A. & Mrs.

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway  
New York 19, N. Y.

Markes, Mrs. Katherine  
Markes, Mike  
Marlow, Jack  
Marr, Robert Hunter  
Mason, John  
Mason, Sam G.  
Mason, Samuel A.  
Mason, James (Talker)  
Mason, Robert E.  
Massey, C. W.  
Matthews, Sport & Mrs.  
Maynard, Glenn  
Mays, Roy Orsel  
Meadows, Dudley D.  
Meekenhous, Charla L.  
Menzel, Mrs. A. P.  
Meyer, Ned  
Meyers, Robert  
Miller, Bert & Flossie  
Miller, Cole  
Miller, Fred Blackie  
Miller, H.  
Miller, Harley Walter  
Miller, (Little) Joe & Mrs.  
Miller, William J.  
Miller, William Letro  
Milton, Edgar E.  
Minton, Mrs. Peggy  
Mitchell, Johnnie Miller  
Mitchell, Little Willie  
Mitchell, Mike S.  
Mitchell, T. S.  
Mizzell, Rudolph  
Moffett, Charles  
Monroe, Geo. W.  
Monroe, Jay Lee  
Moore, Alfred  
Moore, H. J.  
Moore, Luther  
Moreland, Minter  
Moran, Miss Pat  
Morris, Jr., Ben N.  
Morris, Robert P.  
Morris, Leon  
Murry, R. G.  
Nash, Johnnie  
Nelson, Danny  
Nelson, R. H. (Sailor)  
Nelson, R. A. Annie  
Newson, J. T.  
Newson, John Robert  
Nelson, Bill  
Nelson, George L. & Mrs. (Dir. Dillon Shows)  
Nicholas, E.  
Nicholas, Steve  
Nielsen, Henry  
Nielsen, Mrs. Julia  
Nielsen, Vincent E.  
Noble, Paul  
Nord, Mel & Mrs.  
Norton, Jacob  
O'Brien, Jack "Red"  
O'Connor, Mrs. Betty  
O'Day, Buddy  
O'Shea, J. J.  
O'Toole, Jr., J. W. (Jimmy)  
O'Dis, Mrs. Kay (Miss Olson, C. (Oile)  
Osborne, Bill (W. E.)  
Osby, Bill  
Parker, R.  
Parrish, Herman  
Paswater, Dick  
Patehlin, Clyde  
Patterson, L. W.  
Payne, Bert B.  
Pearl, Walter J.  
Pearman, Mike  
Peck, Charley  
Peoney, H. Edward H.  
Perry, W. D. & Mrs.  
Peterson, Glen  
Phillips, Connie Bruce  
Phillips, James  
Pinkerton, Earl H.  
Pisa, Mrs. Stanley  
Podabinski, Anthony  
Pollack, Eddie (Singer)  
Pond, Edwin Sutton  
Porter, C. J.  
Porter, Glen  
Porter, Northam S.  
Presto, Mrs. Frank  
Price, Mrs. Arthur K.  
Price, Mae  
Price, Mrs. Martha  
Pronost, Bill (Wild Life)  
Pugh, Gettus  
Puvial, Dorothy  
Puvial, Nanette  
Quackenbush, Mrs.  
Rafferty, Mrs. Connie  
Ragdale, Jr., Thomas  
Ragdale, Norman  
Ralfson, Allen  
Ralsbeck, John A.  
Rays, Talla  
Raymond, Eugene J.  
Read, Jr., Mrs. C.  
Reese, Mrs. L. P.  
Reed, Dan  
Reed, Dolie & Fred  
Reese, John  
Reese, Manuel  
Reid, Albert  
Reithoffer, Jr., P. E.  
Renard, Thomas A.  
Reynold, Paul  
Rice, John  
Rice, Clara J.  
Rice, John G.  
Rice, Leroy G.  
Richards, Buddy  
Richards, Earl B.  
Richards, Thelma E.

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.  
St. Louis 1, Mo.

Billon, Ruby 244 Schmidt, Mrs. John J. 11¢  
Qualls, Veota  
Ackley, J. W.  
Adams, Wm. J. & Joe  
Allen, Louis  
Allman, A. J.  
Andrus, C. T.  
Annin, R. J. Concession Co.  
Arnold, Floyd "Rube"  
Bancroft, Fred  
Barber, Mrs. Colleen  
Bard, Miss Gladie  
Barvold, A. E.  
Beckner, Cecil  
Bell, Abe  
Bell, Adrian  
Benzman, Robert  
Black, Joe  
Boatwright, R. E.  
Brown, Elwood  
Bryant, Paul  
Brumley, William L.  
Buffington, Robert S.  
Burnsworth, Miss Flora  
Caldwell, Edward S.

Chapman, Archie  
Clarkton, Robert  
Clemens, Dick  
Cole, Robert (Bob)  
Collins, Eaco  
Collins, George & Sis  
Cutler, Cecil B.  
Cutler, Rose & Louie  
Conway, Clarence James  
Darpel, Joe  
Davies, William W.  
Davis, Jacqueline  
Davis, N. E.  
Davison, James  
Dawson, Thomas  
Dearing, R. E.  
Dixon, Ted  
Don, Merle F.  
Doly, Robert  
Doudman, Gerry  
Dunard, Johnnie  
Eckhardt, A. J. "Archie"  
Eichelberger, R. L.  
Eichler, Carl  
Fenton, L. M.  
Fibles, Harry F.  
Finnot, C. W.  
Flaug, George H.  
Foley, James  
Foss, John D.  
Foster, Jack, Jr.  
Frank, Tama  
Fritts, W. R.  
Geyer, Eddie  
Gilbert, Alfred Leon  
Givens, Pamela  
Gives, Floyd A.  
Grubbs, Horace J.  
Haley, Joe  
Haley, Vernon  
Hall, Edward L.  
Hall, John R. (Busi)  
Harris, Paul E.  
Harris, Edward R.  
Harris, Pearl D.  
Harris, Sonny (Manly)  
Harris, Henry F.  
Hathaway, Cheral A.  
Henricks, Clyde  
Hobson, John E.  
Hobson, Mrs. Jack  
Howard, George C.  
Howard, John  
Howard, Laura  
Huff, Harry E.  
Hyland, Melita  
Jacob, Charles C.  
Janis, Paul  
Jennison, Harold Frank  
Johnson, Charles, Jr.  
Johnson, John D.  
Karnes, Walter  
Kelly, Gene  
Kerner, Miss Dorothy  
Killeen, Mrs. Billy  
Kirk, Miss Leona  
King, Marjorie  
Kirshart, Flora  
Krause, Clarence  
Krause, Kirk  
Lantz, Harry  
Larkin, Michael, Jr.  
Lefner, Marie  
Lengler, Walter  
Louden, S. C.  
Loveless, Eugene  
Lynn, John J.  
McGoy, Clint, Jr.  
McDaniel, Norman L.  
McDonald, J. A.

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.  
Chicago 1, Ill.

Barfield, Willie "Coot"  
Beady, Robert S.  
Brady, Robert S.  
Carpenter, Doc  
Childs, Wm. J.  
Hall, Frances Stewart  
Holden, Tommy  
Houston, Wm. Andrew  
Hughes, R. K.  
Johnson, James D.  
Klippel, John J.  
Lorenz, Lettie  
Mark, James & Elda  
Muto, Frances  
O'Bryant, John Kelly  
Ozman, Nat  
Schlizer, Loretta  
Sherman, Robert L.  
Westman, Ernest B.  
Waters, Richard

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with self-starting Sessions movement electric clock

OUTSTAND'G IN ITS FIELD

Samole

8.25 Each

LOTS OF 6 OR MORE

7.95 Each

Please include sufficient money to cover postage on orders for samples.

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CELULOID FEATHER DOLLS

No.	Size	Per Gr.
38A7	4"	\$ 8.40
849	7 1/2"	18.00
25A148	12"	50.00

\$4.50 per dozen

DANGLING COMPOSITION NOVELTIES

38A71	2 3/4" Donald Duck	\$3.25
38A72	2 3/4" Frogs	3.25
38A73	2" Spiders	3.25
38A74	4 1/2" Davy Crockett	6.00
38A77	4 1/2" Skeleton	6.00

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562

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### NOVELTY AND CARNIVAL SUPPLIES

CELULOID FEATHER DOLLS

No.	Size	Per Gr.
38A78	4"	\$ 8.40
28A81	7 1/2"	18.00
25A227	12"	50.00

\$4.50 per dozen

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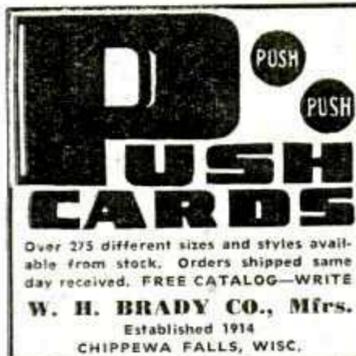
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## Salesboard Sidelights

**Consolidated Container Corporation.** St. Louis, is featuring its Baseball Classic number, offering nickel play and awards of 10 three-piece bat, ball and glove key chains. Board is a 1,500 holer, definite profit. Also in tune with the season, and catering to the touring populace, Consolidated has pushed its 66 Motel super thick board for new placement records. Face-top of the board illustrates a booming tourist camp, offers special cabin jackpots. Number is quarter play, has five numbers on a ticket.

**Roy Galentine.** Galentine Novelty Company, South Bend, Ind., reports hitting improved demand for firm's jar deals and punchboards. "Signs of the times" are better, he says. . . **Bernard Kite,** manager of the Chicago branch depot for Bee Jay Products, Chicago, and Universal Manufacturing Company, Kansas City, Mo., tells tales of sustained activity on the ticket and board lines offered. The central supply depot idea continues to prove out to be top order and quick delivery answers, Bernie maintains.

One of the Chicago-headquartered salesboard firms, altho continuing to operate "as usual," has sold its building and is planning a consolidation move in the near future. . . **Mercury Industries,** Chicago, effective this past week, has closed its doors, but the news is that a new group is taking over the facilities and will undertake operation.

**Secore & Secore,** Chicago, follows with the word that it is working with a new firm, and is putting out a really bang-up deal this week. **Mort and Irwin Secore,** along with their entire sales organization, are going on the road to present the new number. Irwin states the release shows every promise of being top-flight operator-player material.

### Volume Play

building to the point where new patronage will repeat, since it will come to know the spot after being drawn by special events.

### Theater Chain Tie-Up

The park has effected a 13-week tie-up with the Endicott theater chain, of Brooklyn. A quiz contest is staged every Thursday in the skein's 55 houses, and the park will get mention from the stage, film trailers, lobby displays and window cards in neighborhood stores. In return, five passes to Rockaways rides will be given away each week.

**Edward J. Hayden,** park art director, has installed an eight by eight foot portrait of Gabby Hayes, namesake of the spot's Big Horn Ranch for children. Ranch fencing has been placed about the unit and a cabin built for a ticket booth to complete the illusion.

Free acts start June 15, with the Al Martin Agency, Boston, supplying talent.

### Mil \$ Pier

Continued from page 60

interest in the display is expected to considerably increase traffic thru the fun zone.

Tubis said a deal is pending with borscht circuit toppers Beckman and Pransky to place a musical revue entitled *Bagels and Yocks* in the pier theater. Management has been known to be looking for strong attractions for the ocean structure which has ample room and accommodations for almost any type of show offering.

The spot has just received another Ferris Wheel from Eli Bridge Company and has added a mechanical village and wild life exhibit. Additional attractions will be added as the season progresses.

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Forms Close Thursday for the Following Week's Issue

**A-1 BARGAIN—CIGARETTE AND CANDY** Vending Machines; all makes, models, lowest prices. What have you to sell? Mack Postal 2952 Milwaukee Ave. Chicago. Ill. my26

**BARGAINS—RECONDITIONED AMUSEMENT** Games, Arcade Equipment, Vending Machines; write for lowest prices. Logan Distributing Co. 2322 Milwaukee Ave. Chicago 47 Ill. je2

**CIGARETTE AND CANDY MACHINES—** Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy Used Equipment, Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**CIGARETTE MACHINE—SPECIAL! DU-** Grenier Model S. 7 columns, refinished, 25¢ slot, ready for location, \$49.50; all other models in stock; 25% with order, balance c.o.d. Veedeo Sales Co., 2124 Market St., Philadelphia 3, Pa. LLocust 7-1448. je2

**CRANES—10 MOTOSCOPES, CANDY** mdse, \$250 each; 10 Flat Top Cranes with candy, only \$275 each; 2 Rotary Merchandisers, \$250 each; machines and mdse. in good condition; also Crane Route for sale. Chris. Frassetti, 2106 16th Ave., San Francisco, Calif.

**FOR SALE, A-1 CONDITION, F.O.B.—17** United Super Shuffles, \$35; 3 Chicago Lite Up Conversions, \$45; 2 Chicago Coins, \$35, or make offer for lot. L.O.B. Weinstein, 976 N. 6th, Philadelphia. Phone WA 2-5609.

**SCIENTIFIC POKERINO—17 TABLES, PER-** fect working order, need varnish, \$65 each. James Travis, 700 E. Main St., Millville, N. J. Tel. 2278. my19

**SHUFFLEBOARD OPERATORS, ATTEN-** tion: Exhibit Shuffle-Bowl Conversions in first class condition at \$49.50 each; try one or two, you can't go wrong. Reliable Shuffleboard Co., 5728 Broadway, Chicago, Ill.

**STAMP FOLDERS DIRECT FROM MANU-** facturer at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 44, Fla.

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**STAMP FOLDERS DIRECT FROM MANU-** facturer; low low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. je2

**TWO EVANS LATE TEN STRIKES;** Goulie, no mirror; CC Hockey, two United Shuffle Skill; all six clean, \$350. Pop's Arcade, Anniston, Ala.

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**WANTED—MILLS CONSTELLATIONS,** Panorams, Packard Sevens, Manhattan, Filbens Phonographs; we buy or sell any quantity. Tropical Trading Co., 121 W. Main St. Lakeland, Fla. my19

**WURL HIDEAWAYS, 1017; WURL WALL-** boxes, 3031; top shape. Write to Jim Louis, 9916 Jasper Ave., Edmonton, Alberta. je2

**1 ROTARY MERCHANDISER, 1 PHOTO-** matic, 2 Diggers, 1 Windmill, 2 Deluxe Card Vendors, 1 Skill Jump, 10 assorted Pin Games, \$500 the lot; 25 assorted Vending Machine and Counter Games, \$75 the lot; 150 lb. Heildie's Candy, 25¢ per lb.; 1 Mills Scale, \$50; refillable Gum Boards, 1 cent play, \$1 each in lots of 10 only. J. Cante, 809 Montgomery St., Jersey City 6, N. J.

**4 KICKER AND KATCHER, \$12.50 EACH;** 1 Advance Shocker, \$12.50; 1 ABT Model F, late model, \$15.50; 4 ABT Challengers, \$17.50 each; 1/3 deposit, balance c.o.d. Glencoe Sales, Box 835, Bluefield, W. Va.

**65 NORTHWESTERN MODEL 33 PORCE-** lain Ball Gum, perfect working order; clean and ready to operate, \$6 each; 5 Norris Masters, very clean, \$6.95; 6 Atlas Super-Selector Candy Vendors, 150 capacity, like new with bases, \$110 each; 10 Asco Stainless Steel Nut Vendors, as is, \$3 each; best grade 210 count Ball Gum, 25¢ lb.; Charms, \$2.98 per M. U-Select-It Candy Machines, Hamilton Scales and Acorn Bulk Vendors; write for prices. Northwest Vending Supply, Inc., 3114-16 W. 28th St., Minneapolis 16, Minn. my19

**700, 750E, 800, 875; 600S, \$45; PACKARD** Wall Boxes, \$12.50; Out of This World Speaker, \$50; Mercury Athletic Scales, \$25; Scientific Batting Practice, \$25; 2 Drive-mobles, \$75 each; Trade Winds, \$25; Carnival, \$60; Catalina, \$25; Phoenix, \$30; Majors "49," \$35; Trinidad, \$25; Jack in Box stands, \$45; Jack in Box, no locking bars, \$22.50; half deposit, balance c.o.d. Southern Vending Machine Co., 528 Craghead St., Danville, Va.

## Under the Marquee

Continued from page 58

son Square Garden Saturday (21). Haussman visited backstage and distributed some 200 photos he took while visiting Sarasota quarters this spring. After the night show a birthday party was given for Mr. and Mrs. Richard O. Haussman, Pop's son and daughter-in-law of Valley Stream, L. I. Guests included Pat Warner, Clare Hallard Fawcett, the Four Chaludis and the Franklin family. . . **George D. Hensley,** banner painter with King Bros.' Circus, reports the show is doing good business, with concert biz also strong.

**Fay and Blonda Ward** caught the Kelly-Miller opening and earlier had seen the Stevens, Capell and Kelly & Morris shows. They're playing schools with animal and variety acts. **John Beard,** Dallas; **Tommy Randolph,** Galde-water, Tex., and **Henry and Hardy O'Neal,** Shreveport, La., were among fans who caught the Kelly-Miller opening.

Visitors at the opening of the Gainesville Community Circus included Dr. and Mrs. H. H. Conley, Mr. and Mrs. Obert Miller, Mr. and Mrs. Bruce A. Helfrich, Mr. and Mrs. Bill Woodcock, Mr. and Mrs. Cecil Crow, V. N. (Army) Armstrong, Bryan Lovelace, Mrs. Fred Stancliff, Dagmar Erickson, S. Craven, Mr. and Mrs. Asa Hutchinson, Mr. and Mrs. Gene Elmore, John W. and Steve Norman, Horace Fry, Mr. and Mrs. Clark McKelvey, Mr. and Mrs. Rolla Johnson and Mr. and Mrs. LaFayette Gowin.

**Kriel Family** is back with Kelly-Miller circus for its fourth season. The three Kriel children are doing wire, acrobatics, contortion and music. Lowell works the come-in, while Mrs. Kriel does white-face clown. . . **Tommy and George Hanneford Jr.** took their first degree in Masonry at St. Andrew's Lodge, Chicago, with George Hanneford Sr., Orrin Davenport, Orrin Davenport Jr., Terrell Jacobs, Don Francisco, Happy Kellems, Earl Shipley, Whitey Harris and Lew Christianson attending. . . **Mary Francisco** underwent an operation last week at Waltham Memorial Hospital, Chicago.

After closing with Cole Bros.' Circus at the Chicago Stadium, **Jack and Ruby Landrus,** midget clowns, joined King Bros.' Circus for the remainder of the season. . . **L. Guy Gerber,** the magician, attended the opening of Zallee Bros.' Circus in Manito, Ill., recently. He reports that debut business was good despite some rain. Gerber says the show's lineup includes **Bob and Betty Lunsford,** trampoline; **Coy Lee,** comedy mule; **Colonel Lunsford,** Liberty and menage horses; **Betty,** Spanish web; **Everett Coriel,** head balancing and slide for life. Concert includes the **Lunsford Troupe,** riding, trick shooting and whip-cracking. Side Show is in charge of **Mars the Magician** and wife. Show moves by truck, with **Doc Clayton** handling the advance. . . **Tom Gregory,** Cleveland advertising man and former president of CFA, has been appointed by H. W. Ahrhart Jr., general agent of the Mills Bros.' Show, to produce a 1952 promotion booklet.

The **Wallendas** have returned to Sarasota, Fla., where they will remain until the Tom Packs Circus opens. Two more persons will be broken into the act. . . **Gene Mettler,** son of Ray Mettler, former circus band leader of Hamilton, O., was featured in the "Believe It or Not" cartoon of Tuesday (8) for having attended 86 schools. Total was rung up while Gene toured with his family on various circuses. . . **F. G. Grimes,** former carnival trouper now of Walnut Ridge, Ark., caught the Kelly-Miller show.

**Mrs. Laura Stevens,** mother of **Bob Stevens,** of Stevens Bros.' Circus, is now in Europe for a six-months stay. She recently saw a German circus and was flying to Paris to see another show. . . **Butch Cohn** and **Jean Allen** are in Houston with the Harry Calvert Concession Com-

pany. . . The Miller family, of Springfield, Mo., is playing a date at Kiddieland, Wichita, Kan. . . **Fred and Betty Leonard** caught Cole & Walters and visited with **Chief and Tillie Keys.** With **Dr. E. L. Cooper,** of Wichita, and the **Julian Wests,** of West Bros.' Circus, the Leonards caught Kelly-Miller and learned from Mrs. Kelly Miller that the Miller's new home in Hugo is progressing.

**Otto Griebing,** new Ringling joey, was featured in a pre-arrival yarn on the Big One by **K. S. Bartlett** in The Boston Globe Sunday (6). Also mentioned were **Charles Peterson's** jockey dogs, **Morturi** and the **Rodry Brothers'** thrill acts.

**James Cephus,** who closed as Side Show boss canvasman with Hagan-Wallace Circus recently, cards from Mobile, Ala., that he joined Rogers Bros.' Circus at Panama City, Fla., May 7, in a similar capacity.

**W. E. Vandegrift** has been with King Bros.' advance since leaving Pawnee Bros. . . **A. H. Young,** Ed Ruppert, Dr. L. C. Holland, H. N. Eckenrode, Ray Canan and **Ethel G. Cline** will attend the CFA convention, Washington, May 17-19, Mrs. Cline writes. . . **Fred B. McGee** and **Don Cavilla,** 102-year-old clown, renewed their acquaintance recently. Cavilla has been working Mississippi school dates.

**Herbert Weber** broke his right hand in a crash landing at the end of his slide-for-life during a Cole Bros.' performance, but continued his tight wire act thruout the engagement. He expects his hand to be in a cast until August and was forced to cancel several dates. . . **Earl Shipley,** Cole producing clown, injured his left hand with a blank cartridge. . . **Jack Klein** visited the Cole show recently.

**Gilbert Reichert,** Side Show giant who is beginning his 18th year in the business, is now with the Ringling-Barnum show. Last February Reichert appeared in the filming of "The Greatest Show on Earth" at Big Show quarters in Sarasota, Fla.

Stars of **Cecil B. DeMille's** movie of the Ringling show are scheduled to be with the circus at Washington and will be in Chicago en route from the West Coast Monday (21). Included will be **Betty Hutton, Dorothy Lamour, James Stewart** and **Gloria Grahame.** . . **John Ringling North** has been on the Coast. **Paul Eagles,** promotional director of the Ringling show, is in Detroit. . . **Herb Pickard,** who handled press for Cole Bros.' Circus will remain in Chicago.

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1000 25¢ J.P. Charley, Thin Prof.	\$52.06	\$1.18
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240 6 for 25¢ Giant Hole.	Prof. \$32.00	1.89

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## U. S. Shuffle Meet Entries Close; 33 Teams Will Compete

### Freeburg, Poulsen Ready Wisconsin Site; Four-Day Sked Begins May 23

UNION CITY, N. J., May 12.—When play in the second annual United States championship tournament begins in Turner Hall, Madison, Wis., May 25, 33 of the nation's best men's and women's teams will vie for cash prizes and trophies, Don Freeburg, American Shuffleboard Leagues, Inc., tournament director, announced. Competition includes longboard and cushion play in both divisions.

Freeburg, who will serve as U. S. tournament director, will arrive in Madison Friday (18) where, with Ken Poulsen, manager of the event, he will establish official meet headquarters at the Loraine Hotel. Most of the players, officials and fans will stay at this and the Monona Hotel. Altho the event has already been built up promotion-wise in Wisconsin, Freeburg and Poulsen will lay down a con-

centrated publicity barrage next week which will include radio programs, personal appearances in night spots with the tourney queen and posters in all of Madison's shuffleboard locations. Among the publicity gimmicks to be used are play-by-play coverage on a five-station network during each of the four days and newsreel coverage.

#### Prizes

Cash prizes for the winning teams will be derived from the entry fees, plus \$3,000 ASLI is adding to this kitty. Freeburg emphasized 100 per cent of the entry fees will be returned in prizes. Entry fee for the U. S. meet was \$30 for State championship teams and \$40 for others. The four-day program has been worked out so that there will be highlights for each day. Friday's program will be hyped by the appearance of celebrities from stage and night clubs, plus appearances by civic leaders. On each of the following days one or more finals will be held. Tentatively this has been set as the ladies' cushion final Saturday (26), Men's cushion and ladies' longboard Sunday (27) and men's longboard Monday (28).

## Distributors Show New Universal Five-Star Game

CHICAGO, May 12.—Universal Industries distributors began showing this week of a new type five-ball game called Five Star. An all-skill game, action is built around a key star hole which makes it possible for players to set up several replay combinations. Playfield is of new design and consists almost entirely of numbered holes.

One of Five Star's major play stimulators is the fact patrons can make as many as five plays simultaneously. This is done merely by inserting extra nickels in the drop chute before action begins. A player wishing to double his chances of making a good score can drop in two coins, thereby giving him the opportunity to win on two of the five cards appearing on the backglass.

#### Five Games

Skilled players after playing Five Star a few times should play all five cards simultaneously. Any three numbers in a row on a card results in replays. In all cases a star in the center of each card

(Continued on page 91)

## Deliver Bally Bright Lights, New Five-Ball

CHICAGO, May 12.—First deliveries of Bright Lights, a new five-ball replay novelty game were initiated this week by Bally Manufacturing Company. Game is designed to permit players to score in from one to six sections.

First coin inserted selects play in the first section of the game and additional coins (up to six) account for additional sections. Each section contains 25 numbers (1-25) arranged in random order in a square 5 by 5 numbers. Playfield of Bright Lights, a standard pinball panel with conventional rubber bumpers, whip springs and other action features, contains 25 skill holes numbered from 1-25.

#### Game's Object

Object of the game is to shoot five balls into numbered pockets to illuminate 3, 4 or 5 adjoining numbers in a selected section. Since the player can score diagonally as well as vertically and horizontally and start three numbers in line or four from any point in the line, each of the six sections offers 72 scoring combinations or 432 combinations in all.

George Jenkins, Bally vice-

(Continued on page 86)

## NCMDA Defers Spring Meeting

CHICAGO, May 12.—Because of the conflict of dates with trade events on the local level and Mother's Day, members of the National Coin Machine Distributors' Association could not attend the spring NCMDA meeting here Monday (14) and it was postponed, S. I. Neiman, public relations director, announced.

A new date, probably the first week in June, will be selected by general membership as soon as possible thru a mail vote. When the spring meet is held the same agenda, built around NCMDA's promotional efforts for the ensuing year, will hold, it was announced.

## SERVICE A PROBLEM

### Arcades Offer Op Seasonal \$ Maker

DENVER, May 12.—By far the most effective means by which the coin-machine operator can capitalize on "the summer market" lies in arcade installation and operation, according to Jack Williams, head of Capitol Sales Company, here.

Williams studies Colorado's in-

## W. Billheimer, Como V-P, Dies

CHICAGO, May 12.—William Billheimer, vice-president of Como Manufacturing Corporation, died suddenly Monday (7) following a one-day illness. He was 45.

Billheimer was a purchasing agent in the industrial field for a number of years, serving in this capacity for Skilsaw, Inc., and later for Bally Manufacturing Company from 1940-'43. During the following five years he was a district manager for Bally. In 1948 Billheimer joined the executive staff of Como.

Services were held Wednesday (9) in Drake's Funeral chapel with Dr. Preston Bradley, a close friend of the Billheimer family, officiating. Interment was in Memorial Park Cemetery, Skokie, Ill. Billheimer is survived by his widow, Dorothy; a brother and six sisters.

## HEAVY FLACK PROGRAM

### Detroit 250th Cele To Include National Open Shuffle Tourney

DETROIT, May 12.—Establishment of the first National Open Table Shuffleboard tournament, to start June 2, was confirmed this week. It will be a part of the celebration of Detroit's 250th Birthday Festival. The festival is being conducted on an elaborate scale over several months and includes, in the sports field alone, the All-Star major league baseball game. Integration of shuffleboard into this program is in recognition of the standing of the relatively new field.

Tourney sponsor is the Detroit Shuffleboard Association. Event will be held at the Michigan State Fair grounds, where the American Bowling Congress meet was held a few seasons ago. It is the only site in the area having sufficient space to house the entries. The tournament continues 10 days or longer, according to the number of entries. This will be a complete tournament, with play for all classifica-

tions, including teams, doubles and singles, for both men and women on either long or bank type boards.

#### All Teams Eligible

Any team of players will be accepted, regardless of sponsorship or affiliation, as long as it has participated in regularly scheduled league matches. Reason for this single restriction, according to John C. Westerdale, DSA director of league play, "is to protect organized teams from the possibility of having to play against spontaneously picked experts."

Entry fee will be \$25 for a complete team of six players, with up to four alternates. In the doubles and singles divisions, the contest is open to anyone without restriction. Entry fee is \$5 per player in either singles or doubles.

The DSA has a record of nearly a year of league operation as background for its sponsorship of the

## State Solons Consider Games, Vending, Jukes

CHICAGO, May 12.—New Hampshire coin machine operators will have an opportunity this Wednesday (16) to air their opinions of a legislative proposal to place a 5 per cent gross receipts tax on juke boxes and pinball games. The House Public Welfare Committee has scheduled the hearing.

In Delaware, meantime, the Legislature appears headed toward enacting a juke box tax which would differentiate between nickel and dime play—\$10 per year if the box sells one tune for a nickel, \$20 per year if the box sells a tune for a dime.

Complete details of these two developments, plus brief summaries of legislative happenings in other States, follow:

**COLORADO:** Legislature starts its first special session May 17. Length of the session is not limited; called to consider school financing legislation.

#### Milk Unit OK

**CONNECTICUT:** House Committee on Public Health and Safety has reported favorably on a

proposal which would permit the health commissioner to approve bulk milk dispensers. Passage of such legislation might open the door to coin-operated bulk milk vending machines.

**DELAWARE:** The House has passed House Bill 211, which would make it a misdemeanor to possess a gambling device.

The Delaware House Revenue Committee has reported favorably a proposal to tax juke boxes at the rate of \$10 per box if the box sells each tune for a nickel, \$20 per box if the phonograph sells each tune for a dime.

(Editor's Note: This is the first instance of a State Legislature proposing to tax at different rates depending on whether the phonograph dispenses one tune for a nickel or one tune for a dime.)

#### Tax Cig Venders

**ILLINOIS:** An enabling act which would allow Illinois cities to tax cigarette venders for revenue was headed toward passage in the House this week following a favorable recommendation from the License Committee.

**MISSOURI:** The Senate proposal to prohibit the manufacture, sale, storage, possession and transportation of gambling devices was reported favorably by the Senate Judiciary Committee.

**NEW HAMPSHIRE:** A public hearing has been scheduled for May 16 on House Bill 420 which would place a 5 per cent gross receipts amusement tax on all juke boxes and pinball games. The hearing will be held by the Public Welfare Committee. Purpose of the tax is to raise money to fight juvenile delinquency.

**NEW JERSEY:** Hereafter, when New Jersey officials confiscate any type of equipment as a violation of the State's anti-gambling laws, that equipment may be turned over to any federal, State or county institution for that insti-

(Continued on page 85)

## Ash To Direct Charity Drive

PHILADELPHIA, May 12.—Joseph Ash, head of Active Amusement Machines Company, distributor, was named chairman of the Amusement Machines Division for the combined 1951 Philadelphia Allied Jewish Appeal and the Medical Center Building Fund of the Federation of Jewish Charities.

A seasoned campaigner for the Allied Jewish Appeal, the Amusement Machines Division under Ash's leadership, is expected to make an outstanding contribution to the campaign which includes the needs of Israel, overseas Jewry and the 46 other national and local Jewish causes. He stated that while industry conditions may not be conducive to the kind of giving

(Continued on page 91)

National Open. It was emphasized in an official statement that it is an "active association of operators and distributors of all makes of table shuffleboards. It enjoys an outstanding reputation for high standards of service and equipment. It has organized many shuffleboard teams into leagues which have successfully completed their season's play."

Reasons for the character of the open were outlined by Westerdale. "Organized shuffleboard

(Continued on page 86)

## Des Moines Ops Using Radio To Promote Games

DES MOINES, May 12.—Coin-machine operators have resorted to radio to stimulate business on shuffle games with a weekly drawing over Radio Station KRNT for \$300 in prizes contributed by the operators.

The operators banded together for the venture, with each operator contributing a per-game share to pay for the radio time and prizes. Rules of the contest are similar to the theater bank night operations.

Each establishment having shuffle games is furnished tickets by the operators. The tickets are then filled out by the patrons who frequent the establishment. The operator collects the filled-out tickets when he makes his collections once a week and the drawing for the prizes is then held over the radio station.

The rules of the contest differ from the theater bank night operations in that the patrons are not required to be registered. Many of the complaints registered by bank night patrons have been that the list of names registered grows too large.

## Deliver Genco Hits and Runs Baseball Game

CHICAGO, May 12.—Genco Manufacturing & Sales Company has started shipments of a new amusement game with a baseball theme. Called Hits and Runs, it has pitcher and batter action on every play.

Center of playfield looks like a typical baseball diamond and captures the spirit of the national pastime when balls are in action. Each hit increases player's batting average and each run counts toward replays. A special kicker hole registers bonuses both in runs and batting averages. There are 12 rebound counters to put men on base. Replays can be won for either runs or batting average.

## OK Providence Coupon Awards

PROVIDENCE, May 12.—Pinball machine operators who issue players a profit-sharing coupon may operate here without interference.

An order to this effect was issued by Police Chief Charles A. Higgins on the basis of an opinion submitted by the city law department.

Operators of a pinball arcade have been awarding coupons worth three-quarters of a cent to persons who pay 10 cents to play a machine. Harry Goldstein, assistant city solicitor, said: "There is no lottery involved since there is no element of chance. Each person receiving a coupon may redempt it at its cash value and it is a discount."

## CANDY, BULK OPS REPORT OWN EMERGENCY PLANNING

### Stock Vital Vender Parts, Set Help, Diversification Programs

By FRED AMANN

CHICAGO, May 12.—Candy and bulk operators are preparing to cope with a new factor which will affect their method and means of doing business. Threats of possible operational curtailments and profits during the regulation-rife

period ahead have resulted in their setting up countermoves to maintain uninterrupted operation and at least hold to normal earning capacity.

High on this list comes the stocking of spare parts to permit continued peak functioning of equipment: more widespread use of dime candy; improved employee programs such as group insurance plans, etc., and serious consideration of further diversification.

*This is the first of a series of articles on what different types of operations are doing to solve their own problems during the present emergency period. It is based on a nationwide check of operators by The Billboard. The second article will deal with beverage operations.*

In general, candy and bulk operators saw some bright spots in the over-all picture. With a proper check on "panic" type buying, moving into "all and any" type locations, and systematically adjusting themselves to changes as

required by future merchandise, machine, employee availability, operators think they can come thru the more difficult days ahead on at least a par with other major business in the United States.

#### Parts Picture

The survey showed that while at least 52 per cent of responding candy and bulk operators were taking action to accumulate better stocks of spare machine parts, there was no danger of such action becoming a "run"; to date, all orders for major components of candy and bulk venders have been filled satisfactorily, it was reported.

Most important on the candy operator's "spare parts list," it was shown, are slug rejectors and coin mechanisms "to meet product price increases." While dime sales (for bar units) were advanced as the big factor here, a growing interest in odd-cent operation was also noted. Sixty per cent of responding bulk operators said their spare parts buying consisted of *(Continued on page 83)*

## CIGAR VENDERS SERVE WORKERS

MORRISVILLE, Pa., May 12.—Cigar venders are on location at the construction site of the Fairless Works here, new plant of the U. S. Steel Corporation, for the convenience of workers. Plans also have been made to place the machines in permanent installations within the plant when it is completed.

Cigaromat Corporation equipment is being used.

## Welch Frozen Juice Vender To Be Leased

NEW YORK, May 12.—Welch's dual-flavor cup vender will be leased to operators under a plan made public this week by Paul K. Halstead, manager of the Welch Grape Juice Company's vending division. Outright sales are being by-passed to insure brand and product control and to reduce the financial investment of approved operators, he said.

Under the plan, operators will pay Welch \$22 a month per machine leased for a period of three years. The down payment per unit is \$88, Halstead said, representing fees for the first and last three months of the contract period.

After the three years are up, operators have the option to buy the venders outright at a "fair market price" to be determined by Welch. Should they wish to continue under the rental plan, however, monthly payments will drop to \$10.

Welch will begin deliveries of equipment from its plant in Silver Creek, N. Y., later this spring. A first run of 500 machines has been completed, and Halstead said he expected the entire lot to be placed by the end of the summer.

Deals with operators will be *(Continued on page 83)*

## Cite Boom Bev Locs in Motels

CHICAGO, May 12.— Motel owners are reporting stepped-up interest on the part of beverage vender operators as a source of new customer potential. A digest of what is expected in this type transient trade installation is featured in the May issue of *Vend*. It points out that the absence of conveniently spotted restaurants and snack bars in the majority of motels across the country is a deciding factor in the anticipated boom in tourist locations this summer.

To install a complete restaurant, or even adequate lunch facilities, in a motel is a costly project, particularly at today's high materials *(Continued on page 83)*

## NCA Announces Confab Program

CHICAGO, May 12.—National Confectioners' Association has completed the business session program for its 1951 convention to be held at the Stevens Hotel here June 3-7. While the exposition will open Monday (4), following a pre-convention get-together Sunday (3), the official opening of the meet will take place Tuesday (5) morning.

*Selling Candy in a Mobilization Economy* will be the kick-off subject at 10 a.m., with leading industry executives answering such questions as: *Are Candy Merchandising Methods Antiquated? What Are Potentials of Bar, Box and Bag Candies? Is There a Sellers' Market in Offing?*

James A. Farley, chairman of the board of The Coca-Cola Export Corporation, will speak at the *(Continued on page 83)*

## DIRECT SALES RAPPED IN NATD CONVENTION REPORT

### Op-Owned Vender Gives Location Better Break, Report Concludes

NEW YORK, May 12.— An official report by the National Association of Tobacco Distributors this week tagged wholesalers, participating in a round table conference on vending at its convention last month, as "strongly opposed to the direct sales of vending machines to locations."

The session, a highlight of the NATD Chicago meet, was devoted largely to the direct-sale problem (*The Billboard*, April 21). Immediately after the convention the association announced formation of a vending division.

The NATD report was mailed to its membership this week following "numerous requests" from jobbers, association executives declared. This "substantial interest in vending machine operations" led to its release at this time. It will also appear as part of the complete convention report scheduled for release at a later date.

The conference brought out,

says the report, that retailers lose out when they buy equipment outright. The disadvantages to the retailer, it stated, are:

1. "No guarantee of maintenance from the manufacturer or distributor."
2. A "great investment" on the part of the retailer.
3. "Leakage of merchandise

which vending service avoids."

Also covered in the report were conclusions reached as to the relationship between vending and wholesaling. Advantages of vending over wholesaling, it stated, are: "No accounts receivable, better turnover, leakage control, greater profit, greater consideration from manufacturers, less men needed to operate and automatic rotation of stock. Too, the jobber engaging in vending wins 'addition volume thru increased distribution and outlets.'"

Wholesalers with vending operations should keep separate books for the related enterprises in order to get a true profit-and-loss picture, the report emphasized. It also advised that candy and cigarette equipment be operated separately, individual service records be kept of all machines and that separate collection bags be used to aid bookkeeping.

## NAMA Region 2 Names L. Sloan

ALBANY, N. Y., May 12.—Lewis A. Sloan, Merian Dispensers, Levittown, N. Y., is the new defense program chairman for Region 11 of the National Automatic Merchandising Association. Sloan was appointed during the region's annual meeting held here to coincide with Automatic Merchandising week.

Approximately 60 industry representatives were on hand for the meeting at which Aaron Goldman, president of the G. B. Macke Corporation, Washington, was the principal speaker. Goldman outlined NAMA's defense program.

Group discussions of operator problems were chaired by Everett Newcomer, City Milk Vending, New York, and Al Martin, Canteen Company, Schenectady.

## Rumor SuperVend Sale Now Near Completion

DALLAS, May 12.— Although executives of the SuperVend Corporation could not be reached here this week, trade sources intimated only a few details needed to be cleared up to complete a deal

involving the SuperVend three-drink cup machine. According to these same trade sources, Coan Manufacturing Company old-line manufacturer of vending machines with headquarters in Madison, Wis., was dickering with Judge M. M. Miller and other SuperVend principals for the three-drinker.

This marks the second time in recent months that local trade circles buzzed over an impending sale of SuperVend. Earlier, Al Cole, of the Colespa Corporation, Chicago, was rumored to have an inside track on the SuperVend property.

Judge Miller and Mike Hammergren, president of SuperVend Sales Corporation—the national selling agent for the cup drink machine—have admitted negotiations for the sale of the firm have been in progress. Neither could be reached for comment on the rumor involving Coan, nor could Coan executives.

Any deal for the SuperVend machine presumably would include the inventory of finished machines—estimated at approximately 2,000—held by Texas Engineering & Manufacturing Company, Dallas. TEMCO contracted to build SuperVend unit but is now engaged 100 per cent in war work.

## Pitch DuGreniers At NYC Locations

NEW YORK, May 12.—Direct sale of DuGrenier machines hit here this week with promotional mailings to locations and first placements expected within a week or two.

But unlike DuGrenier tie-ins in other cities, where tobacco wholesalers have taken on a company sales franchise primarily to build up cigarette volume, the local

deal has been given to a new firm, the Direct Vending Machine Sales Company. Headed by two ex-operators, the company apparently expects to realize a long profit on equipment sales alone, permitting purchasers to buy cigarettes on the open market.

The sales plan outlined by Peter Costakos and Paul Glinos, Direct Vending toppers, asks location owners for \$38 down on a DuGrenier 7-column, all-coin unit and monthly payments of \$20 for one year. The 9-column model is offered for \$46 down and 12 monthly payments of \$21.

Total cost of the 7-column DuGrenier is thus \$278. At the National Automatic Merchandising Association convention last November, prior to DuGrenier's switch to a direct-sale policy, the same machine carried a list tag of \$174.50.

Direct Vending's gross for the 9-column adds up to \$298. At the NAMA show it was offered to operators for \$189.50. Both models carry penny changers as standard equipment.

Costakos said the arrangement calls for his firm to repair location-owned venders free of extra charge for six months after purchase. The general practice of tobacco jobbers handling Du- *(Continued on page 83)*

## Remove Slug Ejectors for Steel Nickels Can. Op Told

OTTAWA, May 12.—Distributors of vending machines thruout the dominion will lose "a lot of business unless they place more faith in the Canadian people," the Royal Canadian Mint stated last week in announcing it could not produce a non-magnetic steel 5-cent coin (*The Billboard*, April 28.)

Canadian operators look for serious repercussions when the first real volume of steel nickels appears this fall. The new coins, ordered to help conserve Canada's supply of strategic nickel, will be attracted and rejected by the magnets in the coin mechanisms.

#### Testing New Coins

Altho metallurgists tried to produce a partially non-magnetic coin for the mint, to satisfy vending

interests who protested when the new steel coin was announced April 6, it has not been accomplished to date. However, mint officials stated they would keep trying to develop an alloy that would function normally in coin mechanisms equipped to reject slugs and similar "spurious" metals.

It was stressed by the same officials that failure to develop such an alloy would not be permitted to delay production of the new steel 5-cent coins. An order in council, calling for their production and providing for their initial distribution after July 1, will stand.

Vender operators will have to remove their electro magnets and place signs on their equipment that steel coins will not work, finance department officials stated.

## NAMA Region 8 Confab June 17

CHICAGO, May 12.— National Automatic Merchandising Association announced that Region 8 has scheduled a meeting for June 17 at the Chase Hotel in St. Louis. Business session will run from 10 a.m. until 2 p.m., including time for brunch at noon, according to Presley, regional chairman, Hungerford, of the arrangement committee.

Meeting operators, National Vendors, name of the Phillips, details will

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 5 \$47.50  
 EACH Lots of 25 \$118.75  
 14 or 54 MODEL

**FREE**  
 5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.  
**BLOYD MFG. CO.**  
 VALLEY STATION, KY.

**BASEBALLS**

**SILVER-PLATED**

Big 3/4 inch size

**\$9.50** per 1,000

**EPY**

Samuel Eppy & Co., Inc.  
 91-15 144th Place, Jamaica 2, L. I. N. Y.

**Charms**



**Paul A. Price Co.**  
 220 Broadway, New York 38, N. Y.

**WANTED**

**PEERLESS HOROSCOPE MACHINES**  
 Advise quantity, price, condition  
**PEERLESS WEIGHING & VEND. MACH. CORP.**  
 29-28 41st Ave., L. I. City 1, N. Y.

**Supplies in Brief**

**Crop Report**

WASHINGTON, May 12.—A favorable outlook for the production of farm commodities used in vending machine products is predicted by the Department of Agriculture. A sharp increase in plantings is estimated by the department for tobacco. Altho a shrinkage is anticipated in plantings of sugar and peanuts, the yields are not expected to drop much below previous highs.

The Agriculture Department in its latest forecast sees prospective planting of tobacco estimated at 1,764,000 acres, well over the 1950 acreage of 1,594,000 and the 1935-'39 average of 1,647,000 acres.

**Peanut Prospects**

Prospects for peanuts, picked and threshed, show 2,100,000 acres planted this year, compared with 1,659,000 acres for 1935-'39 average, and 2,315,000 acres in 1950. Planting of peanuts alone is forecast at 2,614,000 acres, just under last year's 2,752,000 acres but above the 1935-'39 average of 2,173,000 acres. The 1950 preliminary estimate of yields of peanuts, farmers' stock basis, is 2,038,000 pounds, which is an all-time high, well over 1949's 1,876,000 pounds, 1941's 1,475,000 pounds and the 1935-'39 average of 1,229,000 pounds.

**Sugar Acreage**

Prospective sugar beet acreage for 1951 is indicated at 887,000 acres, 5 per cent less than the acreage harvested last year but almost 15 per cent larger than the 10-year (1939-'48) average, Ag Department said. If the 1946-'50 average yield per acre is attained, 12.6 million tons of sugar beets

would be harvested in 1951 compared with almost 13.4 million tons last year. "A decline in output of this size would have little effect on supplies available this year since beets from the 1951 crops will not be sent to processors until late this year," Ag stated.

The total of 8,000,000 short tons (raw sugar) established by the Secretary of Agriculture as the quota to meet requirements of consumers in the continental U. S. is slightly smaller than the quantity marketed against quotas in 1950. Even the military purchases will be larger than last year, sufficient supplies are expected to be available to permit civilians to consume sugar at about the same rate per person as in 1950, to keep stocks at the present level and to maintain stable prices.

**Price Pic**

Beet and cane sugar have been declared exempt from the provisions of the General Ceiling Price Regulation. This action was taken because it was believed that the stabilization in sugar prices can be effected by action of the Secretary of Agriculture in controlling the marketing of sugar in the continental United States in accordance with the provisions of the Sugar Act of 1948.

The retail price of refined sugar in urban areas during the first quarter of 1951 averaged 10.1 cents a pound compared with 9.6 cents a pound a year earlier, according to Bureau of Labor Statistics.

Distribution of sugar in the United States by primary distributors during the first quarter of this year totaled 1,703,000 short tons (raw basis), almost 5 per cent larger than in the comparable months last year. Flow of sugar into consumption channels during the second quarter is figured to be seasonally larger than in January-March.

**Cig Tax Pic Revealed in Govt. Study**

WASHINGTON, May 12.—Federal and State excise taxes on cigarettes have surpassed half of the total marketing margin every year since 1932 and amounted to more than the farm value of the tobacco and the total marketing charges combined during the last 25 years, the Department of Agriculture revealed in an analysis.

The study is particularly significant at this time in view of the House Ways and Means Committee's current closed-door meetings on President Truman's proposed program for steep hikes in tobacco excises and other taxes. Altho the Agriculture Department expressed no opinion in its research report, the implication is that federal and State governments are taking the large share of the bite from marketing margins of tobacco.

The study, titled *Marketing Margins for Cigarettes*, by Kathryn Parr, Agricultural economist, points out that the 1935-'39 average tax of 6.6 cents per package left 5.7 cents for manufacturers and distributors from the total margin of 12.3 cents. Of the total margin of 12.3 cents in 1950, State taxes were 2.3 cents; federal taxes, 7 cents, and marketing charges, 7.9 cents.

Production of cigarettes rose from 3,000,000,000 a year at the start of the century to about 392,000,000,000 in 1950, the report states. More than three-fourths of the leaf tobacco manufactured into tobacco products in the U. S. has been used in cigarettes in recent years, the report set forth.

**Brach Elections Shift 7 Executive Positions**

CHICAGO, May 12.—E. J. Brach & Sons effected changes in its official staff this week with the election of Frank V. Brach, executive vice-president, as president to succeed Edwin J. Brach, who was named chairman of the board. Clinton O. Dicken, vice-president, was elected executive vice-president; Edwin O. Blomquist, vice-president, was elected secretary while retaining his first office, and Edward M. Kerwin, vice-president, was elected treasurer, also retaining his previous title. Frank K. Gleason was elected vice-president in charge of general line sales, while R. H. Hawley was named vice-president in charge of syndicate sales.

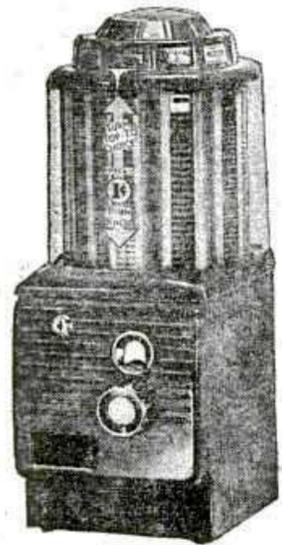
**TRY IT NOW!**

*Its Ability To Sell Gum Will Amaze You . . . Its Low Price Will Please You!*

**Northwestern**

**1c Selective TAB GUM VENDER**

- ★ Big Capacity (Over 500 Pieces) 10 Column
- ★ Wide Selection, Tab Gum, Candy Coated Gum, 1c Chocolate Bars, Fruit Charms
- ★ Fast, Easy, Front Load Servicing
- ★ Positive, Simple, Fool-Proof Delivery
- ★ Tested and Proved on Location



**IMMEDIATE DELIVERY**

Wire, Write or Phone for Complete Details Today

**THE NORTHWESTERN CORPORATION**

519 Armstrong Street

Morris, Illinois

**30 DAY MONEY BACK TRIAL**

**Northwestern**

Order this sensational, new Northwestern venter today. Operate it for 30 days. If you don't agree that it SELLS more—that it EARNS MORE MONEY—return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose and neither have we. For we know we'll gain another satisfied customer.

Has everything the operator wants in a gum venter . . . attractive design . . . big capacity . . . fast servicing . . . front loading . . . simple construction . . . dependability. Total average capacity . . . 500 pieces. Location proved.

Revolving drum contains 10 columns, interchangeable for vending any combination of tab gum, candy coated gum, penny chocolate bars, assorted fruit charms, etc.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

Time Payment Plan Available—Trade-Ins Accepted.

**10-COLUMN SELECTIVE TAB GUM VENDOR PRICES**

Less than 25 \$25.95  
 Less than 100 \$25.45  
 100 or more \$24.95  
 1/3 Deposit, Balance C.O.D.

**MERCHANDISE**

ADAMS, All Flavors, 100 Count . . . 42c  
 WRIGLEY'S, All Flavors, 100 Count . . . 46c  
 FRUIT CHARMS, Assorted, 100 Count . . . 40c  
 SUCHARD, 200 Count . . . \$1.20  
**MINIMUM ORDER 25 Boxes of Any Assortment**



**NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL**

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
 4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

**CIGARETTE MACHINES**

National 930, 270 Pack Cap. . . . . \$ 85.00  
 Rowe Royal, 8 Col. . . . . 85.00  
 Rowe Imperial, 10 Col., 400 Pack Cap. . . . . 90.00  
 Rowe Crusader, 10 Col., 475 Pack Cap. . . . . 145.00  
 Rowe Imperial, 8 Col., 240 Pack Cap. . . . . 77.50  
 Uneda Model A, 9 Col., 270 Pack Cap. . . . . 85.00

**CANDY MACHINES**

Candyman, 72 Bar Cap. (Enclosed Base) . . . \$57.50  
 Vendit, 150 Bar Cap. . . . . 52.50  
 U-Select-It, 54 Bar Cap. . . . . 35.00  
 Advance Candy, 40 Bar Cap. . . . . 25.00

**Accepting Orders for the NEW VENDALL CANDY VENDOR**

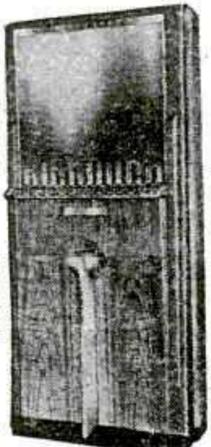
Capacity 120 to 248 Bars  
**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED. ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D.**  
 Parts and Mirrors available for all makes and models.

**CONVERSIONS**

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING  
 CANDY MACHINES CONVERTED TO 10¢ VENDING

**UNEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"  
 NEW, RECONDITIONED LIKE NEW  
 166 Clymer Street, Brooklyn 11, N. Y. • EVERgreen 7-4568



**SPECIAL!**

**\$95.00**

Uneda Model 500  
 9 Col. 350 Pack Cap

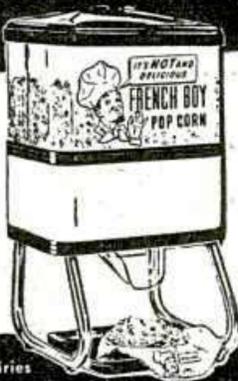
**CHARMS—Proven Sales Boosters**

Write for Complete Price List!

**Karl Guggenheim inc.**

33 UNION SQUARE • NEW YORK 3, N. Y.

**FRENCH BOY POP CORN Dispenser**



Keep popcorn warm and flavorful—sell itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Write for full information it means BIG PROFITS!

**\$51.50**

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

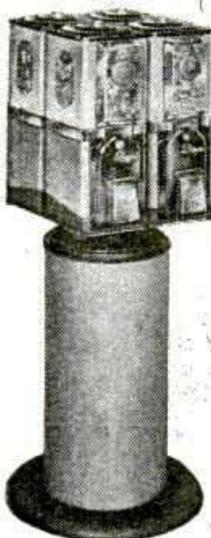
**A B C Popcorn Co., Inc.**

3440 W. NORTH AVE.  
 CHICAGO 47, ILLINOIS

Now Is the Time To Think of . . .

**BIG EXTRA SUMMER SALES**

for a **SOLID SALES IDEA**  
 See Page 53



**VICTOR SUPERMARKET**

**VICTOR VENDING CORPORATION**  
5701-13 W. Grand Avenue  
Chicago 39, Illinois

**Ask 3c Cigarette Tax in California**

SACRAMENTO, Calif., May 12.—A 3-cent-a-pack cigarette tax was voted by the Assembly Ways and Means Committee into a bill granting \$48,000,000 additional support to public schools at the State Legislature this week.

The bill now goes before the Assembly for adoption or rejection of the amendment. If approved, it will go back to the Revenue and Taxation Committee.

Chairman Sherwin, of the Ways and Means Committee, said the cigarette tax amendment was added because he was "not willing to vote for a \$50,000,000 bill without providing the means of financing it."

**Dixie Cup Dividends**

EASTON, Pa., May 12.—Dixie Cup Company declared a 62½-cent dividend on its Class A stock, payable July 1 to holders of record May 14. A 75-cent dividend on common stock is payable June 28 to holders of record May 28.

**THE BILLBOARD Index of Advertised Used Machine Prices**

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

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

	Issue of May 12	Issue of May 5	Issue of April 28	Issue of April 21
ABT Astrology Scale.....			\$125.00	
Acorn 5c Charm.....	\$16.50	\$16.50	16.50	\$16.50
Acorn Vender 1c.....	14.50	14.50	14.50	14.50
Adams Gum.....	9.95		14.50	9.95 14.50
Advance Ball Gum.....			4.50	4.50
Advance Candy.....	25.00	25.00	25.00	25.00
Advance Gum.....	7.95	7.95		7.95
Andrew Nut 1c.....	9.95		9.95	9.95
Asco Hot Nut, 5c.....	12.50		12.50(2)	12.50(2)
Candyman 72 Bar.....	57.50	57.50	57.50	57.50
Card Vender (Exhibit).....			15.00	15.00
Columbus 1c Nut.....	7.95	7.95	7.50	7.50 7.95
Columbus 5c Nut.....	6.95 7.95	7.95	6.95 8.00	6.95 7.95 8.00
Columbus Duo 5c.....			15.00	15.00
Columbus Gum, 1c.....			7.95	7.95
DuGrenier Challenger.....	95.00	95.00	95.00	95.00
DuGrenier Model S (7 col.).....	49.50	49.50	49.50 59.50	49.50 59.50
DuGrenier Model W.....	50.00	50.00	50.00	50.00
Electro-Cigarette Vender.....	259.50	259.50		200.00
Electro Serve Popcorn.....			19.50	19.50
Jennings Scale.....			35.00	35.00
Kirk's Astrology Scale.....	95.00	95.00	95.00	95.00(2)
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Master.....	7.95	7.95		7.95
Master 1c Novelty Bulk.....			8.50	8.50
Master 1c, 5c.....	6.95		6.95 10.00	10.00
Master Pistachio 5c.....			6.95	6.95
Mills Scale.....	50.00	50.00	50.00	50.00
Monarch (8 col.).....			85.00	85.00
National 9 A.....	75.00	75.00	25.00	75.00
National 930.....	65.00 85.00	65.00 85.00	85.00 89.50	85.00 89.50
National 950.....	95.00	95.00	95.00	95.00
National 950A.....			95.00	95.00
National Candy Machine, (6 col.).....		69.50		
Northwestern DeLuxe.....	24.50	24.50	15.00 24.50	15.00 24.50
Northwestern Dual Nut.....	39.50	39.50	39.50	39.50
Northwestern Model 39.....			7.50	7.50
Northwestern Tab Gum.....	25.95			
Northwestern 33 Nut.....	7.95	7.95		7.95
Northwestern 40.....	7.95	7.95	6.95	6.95 7.95
Northwestern 33 Ball Gum.....	7.50	7.50	7.50(2)	7.50(2)
Northwestern 49, Bulk 1c.....	17.35		12.50	12.50
Pop Corn Sex.....	89.50	89.50	49.50 89.50	49.50 89.50
Postmaster (Daval).....	22.50			
Recordo-Gram (Wilcox-Gay).....				129.50
Rowe Crusader (10 col.).....	145.00	145.00		69.50
Rowe Imperial (6 col.).....	55.00 77.50	55.00		85.00
Rowe Royal (8 col.).....	85.00	85.00	85.00	85.00
Rowe Royal (10 col.).....	85.00 90.00	85.00 90.00	85.00 90.00(2)	85.00 90.00(2)
Siros Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....	7.95	7.95	7.50 7.95	7.50 7.95
Silver King 5c bulk.....			8.00	8.00
Silver King Hot Nut.....	29.95	29.95	12.50	
Silver King Nut 5c.....				7.95 12.50
Smokeshop 612.....				
(1) Custom.....	229.50	229.50	240.00	240.00
(2) Royal.....	219.50	219.50	230.00	230.00
(3) Regal.....	209.50	209.50	220.00	220.00
Stamp Vender (Shipman).....			22.50	22.50
Stick Gum 1c (Wrigley).....	9.95			
Sun Nut 5c.....	3.95		8.95	3.95
Target Hunter (Silver King).....	25.00			27.50
Target King (Silver King).....				27.50
Unedea Model A (9 col.).....	85.00	85.00		
Unedea (8 col.) Monarch.....	85.00	85.00		
Unedea (10 col.) Monarch.....	95.00	95.00		
Unedea (15 col.) 500.....	95.00	95.00		
Unedea (500).....	95.00	95.00		
Unedea (9 col.) Model 500.....	85.00 95.00	85.00	85.00	85.00 95.00
Unedea Candy Vender.....			75.00	75.00
Unedea-a-Pak (5 col.).....			79.50	79.50
Unedea-a-Pak (15 col.).....	79.50	99.50 79.50	79.50	89.50
Unedea-a-Pak Model A.....			85.00	89.50
U-Select-It.....	35.00	35.00	35.00	35.00
Vendit.....	52.50	52.50	52.50	52.50
Victor Nut 1c.....	6.95		6.95	
Victor's Topper.....	7.95	7.95		
Watling Scale.....			90.00	7.95
Wax-O-Matic Shoe Shiner.....				99.50
Yuohu Ball Gum 1c.....			5.00	5.00

**VICTOR'S AMAZING NEW TOPPER**  
Sold 4 to a Case \$48.00  
Sample, \$12.75

**PISTACHIOS**  
25 lb. carton, Small, 45¢ lb. Vender's Mixture, 57¢ lb. Large, 62¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

**COLORED BALL GUM**  
140, 170 or 210 Count, 25¢ carton, 26¢ lb. 200's lots, 24¢ lb. with freight prepaid. Full Cash With Order.

**RAIN-BLO GUM**, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200 or more with freight prepaid. 26¢ lb. less 2%. Full Cash With Order.

Write for Our FREE Complete Charm List  
1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.  
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

**GET NEWER CHARMS**

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
415 Neptune Street  
Pittsburgh 20, Pa.

**THE ONE FOR '51 TOPPER**

Topper and all other Victor models can still be bought on time payment plan.

Better write for full details today.

**ROY TORR LANSDOWNE, PENNA.**

Northwestern **TAB GUM VENDERS**  
Less Than 25 \$25.95 EA.  
Less Than 100, \$25.45 EA.  
100 or More, \$24.95 EA.

New Low Prices on Bulk Vending and Tab Gum Supplies. Send for list 1/3 Down, Balance C.O.D.

**BADGER SALES CO.**  
2251 W. Pico Blvd., Los Angeles 6, Calif.

**READY FOR DELIVERY NOW!**

1c or 5c **ACORN**  
ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH** BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

**SALESMEN SMOKESHOP "612" ALL-ELECTRIC CIGARETTE VENDOR**

Several lucrative territories open for experienced, progressive, hard-hitting vending machine salesman to handle the sale to operators only of the famous SMOKESHOP "612" Cigarette Vendor.

The men we seek have records of high earnings. Car essential. Leads furnished. Send complete details first letter with photo, outlining full territory covered. Replies held in strict confidence.

**AUTOMATIC PRODUCTS COMPANY**  
250 W. 57th Street New York 19, N. Y.  
Phone: Plaza 7-3123

**New NORTHWESTERN**

MODEL 49	10 Col. TAB GUM VENDOR
1c-5c-10c \$17.35 ea.	\$25.95 ea.
25 to 100 \$17.15 ea.	25 to 100 \$25.45 ea.
100 or more \$16.95 ea.	100 or more \$24.95 ea.

**RAKE 24 PAY PLAN ON BOTH MACHINES**  
WRITE FOR COMPLETE DETAILS

**TRADE IN YOUR SILVER KINGS \$5.00 EA.**  
Only 1 machine taken in trade on each new machine sold. THIS OFFER GOOD UNTIL JUNE 15, 1951!

WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS! 1/3 Deposit With All Orders, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

**SCHOENBACH STAMP VENDORS**  
Folder Type  
ATTRACTIVE — OUTSTANDING

- Built To Last for Years
- Perfect, Simple Mechanism
- Perfect Slug Detection
- Completely Different
- Reliable Performer
- Mechanism Closes When Empty
- Easy Loading
- FULLY COVERED BY GUARANTEE AGAINST MECHANICAL DEFECTS

1/2 With Order, Balance C.O.D. Write For Quantity Prices.

**STAMP FOLDERS** Available at Very Low Prices

2 COLUMN VENDOR (as illustrated) \$22.50 EA.  
3 COLUMN VENDOR \$32.50 EA.

COMPLETE LINE OF MERCHANDISE AND SUPPLIES FOR VENDING MACHINES. WRITE FOR PRICES.

**J. SCHOENBACH**  
1645 BEDFORD AVE. President 2-2900 BROOKLYN 25, N. Y.

**Florida Cig Tax**  
TALLAHASSEE, Fla., May 12.—Florida's nickel-a-pack cigarette tax produced \$1,566,179 in April—\$81,500 more than the same month last year. Beverage Director Lewis Schott, who collects the tax, reported distribution of \$1,219,425 to the incorporated cities in which it was collected. Another \$298,252 goes to the State Tuberculosis Board for its sanatorium construction program.

**Park Meters for N. Y.**  
NEW YORK, May 12.—The city has ordered 1,500 parking meters for testing in five congested areas, with initial placements expected by mid-summer. Parking fees are fixed by law at 10 cents, but the traffic commission has yet to set the time limit a dime will buy. An earlier move to buy meters for the city jogged down after the State Supreme Court ruled that one concern was barred arbitrarily from entering a bid for equipment.

**Stacy Takes Post With Harrison Co.**  
NEW YORK, May 12.—W. Graham Stacy has joined the Harrison Company, coffee concentrate processors, as co-ordinator of sales and production, according to an announcement by George Harrison, president.

Stacy was formerly associated with the William S. Scull Company. Earlier he served with the joint coffee promotion committee.

**WANT Used Cigarette Venders**  
SCOTTY 2612 Fannin Houston, Texas

**CIGARETTE MACHINE SPECIAL!**  
**DuGRENIER, Model S**  
7 Cols., Refinished, 25¢ Slot, \$49.50  
Ready for Location.....  
All Other Models in Stock  
25% With Order, Balance C.O.D.  
VEEDCO SALES CO.  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOCust 7-1448

# Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-Lb. Moisture-Proof Bags. 12 5-Lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.

BEekman 3-7646

## Candy Bulk Ops Report

Continued from page 80

gloves, springs, castings and ratchets.

Favoring single-coin operation both as to insertion and making change, candy operators held that the dime bar was a better impulse item than the odd-cent item. Along this line trial dime operation received numerous votes of confidence with reports of good results from metropolitan areas especially.

### Worker Benefits

A "get them—keep them" trend was evidenced on the employee level. Operator concern over future retention and replacement of route and maintenance help was seen as the basis for such thinking, which goes beyond the setting up of group insurance benefits. A

common trend indicated was management's (operators') more lenient attitude toward such items as vacations, time off with pay (for emergency situations), better base salary and percentage arrangements. A big question mark that remained, however, was that when new workers had to be hired, what would be the caliber of such replacements?

Leading contenders for diversification moves of candy operators were, in that order, ice cream venders (holding a slight edge), hot coffee, sandwich, milk, cookie and penny gum machines. Bulk operators reported their diversification interests were centered in coffee venders, with sanitary napkin units also most mentioned.

### Help Maintenance

In addition to help and equipment maintenance anticipated as major operating problems, both operator groups also pointed up the need for conservation of rolling stock, keeping commissions in line and better use of rented warehouse space. Higher cost for rented facilities precluded too large commitment for extra stock in all categories, leasing operator's claim.

On the good news side of the report, candy operators including or specializing in industrial installations pointed to 5 to 45 per cent weekly dollar volume gains in recent months in such spots compared to early 1950. Bulk operators cited weekly volume increases ranging from 5 to 20 per cent in similar stops.

## NCA Announces

Continued from page 80

Tuesday luncheon. An 8 p.m. session will discuss candy production in a mobilization economy.

Wednesday sessions, starting at 10 a.m. (as will the Thursday meetings), will begin with employer-employee relations in a mobilization economy, followed by candy's role in a mobilization economy.

Carrying thru the convention's mobilization economy theme, the closing session will discuss candy economics under such conditions, with Office of Price Stabilization officials on hand. The Quartermaster General of the U. S. Army, Maj. Gen. Herman Feldman, will explain such activities with the accent on how they apply to confections.

## Prep 12-Point Plan Hypoing Coca-Cola Biz

WILMINGTON, Del., May 12.—A 12-point program for increasing volume and reducing cost of local bottlers and also aimed at keeping the retail price at the "traditional nickel" a bottle was outlined to Coca-Cola Company stockholders at the annual meeting by Veasey Rainwater Jr., Beaumont, Tex.:

- (1) pushing case rather than 6-bottle carton sales;
- (2) use of quart bottle rather than the 6-ounce;
- (3) inclusion of Coca-Cola on restaurant, hotel and train menus in addition to coffee, tea or milk;
- (4) advertising aimed at Negroes thru Negro newspapers and magazines;
- (5) campaign to have auto salesrooms, department stores, hotels, give free Coca-Cola;
- (6) develop 100 drink containers for armed services, schools, colleges, cafeterias, similar to restaurant coffee containers;
- (7) gift certificates;
- (8) develop theater concessions, such as New York legit theaters which usually serve orange juice between acts;
- (9) drive for juvenile with a TV show directed at young children;
- (10) lightweight case cooler to retail at \$25 for offices, homes, cars, boats, planes, hunting and fishing trips;
- (11) upped sales in railroad stations or buses, airlines, ships;
- (12) more TV and radio advertising.

Rainwater also recommended a stock split to encourage bottlers, employees and dealers to invest in the Coca-Cola Company. "The more stockholders we have," he said, "the greater will be our sales."

## Welch Vender

Continued from page 80

limited to cities in the Northeast for the time being to ease fulfillment of Welch's service plan. The company has taken on George H. Thiers, formerly of Automatic Beverage Corporation here, as service manager. His department will assist operators in making initial installations and consult with them on technical problems as they arise in the field.

Operators will be urged to concentrate equipment in military camps and defense plants, Halstead stated. Contract terms permit Welch to pass on the suitability of proposed locations, it was noted. Other contract terms require Welch to replace warranty vender parts and assemblies should they prove defective during the warranty period. The contract carries a mutual 60-day cancellation clause.

### 600-Cup Capacity

The Welch machine, introduced at the Chicago trade convention last November, has a 600-cup capacity. Each of the two product containers is capable of stocking 4½ gallons of frozen concentrate. A changemaker is standard equipment.

Welch is now supplying apple juice concentrate, in addition to frozen grape, its major item. The frozen concentrate is mixed with water in the machine according to a one-to-three ratio.

Halstead said Welch is underwriting a \$2,000,000 advertising campaign this year including sponsorship of the *Howdy Doody* television show. He said grape is now second only to orange in consumer popularity in the frozen juice field.

The Welch vender will be exhibited at the Stevens Hotel, Chicago, May 13-17, during the Supermarket Convention.

## DuGrenier Hits Phila. Stops

PHILADELPHIA, May 12.—Altho it had been virtually impossible until recently for location owners to purchase a standard make cigarette vending machine, the bars are now down and taverns, hotels, restaurants and other possible locations here are now being solicited to purchase Arthur H. DuGrenier, Inc., manual and electric equipment.

Machine sales are being handled by tobacco jobbers who supply the location owner with cigarettes for the machine at the prevailing wholesale price. Established tobacco jobbers, such as D. Deodati & Sons here, are selling the DuGrenier equipment on time, and in return for the cigarette business, provide free service to keep the machine in operation at all times. Entire profit of the machine goes to the location owner with the jobber interested only in continuing the sale of cigarettes.

## Rosenfeld Buys Standard Vendors

CINCINNATI, May 12.—Richard L. Rosenfeld Tuesday (8) purchased the portion of Standard Vendors, formerly owned by Eastern interests, and assumed the post of general manager for the firm in the Greater Cincinnati area. He plans an extensive expansion program.

Standard services and supplies vending machines in movie theaters and other locations in this area. New officers in the reorganization are George Ritsch, president; Rosenfeld, vice-president, and Harold Janeky, secretary-treasurer. Rosenfeld is widely known in the movie industry thru his association with the William Bien Theater Circuit.

## Pitch DuGreniers

Continued from page 80

Grenier equipment is to guarantee free service indefinitely, as long as the location continues to buy cigarettes from the jobber.

After expiration of the six-month, free-service period, Direct Vending may offer storekeepers a yearly service contract. Costakos said a survey among location owners has found them receptive to a \$25-\$35 annual fee for the service.

Negotiations are under way with a local tobacco jobber to supply Direct Vending customers with cigarettes, he said. But this would be at the option of the location. Costakos indicated that a deal may be made later with a direct cigarette buyer whereby Direct Vending would realize certain sub-jobbing privileges.

Standard own-your-own arguments are used in promotional literature. "Why give 80 per cent or more of your cigarette machine profits to someone else," queries the current mailer.

## Cite Boom Bev

Continued from page 80

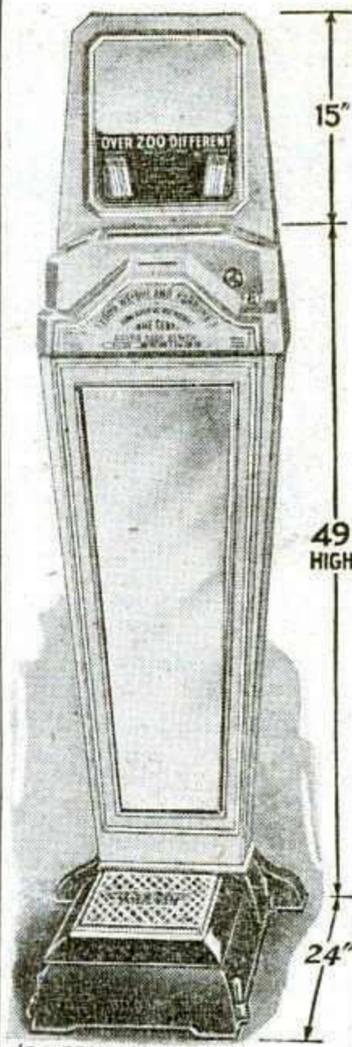
and labor costs. And because the bulk of motels must rely upon seasonal business, they cannot afford to invest extra dollars in eating quarters and equipment. The answer, agreed to by the greater number of such restaurantless motel proprietors, is installation of a variety of vending equipment, with the accent on various types of drink units. Taking up little space, the machines pose no installation problem and are the source of an added income that would be entirely denied the motel in their absence.

Capping the anticipated motel move for drink operators is the report from recognized travel agencies and many Chambers of Commerce that this summer will see record highs in tourist travel on the nation's highways.

## Pepsi Hikes Budget, Vending Activities

WILMINGTON, Del., May 12.—Announcing that Pepsi-Cola Company's advertising budget for this year would be \$450,000 higher than in 1950, President Alfred N. Steele this week said activities in the vending machine field were being expanded.

During the past year, he said, Pepsi's 8-ounce bottle for on-premise consumption has found increasing public favor.



WEIGHT, 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE. Chicago

Try  
**VICTOR**  
Once  
and you will  
BUY  
**VICTOR**  
ALWAYS  
•  
ORDER  
TODAY!

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: Locust 7-1448

**SMOKESHOP '612'**

The  
NATION'S  
FINEST  
CIGARETTE  
VENDOR

Tear Out And  
Mail This Ad  
For Details

**AUTOMATIC PRODUCTS CO.**  
250-B West 57th St., New York 19, N. Y.  
PLaza 7-3123

**NEW**  
**Northwestern**  
**'49 Special**

1c or 5c immediate Delivery! Single

**\$17.35 EA.**

25 to 100 **\$17.15 EA.**

100 or More **\$16.95 EA.**

Write for Charm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping. 1/3 Dep., Sat. C.O.D.

**NORTHWESTERN SALES & SERVICE**  
1174 TREMONT ST. BOSTON, MASS

**VENDING MACHINE ENGINEER**

Wanted: Engineer with experience in designing coin-operated vending machines capable of taking charge of project and carrying it through to production. Excellent opportunity. Permanent position with strong 40-year-old company located within 60 miles of Chicago State qualifications

**BOX D-28**

c/o The Billboard Cincinnati 22, O

**Vend**

"The Magazine of Automatic Merchandising"

"I wish to take this opportunity to express my appreciation for the great help your magazine 'VEND' has given us in getting started into the Automatic Merchandising field. We look forward to every issue."

**Vend-O-Matic Sales Co.**  
San Francisco, Calif.

**VEND** 564

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to **VEND** Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City ..... Zone .... State .....

**WRITE FOR CATALOG**  
On Bulk Vendors, Merchandise Games, etc.

**COPPER CHARMS**

Large size, new series, 1,000 \$3.95  
Plastic Charms, new large series, 1,000 2.65  
Copper & Nickel, large, 1,000 5.25  
Hand-Painted Imported Charms, per gr. 1.25  
Toy Watches, 2 gross 2.50  
Stone Set Rings, 1 gross 1.95  
"Hee Cat" Buttons, 1,000 5.95

**STANDS**  
All steel—aluminum finish  
No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.  
**\$3.25 each**  
We are factory distributors for all leading makes of VENDING MACHINES. One-Third Deposit on All Orders.

**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.

**VENDING OPERATORS INCREASE PROFITS!**

with

**CAL AL BRAND VENDSIZE ALMONDS**

Roasted-Salted  
Vacuum Packed in Tins  
Write for particulars  
**CALIFORNIA ALMOND ORCHARDS**  
Paso Robles California

delicious

**INDIAN BRAND PISTACHIO NUTS**

ALL GRADES  
Freshly Roasted and Salted  
**WRITE FOR PRICES**

**AGRESS NUT & SEED COMPANY**  
Thru St. at Third Ave., Brooklyn 15, N. Y.  
MAIn 4-3213

## Chicago

World Wide Distributors' headquarters continue to be a beehive of activity, Sales Manager **Len Micon** reports. Two new games, Keeney Big League Bowler and Williams Super World Series, are two main reasons for the surge, he pointed out. Owner **Al Stern** and **Monty West**, one of his top staffers, also noted stepped-up trade in used shuffle games to areas comparatively new to this type of equipment. Micon states that the firm is now making regular deliveries on Rock-Ola's 45 r.p.m. model Rocket as well as the 78 r.p.m. version. One of the hot items in World Wide's premium department is the Besty Ross sewing machine.

At Bally **Jack Nelson** and **George Jenkins** found a strong reaction to firm's new baseball game. Inquiries were pouring in from all territories, they said. **Art Garvey** was on the way back to his New England territory after a stop in Dayton, O., **Dan Moloney** was in Baltimore on business for a few days. Among the visitors in for a visit with **Ray Moloney** and **Herb Jones** was **Herman Paster**, Mayflower Distributing Company, St. Paul.

**Herb Perkins**, Purveyor Shuffleboard head, was getting ready for a trip to California. Meanwhile his right-hand man **Tom McNeil** reported a host of visitors in to see firm's varied line of giant pinballs, shuffle games and premiums.

United Manufacturing officials were rushing out shipments of the new five-ball game A-B-C last week as ops began re-ordering from distributors. **Billy DeSeim**, general sales manager, says the game is living up to the grosses rolled up during the test period. Also busy getting the new game moving out as fast as possible are **Lyn Durant**, president, **Herb Oettinger**, comptroller, and **Ray Riehl**.

First Distributors toppers **Wally Finke** and **Joe Kline** made their first mailing last week to operators announcing the firm's appointment as rep for Chicago Coin's Hit Parade phonograph. Both reported an excellent response to the unit from Illinois and Indiana operators who visited the First headquarters last week. The coffee bar now features a series of pictures of many operators in this territory. **Mal Finke**, head of the premium division, says fishing accessories are now a top item on game locations.

**Clayton Nemeroff**, Monarch Coin exec, reports business on the upgrade following the start of warmer weather here. Nemeroff said operators thru the South were reporting brisk play on their equipment. Meanwhile he is planning a series of showings for the Evans Constellation in the Indiana territory recently assigned his firm.

Sar Enterprises is now in production on its Genii Switch, juke

Vital Statistics  
Deaths

**Samuel Shapiro**, 50, a 20-year veteran in the coin business, at Mayo Clinic, Rochester, Minn., following an operation. About 1940 he was one of the top ops in Allegheny County, employing 10 persons and operating five trucks, as Shappy's Novelty Company. Survived by widow, daughter and a son, Mickey, who was associated with him in the business.

**William Billheimer**, 45, vice-president of Como Manufacturing Corporation, Monday (7). Burial Wednesday (9) at Memorial Park Cemetery, Chicago. Survived by his widow Dorothy, and three sons.

**Clarence Boland**, 61, in Leeds, England, recently. Boland was a pioneer in British coin machine activities, having started as a mechanic more than 40 years ago. Tom Boland, a brother, also prominent in British coin machine circles, survives.

## Births

A son to Mr and Mrs. **Hershel Mason** in Indianapolis last week. Father is associated with the Shaffer Music Company, Seeburg distributor.

A son to Mr and Mrs. **Manny Leibert**, Hartford, Conn., May 3. Father was a former executive of Vending Machines, Inc., and now is a wrestling promoter in Hartford.

## Coinmen You Know

box play promoter, **Max Sparks**, president, announced. While a number of national advertisers have contacted Sparks re use of the Genii switch to promote their products, Sparks says the final usage of the unit will be determined by the operators. Tests are now planned here and in Milwaukee and at least one city in Florida.

**H. F. Dennison**, president of Dennison Sales, reports the firm has taken space on Division Street here. The new space includes offices, assembly lines and warehousing facilities. Dennison expects to announce a new item in the game field in the near future.

**Vince Shay**, who resigned as president of Bell-o-Matic early this year to set up his own business, gets underway Monday (14) at 2200 North Western Avenue. He will specialize in music equipment. **Grant Shay**, who left the same firm, where he was vice-president in charge of advertising, now has his own agency. **Charley Zender** another former Bell-o-Matic exec, is recuperating in a local hospital after suffering a heart attack Friday (4).

Marvel Manufacturing reports stepped-up production on its E-Z Bowl conversion unit, due to operator response to the unit from all parts of the United States. **Ted Rubenstein**, president, said shipments are being made daily and that orders are being filled as quickly as possible.

**Ben Coven**, head of Coven Distributing, and Mrs. Coven were among those attending the funeral of **Bill Billheimer**, Como vice-president, Wednesday (9). Ben reports he was forced to resign as distrib for Chicago Coin's Hit Parade due to the fact he was devoting all his time to the Wurlitzer and Bally lines which are handled by the org. **Harold Saul** and **Carl Christianson**, report the Wurlitzer phono activity at a new high here.

**Fred Kleiman**, advertising executive, underwent an operation for the removal of gall stones at Michael Reese Hospital Monday (7). He was reported well along the road to recovery by the end of the week. Among the coin machine accounts handled by Kleiman are Ristocrat and First Distributors. The former, incidentally, is expected to start deliveries on its S-45 in the next few weeks.

The new Five-Star game at Universal Industries drew a host of out-of-town coinmen to the plant last week. Among them were **Harry Binnie** and **J. Hiser**, Binco Sales, Fort Wayne, Ind.; **Nat Cohen**, Bowl-o-Matic Sales, New York; **Sol Weiss** and **Morrie Gisser**, Cleveland Coin Machine Exchange, Cleveland, and **Mr. and Mrs. Fletcher A. Blalock**, F. A. B. Distributing, New Orleans. **Mel Binks** and **Bill Ryan** claim that initial reception to the game is something they were dreaming about the past few weeks.

At Chicago Coin Machine Company, the counter music machine Hit Parade continues to win new operator friends, **Sam Lewis** reports. Among the distributors in for confabs with **Sam Wolberg**, **Ed Levin** and **Lewis** were **Lou Singer**, Central of Omaha; **Jack Simon**, Sicking, Los Angeles, and **Bill Mashik**, Central Music, Kansas City. **Sam Gensburg** is on a Florida trip.

**Harold Saul**, Coven Distributing, states that action has increased on late model five-ball and shuffle games and also on used music machines. **Mr. and Mrs. Ben Coven** were among the many industry members who attended the funeral of **Bill Billheimer**, Como vice-president, who died Monday (7). Others paying their final respects included **Ray Moloney**, **George Jenkins**, **Herb Jones** and **Jack Nelson**, Bally; **Ralph Nicholson**, Como official, and **Sid Falk**, Independent Lock.

## Philadelphia

**Charles Amsterdam**, president of the Charles Sweet Company, candy and soft drink vending firm, entered Mayo Clinic for a check-up. . . . **Aaron M. Adams** and **Jack R. Adams** set up the Laundrell Automatic Washing Machine Service. . . . **Emery Wheeler**, local representative of

the New York Telecoin Corporation, setting up several new automatic "laundrette" self-service stores.

Fashion show staged for the Teen Club, sponsored by the **John Wanamaker** department store, had the models against a setting of a music machine and a vending machine. Fashion pages showed the professional models selecting her favorite song via the music machine's push-button system. . . . **Irving Konikow** is a new vending machine operator, setting up the Vendome on W. Wyoming Avenue in the Logan section of the city.

At Atlantic City, the amended ordinance governing the resort's mercantile tax provisions includes self-service automatic laundrettes for the first time. New measure, to become effective July 1, calls for a \$50 annual license fee.

## New York

**Mrs. James Mullen**, widow of the owner of Mullen Music Company, has sold the juke route to **Abe Block** and **Morris Karlitz**, of Melody Music. She was unable to devote enough time to managing the business. Block and Karlitz also own a beer distributing firm in Brooklyn.

**Sid Mittleberg**, youthful topper of Progressive Music, has purchased the phonograph route of **Abe Goldsmith**. . . . **Nash Gordon**, of Automatic Music Operators' Association, is mourning the death Monday (7) of his mother-in-law. . . . **Al Layne**, of Layne Automatic Music, is back from a North Carolina vacation.

**Les Boyd Jr.**, a former U. S. Air Force pilot, is attending the University of Miami. He has bought a private plane and flies here for week-end visits. His father owns Ace Distributing. . . . **Harry Suskind**, head of Master Automatic, was in a car smash-up Friday (4). He was not injured, tho his car was damaged.

**George**, 16-year-old son of ad man **Ben Smith**, will attend Princeton University in the fall. A brilliant student, George also excelled in high school athletics and chess. . . . **Bernie Boorstein**, of Leslie Distributors, is giving title strips with all records sold to ops.

## Detroit

**Louis Nemesh**, sales manager of Music Systems, Inc., was host at a conclave of sales managers from the firm's three other offices Wednesday (9) at Western Golf and Country Club. Guest of honor was **G. K. Gabrielson**, district manager of the Seeburg organization. Attending were **G. A. Snyder**, Grand Rapids; **Frank J. Martin**, Toledo, and **S. J. Smith**, Cleveland.

**Albert A. Weideman**, Weideman National Sales, is getting much publicity in connection with the early Smoketeria which he pioneered here in 1925. . . . **James A. Jeffries**, of Jeff's Music, is adding Seeburgs to his route in an expansion-modernization program.

**Bill Fielding**, of W. H. Fielding & Company, Windsor, Ont., operators, attended the opening of Wallace Bros.' Shows of Canada, sending a large floral horseshoe to **J. P. (Jimmy) Sullivan**, one of Canada's top outdoor showmen.

**Philip Berman** partner in Louie's Music Company, plans to withdraw and go into another line of business, with his brother and partner, **Louis Berman**, remaining in the juke box field on his own.

**Mrs. Wanda Rheume** has formally taken over operation of Monarch Music Company, which she has been running for the past 16 months since the death of her husband, **William Rheume**, who established the company. Headquarters have been established on Cass Avenue.

**Mrs. Jean Westerdale**, wife of **John C. Westerdale**, Detroit Shuffleboard Association's league and tournament play topper, is a woman of many careers. In addition to helping her husband, she is a school teacher and known as a writer of poetry. . . . **Gerald Forth** and **Christ Christo** are taking over C & F Music Company on Courville Avenue.

**H. Gaylord**, head of Gaylord Manufacturing Company, is planning an expansion for his firm, which manufactures Scoopy, novelty ball gum vender. New capital will be placed in the company to increase manufacturing facilities. . . . **Mike Benson**, president of DSA, and **Norman Le Fleur**, partners in the Michigan Nickel Company, game operators, attended the Kentucky Derby.

**Maurice J. Feldman**, head of Central Coin Machine Exchange, and his wife are scheduling a gala party June 17 to celebrate their silver wedding anniversary.

## Los Angeles

**Lorraine and Al Cicero**, of Santa Maria, in town shopping for furniture for their new den and for coin machine equipment. . . . **Anton Jefferson**, of Riviera, back on coin row following a successful fishing trip. . . . **Ben Corenbloom**, operator, has recuperated from a recent illness and is visiting jobbers on West Pico. **Eli Frankel**, his partner, carried on for him while he was ill.

**Joe Lein**, operator, is slated for a stay in the hospital. However, it has been delayed until he recuperates from a bad cold. He was due to enter last Monday (7). . . . **Jimmy Humes**, of Desert Music Company, Palm Springs, uses his trips to Los Angeles for shopping for coin equipment as well as magic gadgets. Mrs. Humes also is interested in magic, having recently appeared on a local TV show headed by **Ada Leonard**. . . . **Johnny Huntsman** down from Tulare in the search for coin equipment. He recently purchased a route that serves that city and Porterville.

**Paul Laymon** debuted the new Bally Baseball and Bally Bright Lights at his headquarters. All operators in the area were invited to visit the showrooms to see the new items. . . . According to **Stan Turner**, of Paul Laymon Company, Capitol Records is using a Wurlitzer 1400 at its distributing agency to demonstrate records. The machine works on button control and does not require nickels. Turner says the operators do not have to wait to hear Capitol tunes—they play them and hear them as their customers will. **Ed Wilkes**, of Laymon, took his sons, **Tommy** and **Denny**, to the Clyde Beatty Circus at Burbank recently.

**Friends of S. L. Griffin**, of the Valley Coin Machine Company, Pomona, were pleased to learn that Mrs. Griffin had recovered from a flu attack. . . . **Claude Sharpstein** and **Art Lorraine**, of Yuma, Ariz., in town and stopping off at Badger Sales Company. Sharpstein recently added cigarette machines to his general operation.

**Edward Specks** is a recent addition to the vending machine field. He purchased a sizable order of the new Northwestern tab gum venders to be placed on location. . . . **Lou Feldman**, of Acme Vending Service, returned from a business trip to San Francisco.

## Pittsburgh

**Victor Abelson**, Empire distributor, says ops at present, unless they need new equipment badly, are saving spare cash as a reserve in case new models come out that are good.

**L. F. Sylvester Jr.**, Kwik-Kafe of Western Pennsylvania, Inc., says his service manager, **J. P. Larocco**, gets to know persons at each location while he is working on the vending machines. In mill areas he states, an op needs a heavy-duty machine.

**Harry Rosenthal**, of Banner Specialty Company, reports that ops in the phonograph field either are trying 10-cent play, or are dropping commissions. A complete adjustment, he says, may take up to a couple years.

**Lester D. Wynick**, partner, Coin Machine Agency, is back from a business trip to Cleveland and Monroe Distributing, and has added a National candy machine and some new Victor's.

**Lou Sowa**, MGM distributor, opened a branch distributorship in Charleston, W. Va., with **William Bockway**, formerly with King's Records, in charge. New

set-up will feature hillybilly, Western, rhythm and blues and polka records.

**Mansour**, Capitol Records distributor who recently moved to Brentwood, in 15 months changed his shipping department completely, moved the main office from second to the first floor, converted first-floor offices into one large office, installed new racks, and renovated.

Delegates attending the NAMA Region A meeting here at Hotel Webster Hall included **Charles Mangold**, Arthur Schultz Company, Erie, Pa.; **Paul I. Berkley**, Vendex, Inc., Newark, N. J.; **George E. Simonotti**, Colonial Candy Corporation, Morgantown, W. Va.; **Charles Cooper**, Cooper Tobacco, Lancaster, Pa.; **Ernie Fox**, Austin Packing Company, Baltimore; **Martin Gluco**, East Liverpool Cigarette Service, East Liverpool, O.; **Peter Bello**, National Vendors, Steubenville, O.; **Charles McClintock**, Johnstown, Pa., and **James Vipond**, Lancaster, Pa.

## Miami

**Hyman Darling**, Supreme Music, and **Milty Green**, American Distributing Coin Company, held several conferences concerning disposition of Darling's music route, one of the largest in Miami. It is understood Green will either purchase the route or become a partner of Darling. Green recently acquired the music route of **J. G. Lovelady**, Sun Sales Company. Green is in New York and is expected to return in about a month, at which time the Supreme Music deal will be settled.

**Max Shaw**, formerly of Atlantic Amusement Company, New York, is now associated with Taran Distributing as accountant. Shaw is making his home in Miami. . . . **Sammy Barnett**, Barnett's Service, who was a trapeze artist some years back, is entertaining the aerialist who broke him into the business—**Clayton Behee** of the Flying Behees. Barnett used to do flying stunts between coin operations but gave it up to service his growing route.

**Joe Mangone**, All-Coin Amusements, is on the road delivering samples of the next Gottlieb game, Cyclone. Meanwhile, his wife, **Eloise**, says operators are turning in enthusiastic reports on the current Happy Go Lucky number. . . . **Jerry Stern**, owner of Robert's Drugstore which never closes, and a believer in the value of coin-operated machines, is receiving congratulations upon the birth of a son, Robert.

In Key West, City Manager **Dave King** persuaded the city commission to approve an ordinance providing for the issuance of stickers to be placed on all vending machines when occupational licenses are paid.

## Hartford, Conn.

**Jimmy Tolisano**, operator and owner of Superior Music, is planning to move from his present headquarters on Albany Avenue to larger quarters on Kent Street. Jimmy uses Seeburg, Wurlitzer, and AMI music machines, and also operates a number of pinball machines.

The Connecticut State Coin Association has two new members, reports President **Abe Fish**. The additions are **George Couture**, of George Music, Danielson, and **Albert Cuzzo**, Modern Amusements, New Haven. . . . **Abe's** mother, **Mary**, is due home sometime in June, after spending several months in Arizona.

The Census Bureau reports retail trade during March was 16 per cent ahead of February and 12 per cent better than March 1950. Volume for the first quarter was 24 per cent greater than the corresponding period last year.

## Milwaukee

**Harry Jacobs Sr.**, United, Inc. Wurlitzer distrib, announces he has sold the music operation to **Slim Muehlbauer**. The switch, according to Jacobs, will allow United to place a greater emphasis on the servicing of equipment.

**Nick Novasic**, West Allis Vendors, reports his firm does not intend to make extensive use of any summer candy bars on the market. Past experience, Nick says, has shown that no particular advantages have accrued thru use of special warm weather confections.

**Northland Greyhound Bus** lines have petitioned the State Public Service Commission to merchandise snacks for riders within the buses themselves. Even may use

(Continued on page 95)

## Nebraska Association Formed at Omaha Meet

OMAHA, May 12.—Completion of the formation of the Nebraska Automatic Phonograph Operators' Association Sunday (6) during a meeting at the Paxton Hotel here was announced by Howard Ellis, who was named secretary-treasurer of the new group.

Other officers elected to head the group were Jerry Witt, Omaha, president; H. W. Marble, North Platte, vice-president, and five directors. Latter include George Milborn, Scotts Bluff; C. R. Casey, Laurel; C. R. McKee, Grand Island; Russ Hopp, Hastings, and R. A. Taylor, Lincoln.

Highlights of the meeting, in addition to the actual setting up of the new State-wide association, were displays of the latest music equipment, recording companies and a discussion of five-and-dime play. It was agreed that dime play

## Adapter Firm Introduces 45 Unit; \$35 Peg

CHICAGO, May 12.—Standard Adapter Company, manufacturer of a transmitter adapter unit for juke boxes, this week revealed it has developed an adapter for 45 r.p.m. phonos, and added that the price, \$35 per unit, remains unchanged.

The adapter permits reception of juke box music on auto radios and is now being used in phonos in such locations as drive-in restaurants thruout the country. The unit can be used with any make or model juke box, officials stated, and measures 4 inches high, 4 inches wide and 10 inches long. It is installed in the base of the juke box, secured by two bolts.

**Coverage**  
It is possible thru adjustments to transmit juke music to the limits of the drive-in area up to 175 feet. Selection of frequencies for clearest reception within the limited area and which do not interfere with regular radio broadcasts is possible.

Firm has prepared promotional aids for locations, officials stated, which are available thru Standard Adapter Company, 1771 Howard Street, Chicago.

## WPOA To Hold Madison Meet

MADISON, Wis., May 12.—The Wisconsin Phonograph Operators' Association will convene at Leske's Steak House here Monday (14) with the agenda calling for a luncheon followed by a business session. Two basic purposes of the meeting are to get the reports on the first 10-cent play tests in the State, and to discuss plans for participation by WPOA in the Six-States convention to be held in Sioux Falls, S. D., this summer.

Presiding at the meeting will be Clinton Pierce, Brodhead, president. Doug Opitz, Milwaukee, secretary-treasurer, will also be in attendance.

The 10-cent play tests were voted at the April meeting in Milwaukee, and are being conducted in Wisconsin on a regional basis.

Host at the Madison meet is Irv Goff, Madison operator.

## Merchandising Music

**TOO MANY RELEASES.** . . . A number of operators have been commenting on the release of new records by the disk manufacturers. Last week Charlie Wilmoth, Tri-County Music, Chicago, had his say. Wilmoth believes there are too many new disks being released—and that it is impossible for a juke operator to give each a fair chance because a good number dies before its time. Wilmoth would like to see

would be inaugurated as soon as materials and conditions permit.

It also was agreed that a second meeting of the association would be held in Hastings within four weeks, and that the group would participate in the forthcoming six-States meeting set for Sioux Falls, S. D., this summer.

## AMI Appoints Dunis Distrib

GRAND RAPIDS, Mich., May 12.—John W. Haddock, AMI president, this week confirmed the appointment of the Lou Dunis Distributing Company, Spokane, as rep for the complete AMI line in Eastern Washington, Oregon and Northern Idaho. The Spokane offices of the Dunis firm are managed by Eddie Morrison. John Michaels is supervisor and general manager of all Dunis offices.

Ed Ratajack, AMI Western regional manager, said the addition of Dunis completes the firm's coverage in the Northwest.

Dunis will hold an AMI factory service school for operators in the Spokane area shortly, Ratajack stated.

## CARRY STORY TO PUBLIC

# Juke Box Promotion Campaigns Increase; Ops Use Varied Media

CHICAGO, May 12.—Juke box promotion aimed at the consumer, a phase which has been neglected by most ops, has gained momentum in recent weeks, with practically all media, including radio, television, newspapers, motion pictures and magazines, being used. Sparking the promotions are operators in widely separated parts of the country, many of whom have turned to promotion to advise the public of (1) an increase to dime play, or (2) to bolster lagging grosses.

Use of newspapers and television to prepare the public for the jump from nickel to dime play has proven successful in a number of areas. Lou Casola, Rockford, Ill., operator, arranged for a feature story in a local paper, advising the public of the reasons behind the increased per-play price. Similar programs were carried out in South Dakota and Wisconsin. In each case operators reported that locations and customers were fully prepared for the shift, and there were no complications in making

## Fla. Ops Merge Music Routes

MIAMI, May 12.—Milton Green, who formerly purchased the Jack Lovelady music route here, has merged his operation with Supreme Music Company, owned by Hymie Darling. New firm will be known as the Supreme American Music Company of Florida and will operate from the Supreme headquarters.

Firm will operate more than 200 phonographs in this area, Green stated.

more quality and less quantity in future releases—a thought echoed by a number of operators.

**CHANGING EQUIPMENT.** . . . Stephen Lake, Excel Automatic Phonograph Service, Floral Park, L. I., New York, has a suggestion which he has found profitable in his operation. Lake found that by changing the equipment in all second and third-rate locations

(Continued on page 86)

## AT LEAST THEY EAT

ANTWERP, Belgium, May 12.—A farmer who also runs a rural cafe came to town to trade some livestock. Passing by the showroom of the Belgian Amusement Company, he saw a Williams Music Mite in the window. This is the deal he made with Albert Polak, head of the coin machine distributing firm: Down payment for the counter-size juke, one hog. Balance of the purchase price in francs. Polak and his partners, Sal Groenteman and Abe Witsen, also control an American affiliate, International Amusement Company, in Newark, N. J.

## Ops' Org Gets State Charter

ALBANY, N. Y., May 12.—The Capitol District Music Merchants' Association, representing 19 operating firms in this and nearby cities, received its State charter last week.

The president of the recently formed organization is John Fuller, of Universal Vendors. Other officers are Michael Garramone, vice-president; Rudolph Morin, treasurer, and Elmer Rowe, secretary. Meetings are held at the Ten Eyck Hotel here.

## Vince Shay Heads Music Sales Firm

CHICAGO, May 12.—Vince Shay, who was an executive at Mills Novelty Company and later Bell-o-Matic Corporation for 32



VINCE SHAY

years, has organized his own used music machine distributing company. The firm is known as The Music Mart and headquarters are at 2200 N. Western Avenue here, also the location of Atlas Music Company, headed by Eddie and Morrie Ginsberg.

Shay's firm will handle all makes of phonographs and accessories as well as the refurbishing

of music equipment. All sales will be accompanied by a Blue Certificate Policy, indicating the equipment has been thoroly reconditioned.

In 1919 Shay joined the sales staff of Mills Novelty Company, then located at Jackson Boulevard and Green Street, Chicago. At the age of 23, five years later, he was appointed general sales manager of the company's coin machine equipment. He remained a top executive with Mills thru April 1, 1946, when Bell-o-Matic Corporation was formed as the world distributor of Mills bell products with Shay as its president. He resigned as Bell-o-Matic's chief executive early this year to organize the music firm. During the past three decades, Shay became one of better known trade figures thru extensive traveling in all 48 States and many foreign countries.

## Distrib Gives Ops Info for Switch to 10c

ST. PAUL, May 12.—Ray Sellman, sales manager for LaBeau Novelty here, has prepared a special set of instructions for those operators switching their 1946-'47-'48 Seeburg, Rock-Ola 1428 and the Wurlitzer 1100 phonos to 10-cent, three-for-a-quarter play.

The Seeburg models and the Rock-Ola unit are changed in the same manner. Ops should locate the switch in the coin switch track which is tripped by a nickel only, then remove the switch. Next, locate the two switches which are tripped by the dime, removing one of them. When this has been done the phonograph will operate at one play for a dime, three for a quarter.

### 1100 Changeover

To convert the Wurlitzer 1100, Sellman offers the following: Find the triple micro coin switch block which has one lever each for nickels, dimes and quarters. Remove the wire connected to the 10-cent switch and tape it up. Remove the wire connected to the 5-cent switch and connect it to the dime switch.

The wire on the 25-cent switch goes directly to the fiber accumulator counting disc and connects to a row of five contacts which are, in turn, connected from one to the other. Cut the small jumper wire on the back of the fiber disc between the third and fourth contact. This completes the conversion to the dime, three-for-a-quarter play.

## State Solons Ponder Jukes

Continued from page 79

tution's use. The equipment must be given to an institution in the county where it was seized. Decisions to turn over such equipment will be made by the county prosecutors. A similar bill was passed at the last legislative session, but vetoed by the governor. The new bill has the governor's blessing.

### Proposal Pending

**OHIO:** The Senate Judiciary Committee gave a favorable nod to the Ohio proposal to prohibit the possession or exhibition of so-called gambling devices. As this issue went to press, no late report was available, but the proposal was pending on the Senate floor.

Legislatures in Oregon and South Carolina have adjourned.

**TEXAS:** The Senate has a favorable report on House 307, a general coin machine tax proposal to license coin machines at the following rates:

Phonographs, \$5; "skill or pleasure" coin-operated machines, \$60 (\$30 where penny equipment is involved); automatic merchandising machines are expressly exempted from this proposal.

The Texas proposal passed the House earlier and, with a favorable committee report, seems certain to become law.

## Calendar for Coinmen

May 16—Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.

May 16—NAMA Region III meeting, Emerson Hotel, Baltimore.

May 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

May 23—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

May 24—Connecticut State Coin Association, Inc. (CSCA), semi-monthly meeting, Hotel Bond, Hartford.

May 24—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

May 28—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

May 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

May 29—Automatic Music Operators' Association, Inc. (AMO), monthly meeting, Park Sheraton Hotel, New York.

May 31—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Detroit-Leland Hotel, Detroit.

June 3-7—National Confectioners' Association (NCA), annual convention, exhibit, Stevens Hotel, Chicago.

June 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

June 5, 19—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

June 5, 19—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

June 6—Coin Machine Operators' Association of Harris County (CMOHC), monthly meeting, Chamber of Commerce Building, Houston.

June 6-9—National Candy Wholesalers' Association, Inc. (NCWA), annual convention, exhibit, Palmer House, Chicago.

June 7—Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.

June 7—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.

June 12—Automatic Phonograph Owners' Association (APOA), monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

June 12—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

June 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

June 14—Michigan Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

July 8-10—South Dakota Phonograph Association (SDPA), quarterly meeting, Sioux Falls, S. D. (Tentative 6-States Convention date and site).

**Allied Expands**

CHICAGO, May 12.—Allied Coin this week completed negotiations for new headquarters and will move next week to 786 Milwaukee Avenue. In its new quarters, firm will have offices, showrooms, warehouse and service departments. Separate showrooms will be used for its new and used games and premiums. Allied top-pers are Vic Weiss, Bill Knapp and Julian Crum.

**Detroit Gets Shuffle Meet**

• *Continued from page 79*

play must be made open and available to any sportsman who may desire to participate," he said. "It is the aim to expand, rather than limit, the scope of the game. We therefore welcome all players and teams, whether or not they have played in other restricted or semi-

restricted tournaments, to enter this tournament so that the whole country may see and appreciate the interest in table shuffleboard."

Promotional program was being placed in operation this week, with Fred W. Chlopan, executive director of DSA, slated to visit other shuffleboard centers and extend personal invitations to participate. The Detroit Convention and Tourist Bureau, sponsored by the major industrial and mercantile organizations in the city, is co-operating.

**Trophies, Prizes**

Trophies and large cash prizes are to be awarded. Admission tickets will be 25 cents. Multiple door prizes also will be awarded. Refreshments and food will be available in concessions adjoining the competition halls.

Details are being handled thru the DSA by John C. Westerdale of Shuffleboard Secretarial Service, 10301 West McNichols Road, Detroit. This service will also act as manager of the tournament.

**SSS Functions**

SSS furnishes special services necessary for the operation of the local leagues. It was established as a separate business entity, with bonded collectors, responsible for distribution of the prize money. Printed copies of all standings and schedule information are issued by the org. The SSS serves as a clearing house for all league activity.

DSA officers include President Michael Benson, Vice-President Barney Burke and Secretary Charles Friedenber. Directors include Joseph Brilliant, Marice J. Feldman, Dale Sauve and Tom Dewberry.

**Deliver Bally**

• *Continued from page 79*

president and director of sales, said the game's appeal stems from its easy-to-understand playfield and the speed of play of one or up to six concurrent games. He added that with Bright Lights, Baseball and Turf King in simultaneous production, material allocations will limit the volume output of all three games.

**Merchandising Music**

• *Continued from page 85*

every eight to 12 months, he not only increased income, but in some cases actually turned these locations into first-class stops. It takes a little extra effort, Lake said, but it pays out in the long run.

**MORE ABOUT DISKS. . . .**

Two California operators also had a few words to say about the record situation last week. **W. D. Downing**, Downing Music Company, Fresno, thinks the record manufacturers should place more hits back-to-back. He says more and more phonographs now play both sides of the records, and therefore, buying records with two money-making sides becomes imperative.

**LAWRENCE HEARN**, Los Angeles operator, says "the only, and the best way to make (money operating) and to keep a spot 'hot' is by maintaining current top tunes on the boxes at all times." Hearn's sentiments were also voiced by many other ops, who reported the extra effort and

**Juke Promotion**

• *Continued from page 85*

visual promotion for the broadcaster on their boxes in exchange for consistent plugs via the airers.

**Tele Plugs**

That the promotion tested by operators has an effect on the weekly grosses has been proven in most cases. In cases where a disk jockey has plugged a certain disk for an operator, the play on that platter has jumped considerably. By promoting his own boxes, the operator who ties in with radio, newspaper, tele or other media also has helped the entire field in his area. Thus a growing trend towards co-operative promotional programs is now being noted.

Additional promotion of the music field in the Northwest will be one of the major topics to be aired at the six-State convention scheduled in Sioux Falls this summer, Mike Imig, president of the South Dakota Phonograph Association, said this week.

cost involved in keeping closer tabs on the disk situation and changing the records to keep the money-makers in the boxes at all times, helped offset the drop on grosses due to such factors as television, weather and the times.

**Info in Other Departments**

Among the stories of interest to the coin machine industry to be found in the *General, Music and other departments* up front in this issue of *The Billboard* are:

**U. S. DEFENSE CONTROLS AGENCIES ISSUE REGULATIONS.** Several groups publish instructions affecting amusement industry (General Department).

**DISKERIES IMPOTENT AS PIRATES MUSCLE IN.** Bootleggers become major headache to legit operators (General-Music Departments).

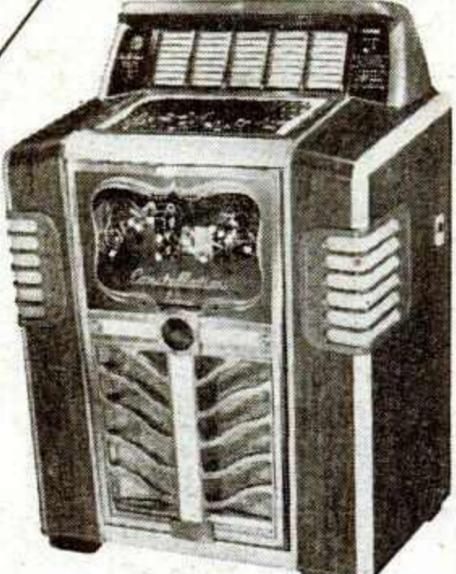
**"WALTZ" TOPS ALL MODERN POPS \$\$.** "Tennessee Waltz" hits top with 4,800,000 disks and 1,100,000 sheets (General-Music Departments).

**IN-AGAIN-OUT-AGAIN DISK BIZ.** Vaughn Monroe clicks with three hits after two years of also-rans (Music Department).

And other informative news stories as well as the *Honor Roll of Hits and pop charts.*



Play it safe on any location. Lead off with a solid hit with Evans' Constellation Phonograph!



**EVANS'**  
**20 Record, 40 Selection**  
**CONSTELLATION**

5¢ or 10¢ Play optional. 10¢ Conversion Kits available for Evans and Original Constellations. Write for details.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

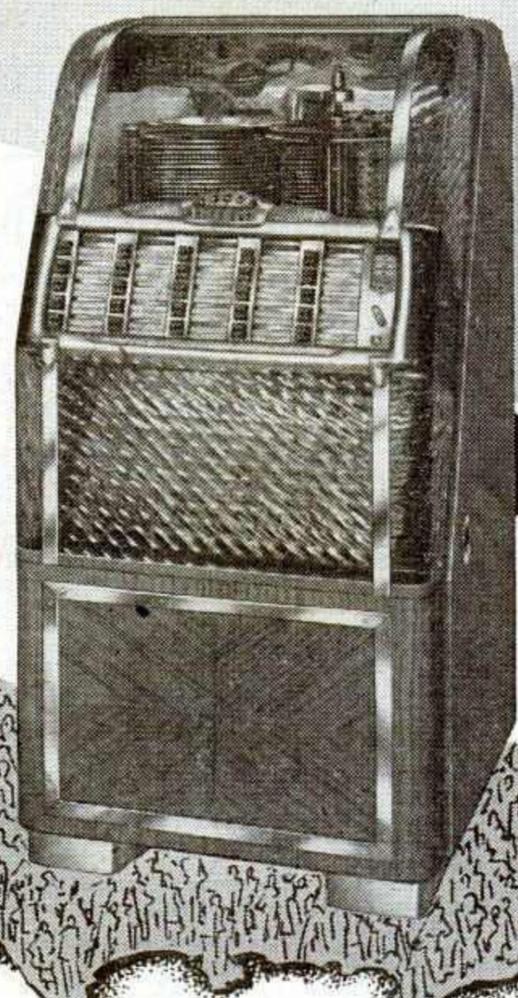
**H. C. EVANS & CO.**  
1556 W. Carroll Ave., Chicago 7, Illinois

Constellation delivers flawless performance in all departments . . . handles every play perfectly. Engineered to the peak of playing condition, Constellation never remains idle on the bench, but stays on the ball to give you and the fans a run for your money! Moreover, Constellation works for less . . . assures you a bigger than ever share in the box office!

Your operating will be safe if you play it safe with Constellation. See your Evans Distributor or write Factory direct.

SEE EVANS' PROFIT STIMULATOR ON PAGE 95

Model 1432—either 78 or 45 RPM



**the old love . . . .**  
**still the true love**

of operators all over the world. Since 1935 most dependable Phonograph of them all.

The Heart of the Rocket Phonograph  
—the dependable Rock-ola cam.

Holds the secret of its long life and efficient operation.

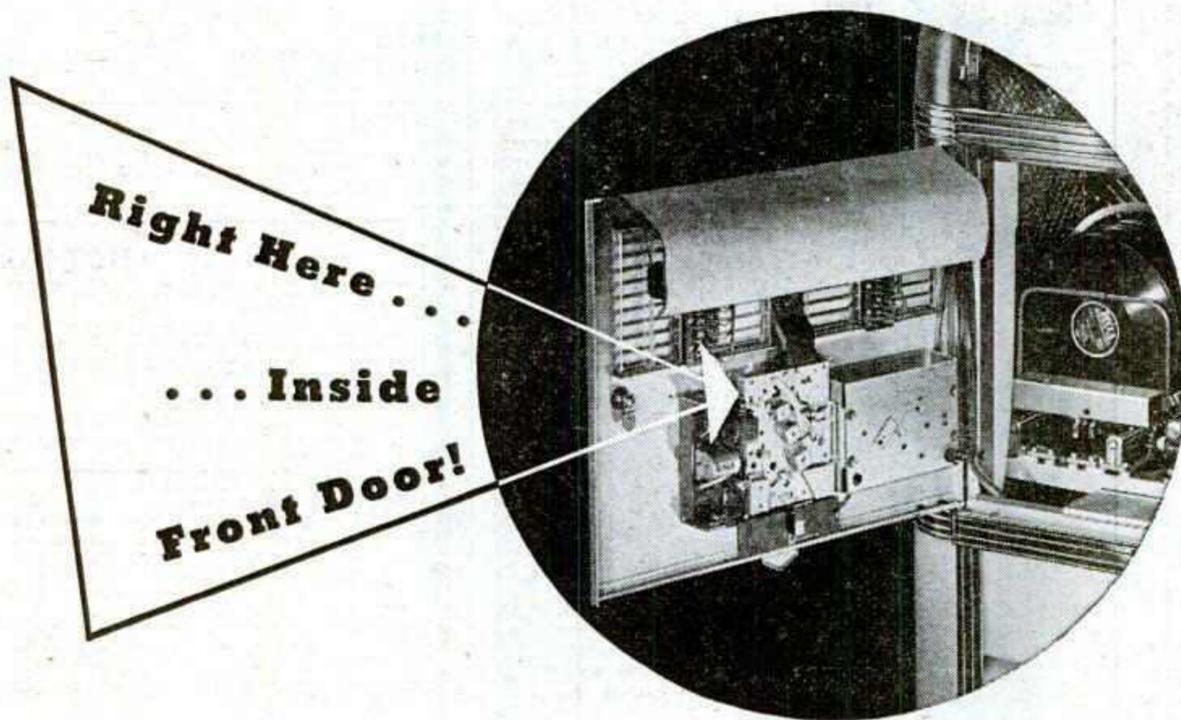
See the new  
**Rock-ola 51-50 Rocket**  
at your Rock-ola Distributor Today!



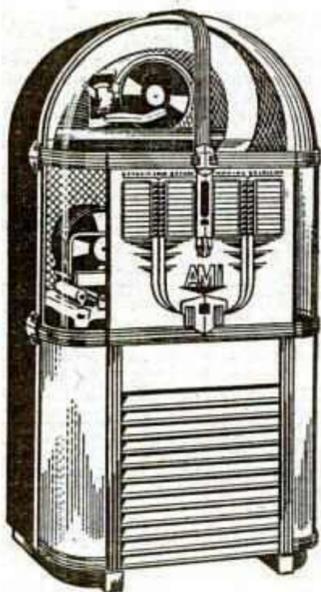


**ROCK-OLA MANUFACTURING CORP.** 800 N. Kedzie Ave. Chicago 51, Illinois

## Where's the Slug Rejector?



Here's the slug rejector—right inside front door—waist high—the most convenient, time-saving spot of all! To get at it you don't have to grunt, stoop over, tear your clothes or throw your arm out of joint. Scavenger is built right into it—simple and positive in operation. The A M I record changer and coin mechanism keep service calls down to a negligible minimum—but for routine checking on regular calls we have placed the slug rejector in the handiest location of all—right inside front door!



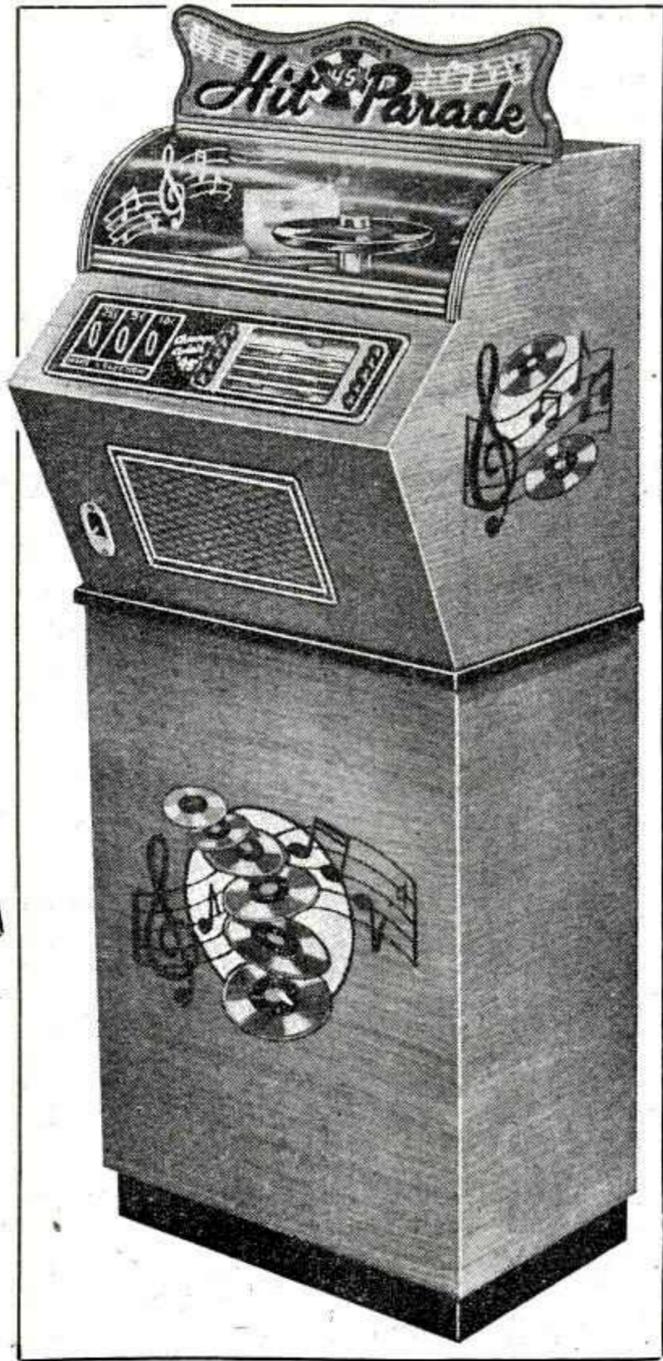
*Fast front door servicing makes the A M I Model "C" a gem of a music machine always in tip top performing condition because it's so easy to get at, so sturdy and strong that it seldom requires a special service call.*

★ "C" operators sleep soundly every night! ★

**AMI** Incorporated

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich.

# Chicago Coin's "Hit Parade"



5c-10c-25c TRIPLE  
ENTRY DROP COIN  
CHUTE. MOST EAS-  
ILY CONVERTIBLE  
TO 2 PLAYS 10c—  
5 PLAYS 25c OR  
1 PLAY 10c—3  
PLAYS 25c.

PEDESTAL  
STAND  
OPTIONAL

THE MOST PROFITABLE,  
ECONOMICAL & BEAUTIFUL  
PHONOGRAPH  
EVER DESIGNED

EYE-APPEAL  
The interior lighting effect of "Hit  
Parade" is a shimmering array of  
colors, reflected from gleaming  
"Apollo Metal" surfaces. A large  
fluorescent bulb provides the illumi-  
nation in a manner that rivals the  
"jumbo" phonos.

## A MEDIUM-SIZE PHONOGRAPH FOR EVERY LOCATION!

Smaller than a "jumbo" and larger than a "midget," the "45 Hit Parade" fits into any size location. In a large tavern "Hit Parade" stands out. . . . In the corner "hamburger joint" it fits snugly into place. . . . And, in neighborhood shops that are neither large nor small, its medium size is perfect.

SEE "Hit Parade" AT YOUR DISTRIBUTOR OR WRITE TO  
CHICAGO COIN FOR DETAILED COLOR FOLDER

**CHICAGO COIN** MACHINE COMPANY 1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

## Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	REMARKS
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Continued from page 38

### CHILDREN

**SUE BENNETT-ARTHUR MALVIN**  
**The Little Cowgirl (Parts 1 & 2)** 75--75--75--NS  
YOUNG PEOPLE'S RECORDS YPR-801—The pre-school girls, it seems, are just as familiar with the cow-punchers as are the boys. For the femme moppets, then, this story of a little cowgirl should intrigue.

**TOM GLAZER**  
**Let's Go to the Rodeo (Parts 1 & 2)** 77--77--77--NS  
YOUNG PEOPLE'S RECORDS YPR-503—Four original Glazer tunes blend nicely into a well-produced sound picture of the rodeo.

### LATIN AMERICAN

**LUIS ARCARAZ ORK**  
**Sombra Verde** 65--68--64--64  
VICTOR 23-5408—Maestro Arcaraz batons the ork thru a lovely, original ballad in a Miller-style pop arrangement, tho the vocal is in Spanish.

**Arcaraz Mambo** 78--79--79--77  
Gang-sing opening leads into a rocking mambo instrumental well-suited to the American mambo set.

**MACHITO ORK**  
**Ay Que Mate** 75--77--75--73  
COLUMBIA 39368—Typical of Machito's Afro-Cuban orking is this vocal rumba. Okay terp material.

**Ca-Room Pa Pa** 75--77--75--73  
More of the same here, tho at a somewhat faster tempo.

### HOT JAZZ

**BUNK JOHNSON (Yerba Buena Jazz Band)**  
**Ace in the Hole** 70--69--74--68  
GOOD TIME JAZZ 34—One of a batch of previously unissued Bunk Johnson sides waxed in San Francisco in 1944. It's a fine New Orleans side, with a raffish vocal by Clancy Hayes, grand horn by the old man and a relaxed beat.

**2:19 Blues** 67--66--71--65  
Hayes chants lines made famous by Jelly Roll Morton in "Mamie's Blues" and his sound recalls Jelly Roll here. Johnson plays fine blues horn.

**FIREHOUSE FIVE PLUS TWO**  
**Sweet Georgia Brown** 63--65--63--61  
GOOD TIME JAZZ 33—The Coast combo turns out a sampling of its antiseptic soulless Dixie, with a group vocal in the style of the White-man Rhythm Boys.

**Lonesome Mama Blues** 63--65--63--61  
They knock out a blues in their stylized, cold manner. Group is best when they're kidding, but they're serious here.

### SACRED

**GEORGE BEVERLY SHEA (Hugo Winterhalter Ork)**  
**Be Still, My Soul** 80--80--80--NS  
VICTOR 20-4132—The theme from Sibelius' "Finlandia" is given a religious lyric and sung with the proper devotional feeling by the excellent Mr. Shea. The Winterhalter ork and chorus add a lovely cathedral sound.

**If You Know the Lord** 78--78--78--NS  
Again Shea demonstrates a set of fine pipes on another lovely religious work. The Winterhalter ork and chorus lend a heavy assist on this side too.

**TOMMY MAGNESS (His Tennessee Buddies)**  
**When I Safely Reach That Other Shore** 75--76--74--NS  
FEDERAL 10015—Fine fare for the mountain districts is this down-home sacred dinking with a touch of the spiritual sound.

**Jesus Will Save Your Soul** 75--76--74--NS  
Same comment.

### RHYTHM & BLUES

Continued from page 33

**HAPPY JOHNSON (Quintette-Dan Grissom)**  
**You'll Always Have the Blues** 60--60--60--60  
MERCURY 8223—Combo plays too loud on this up blues, featuring the warbling of Grissom, one-time Jimmy Lunceford vocalist. Lyric is brief and inconsequential.

**Boogie 'Round With the Blues** 50--50--50--50  
Mediocre boogie instrumental.

**ELLINGTONIANS-AL HIBBLER**  
**Stardust** 77--77--77--77  
MERCER 1965—Hibbler turns in a potent vocal on the standard, backed by a crew of star sidemen. Orking is muddy, but the warbler sings strong enough to compensate.

**Honeysuckle Rose** 50--50--50--50  
Hibbler has difficulty with the rhythm standard.

**THE BELL HOPS**  
**For the Rest of My Life** 83--83--83--83  
DECCA 48208—One Johnny Wright rings the bell with a throaty, Nat Cole-ish vocal on a likely love ballad, backed by a bass, drums and guitar—the latter furnishing a wonderful mood obbligato.

**It Would Take a Million Years** 70--70--70--70  
Boys turn in another fine performance on a lesser ballad.

**ROY MILTON (His Solid Senders)**  
**It's Later Than You Think** 74--74--74--74  
SPECIALTY 403—Blues rocker swings, with fragmentary vocal spots by the leader.

**The Numbers' Blues** 73--73--73--73  
Roy sings a medium jump blues about his numbers habit.

**PERCY MAYFIELD**  
**Nightless Lover** 84--84--84--84  
SPECIALTY 400—Mayfield projects strong on this mood-haunted blues ballad, a telling chunk of material trenchantly performed.

**What a Fool I Was** 82--82--82--82  
Another telling job much in mood of flip.

**RED JULIAN ORK**  
**New Hole in the Wall** 74--74--72--75  
INTERNATIONAL 955—Warbler talks a novelty blues with excellent projection. Material is first-rate. Combo work is somewhat fuzzy.

**Bed Spring Boogie** 45--45--45--45  
Uneven warbling and combo work on this attempt at a jump blues.

**RED JULIAN QUARTETTE**  
**Cubano Boogie** 45--46--45--47  
INTERNATIONAL 960—Instrumental quartet does a blues-in-rumba uninspiredly; recording is tinny.

**Cuba Libra** 45--46--45--47  
(Nelson Alexander & Quartette)  
Like flip, mediocre performance and poor recording.

**ROY BROWN**  
**Beautician Blues** 74--74--73--75  
DELUXE 3313—Brown and boys knock out a light novelty blues at jump tempo. Amusing but not strong.

**Wrong Woman Blues** 85--85--85--85  
Brown gets down to business with a magnificent slow blues chant, building to a moving climax.

ARTIST LABEL AND NO.	TUNES COMMENT	74-74-73-75	74-74-73-75	76-78-76-74	76-78-76-74
<b>ANNISTEEN ALLEN</b> <b>Hard To Get Along</b> FEDERAL 12020—Thrush drives an up blues with fervor, as combo rocks hard in back.					
<b>Too Long</b> Gal registers with an effective slow blues.					
<b>MORRIS LANE</b> <b>B. O. Plenty's Return</b> APOLLO 808—Clean, punching combo instrumental, featuring a swinging tenor solo in front of a neat swing-riff background.					
<b>Blue Jeans</b> Another crisp instrumental job in same pattern as flip.					
<b>HELEN FOSTER (Louis Brooks Ork)</b> <b>Blues After Sunset</b> TENNESSEE 113—Thrush with youthful, fresh quality pipes a sincere blues, with piano and rhythm making an okay medium beat.					
<b>I Got a Big Fat Daddy</b> Again gal projects strong and clear, but this jump novelty material is ordinary, and augmented combo is fuzzy.					
<b>JOE TURNER (Vann Walls Ork)</b> <b>After My Laughter Came Tears</b> ATLANTIC 939—Turner debuts for Atlantic in strong shape—his voice is big and resonant as of old on this good bluesy ballad oldie, with sock piano by Walls in combo backing.					
<b>Chains of Love</b> Turner belts out an affecting slow blues in great style, with piano and combo pointing up the mood.					
<b>JOE MORRIS &amp; ORK</b> <b>Midnight Grinder</b> ATLANTIC 940—Driving medium blues instrumental with a solid boogie woogie figure underpinning builds all the way for a sock side.					
<b>Love Fever Blues</b> Jimmy Lewis chants a slow blues in heartfelt style.					
<b>STICK McGHEE &amp; HIS BUDDIES</b> <b>One Monkey Don't Stop the Show</b> Atlantic 937—Novelty blues at a neat medium swing showcase warbler shouting a wryly philosophical message					
<b>Blue Barrelhouse</b> Lowdown blues instrumental in slow drag style highlights knocked-out steel guitar and Sonny Teny's harmonica for a fine side.					
<b>THE CARDINALS</b> <b>Please Don't Leave Me</b> ATLANTIC 938—New male quartet with a big penetrating sound chants a lukewarm medium blues.					
<b>Shouldn't I Know?</b> Group belts thru with a mellow slow ballad side, featuring a fine glissing tenor and excellent harmony in back. This one could score.					
<b>TAMPA RED</b> <b>Early in the Morning</b> VICTOR 22-0123—Red chants an easy-rock medium blues with combo swinging a light barrelhouse beat in back.					
<b>She's Dynamite</b> Warbler projects a romping blues to a jump beat, with boys chanting unison responses					
<b>ERSKINE HAWKINS ORK (Ace Harris)</b> <b>Love Never Comes Around My Way</b> CORAL 60460—Ace Harris chants a warm vocal on this simple, old-fashioned ballad while the band plays nostalgically in back. Retentive item					
<b>Nona</b> Medium jump swing instrumental, cleanly executed, with a live sound and drive					
<b>THE LARKS</b> <b>Let's Say a Prayer</b> APOLLO 1184—The vocal group exhibits a neat blend on a love-thy-neighbor ballad					
<b>My Reverie</b> Group tackles the Larry Clinton standard for an okay disking.					
<b>AL RUSSELL (Do-Re-Me Trio)</b> <b>No More Dreams</b> COLUMBIA 39385—Russell returns to wax with a neat warble of a pleasant new ballad, classier than most in the r & b field.					
<b>I Want To Be With You Always</b> Russell does a neat job with this r & b aimed rendition of the Letty Frizzell country hit. A likely item.					

COUNTRY & WESTERN

Continued from page 32

<b>RICKY RIDDLE &amp; HIS ORK</b> <b>Does Your Heart Have a Guarantee?</b> TENNESSEE 768—Riddle sings very strongly in a style and quality close to Red Foley. Tune is a so-so country torcher taken at a light medium beat					
<b>I Wish I May I Wish I Might</b> Another impressive job with thin material.					
<b>BABE NEELEY (Nite Owls)</b> <b>Babs Boogie</b> TENNESSEE 765—Wild and woolly instrumental boogie featuring a duet between two steel guitars. Side swings and builds strong. Could crop up a "sleeper."					
<b>Turkey in the Straw</b> Steel goes crazy again on the traditional country melody.					
<b>BOB WILLIAMS &amp; ORK</b> <b>Pickup Truck</b> TENNESSEE 770—To a choppy, infectious beat, Williams sells winningly this tune about a truck and a gal.					
<b>Our Last Goodbye</b> Williams chants a medium-bounce torcher with zeal, as strings twang out a strong backwoods accompaniment.					
<b>LITTLE JIMMY DICKENS &amp; STRING BAND</b> <b>What About You?</b> COLUMBIA 20809—Jimmy unburdens his heart in an emotionally chanted medium-beat waltz torcher.					
<b>It May Be Silly</b> The youthful-voiced warbler belts out one of his hard-hitting novelties—a clever ditty forcefully projected.					
<b>OAKIE JONES</b> <b>Send Me a Penny Post Card</b> COLUMBIA 20812—Jones chants with a distinctive and appealing sound an okay medium-tempo torcher done with a strong beat					
<b>Love Fever</b> Up-tempo novelty with a strong catch phrase gets a winning projection from Jones.					
<b>RUSTY CLINE-VERA WELLS (Coffman Sisters-WJC Ranch Hands)</b> <b>Lonesome, How True</b> CRYSTAL 314—Backed by organ and rhythm, badly blended boy-gal duo plod drearily thru a so-so ballad					
<b>Are You a Devil Or an Angel?</b> Another slipshod job, here on a thin attempt at a rhythm novelty.					
<b>NEAL BURRIS &amp; HIS BAND</b> <b>Georgia Rose</b> KING 954—Burriss hands the territorial love ballad a simple reading					
<b>Popcorn</b> A humorous lament about the sad fate of a would-be theater romancer interrupted by popcorn eaters is cute.					
<b>GRANDPA JONES &amp; HIS STRING BAND</b> <b>I'm Hog Wild Crazy Over You</b> KING 948—The nasal-voiced Grandpa has an okay country novelty here with a simple lyric.					
<b>Nobody Loves Me Anymore</b> Another simple lyric gets a routine Jones chant.					

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of these manufacturers voluntarily supplying information are listed

CHILDREN

Continued from page 35  
Timber-R-R (Parts 1 & 2)—Tom Glazer-Jay Williams-Howard Hopkins Young People's Records YPR-504  
Who'll Tie the Bell—Rosemary Clooney (The Syncopated) Col MJV-109

HOT JAZZ

Ace in the Hole—Bunk Johnson-Yerba Buena Jazz Band (2:19) Blues Good Time Jazz 34  
I Got Rhythm—Parts 1 and 2 Stan Getz Modern 20-820  
Lonesome Mama Blues—Firehouse Five Plus Two (Sweet) Good Time Jazz 33  
Sweet Georgia Brown—Firehouse Five Plus Two (Lonesome) Good Time Jazz 33  
2:19 Blues—Bunk Johnson-Yerba Buena Jazz Band (Ace) Good Time Jazz 34  
Sharkey's Southern Comfort Album (1-10'')—Cap (33)H-266—Temptation Rag; Basin Street Blues; That Da-Da Strain; She's Crying for Me; Weary Blues; Eccentric

LATIN AMERICAN

Ay Que Mate—Machito (Ca-Room' Pa Pa) Col 39368  
Arcaraz Mambo—Luis Arcaraz Ork (Sombra Verde) V 23-5408  
Sombra Verde—Luis Arcaraz Ork (Arcaraz Mambo) V 23-5408

CLASSICAL

Continued from page 26  
Handel: Concerto Grosso n. B Flat and Double Concerto in C Major Album—Werner Jassen Symphony Ork (Haydn: Horn) (1-12'') Cap(33)-P-8137  
Haydn: Horn Concerto No. 2 in D Major Album—Alfred Brain (Handel: Concerto) (1-12'') Cap(33)P-8137  
Heifetz Concert Encores Albums—J. Heifetz-E Bay (1-12'') Dec(33)DL-8521  
Hindemith: Symphony in E-Flat (1940) Album—Janssen Symphony Ork of Los Angeles-W. Janssen, Cond. (1-12'') Col (33) ML-4387  
Lehar Songs Album—A. Rautavaara-P. Anders-German Opera House Ork (Straus: Operetta) (1-12'') Cap(33)P-8139  
Dorothy Kirsten Sings Songs of Jerome Kern Album—D. Kirsten-P Faith Ork (1-10'') Col (33) ML-2175—All the Things You Are; Dearly Beloved; Don't Ever Leave Me; I'm Old Fashioned; I've Told Ev'ry Little Star; Long Ago (And Far Away); Look for the Silver Lining; Yesterdays  
Sibelius: Finlandia Album—Goteborg Symphony Ork-Sixteen Eckerverg, Cond. (1-10'') (Chabrier: Espana) Cap(33)H-8138  
Songs My Mother Taught Me Album—Rise Stevens-RCA Victor Ork-Milton Katims, Cond. (1-10'') V (33)LM-59  
Spanish Music Album: Jose Iturbi-Valencia Symphony Ork (1-12'') V (33)LM-1138  
Oscar Straus: Operetta Excerpts Album—Soloists Chorus and Ork of Berlin-State Opera-Hans Schindler, Cond (Lehar Songs) (1-12'') Cap(33)P-8139  
Richard Tauber: Viennese Operetta Favorites Album—(1-10'') Dec(33)DL-7511—Land of Smiles; Gypsy Baron; Frederica; Merry Widow; White Horse Inn; Giuditta; Frau Luna

COUNTRY & WESTERN

Continued from page 32  
Lake Erie Polka—Kenny Bass (Without You) Coral 60461  
Last Night My Heart Crossed the Ocean—Dale Evans (Please Send) V(45)48-0465  
Lil' Liza Jane—Saddle Kings (Kentucky Waltz) MacGregor 654  
Little Book—Wade Mainer (Those Blue) King 955  
Lonesome, How True—Rusty Cline-Vera Wells (Are You) Crystal 314  
Love Fever—Oakie Jones (Send Me) Col 20812  
Mockin' Bird Hill—Saddle Kings (Emilia Polka) MacGregor 653  
My Daddy Has Gone to Korea—Sandrine Sanders (Captain Bly's) Romick FS-1000  
Nobody Loves Me Anymore—Grandpa Jones (I'm Hog) King 948  
Old Smoky—Bob Aicher (The Hunters) Col 20484  
Our Last Goodbye—Bob Williams (Pickup Truck) Tennessee 770  
Pickup Truck—Bob Williams (Our Last) Tennessee 770

Please Send Me Someone To Love—Dale Evans (Last Night) V(45)48-0465  
Popcorn—Neal Burris (Georgia Rose) King 954  
Right Way, Wrong Way—Anita Carter (I'm Crying) V 21-0461  
Scott Git and Begone—Skeets McDonald (Blues Is) Cap 1518  
Send Me a Penny Postcard—Oakie Jones (Love Fever) Col 20812  
Singing Hills, The—Tommy Sosebee (You're Fixin') Coral 64094  
Square Dances Album—Carson Robison-Lawrence-V. Joy (1-10'') MGM(33)E-557  
Sugar Coated Love—Tex Williams (Good Night Cincinnati) Cap 1540  
Those Blue Eyes I Love—Wade Mainer (Little Book) King 955  
Three Fiddle Rag—Spade Cooley (Tuesday Two) V 21-0467  
There's a Right Way, a Wrong Way—Leon McAuliffe (I've Never) Col 20807  
There's Dust on the Trail—Bobby Gregory (Make That) Gregorian 2201  
To Prove My Love Is True—T. Texas Tyler (If You) 4 Star 1555  
Tuesday Two Step—Spade Cooley (Three Fiddle) V 21-0467  
Turkey in the Straw—Babe Neeley (Bab's Boogie) Tennessee 765  
22 Boogie—Stewart Family (The Green) Gilt Edge 5035  
Two Eyes—Bobby Gregory (Big Old) Gregorian 2203  
Uncle Sam Has Called My Number—Arkie Shibley (Arkie Meets) Gilt Edge 5036  
Wandering Blues—Henry Hill (Sunday Morning) Federal 12030

What About You—"Little" Jimmy Dickens (It May) Col 20809  
What She's Got Is Mine—Hank Penny (Hold the) V 21-0466  
Why Don't You Marry the Girl?—Texas Jim Robertson (Wildcat Baby) V(45)48-0463  
Wiggle Wag—Don Gibson (Roses Are) V(45)48-0460  
Wildcat Baby—Texas Jim Robertson (Why Don't) V(45)48-0463  
Without You Darling—Kenny Bass (Lake Erie) Coral 60461  
Without a Port of Love—Moon Mullican (The You're Fixin' To Break My Heart—Tommy Lamp) King 947  
Sosebee (The Singing) Coral 64094  
You've Got My Troubles Now—Ray Price (If You're) Col 20810

48 TUNES 24 RECORDS  
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148-ML ..... \$379.00	1250 ..... \$529.00
148-SL ..... 359.00	1100 ..... 379.00
H148-M ..... 299.00	1080 ..... 269.00
147-M ..... 289.00	1015 ..... 219.00
147-S ..... 269.00	1017 ..... 269.00
146-M ..... 239.00	
146-S ..... 219.00	

ROCK-OLA  
1428 Blonde .... \$319.00  
1426 ..... 169.00  
1422 ..... 129.00

Seeburg Postwar Wall  
Boxes 3W2-L56, 5c,  
3 Wire ..... \$23.50  
W1-L56, 5c Converted,  
3 Wire ..... \$21.00

MILLS CONSTELLATION  
40-Record Mills 1947  
Constellation ..... \$159.00

POST-WAR A.M.I.  
Model C, New .... Write  
Model A ..... \$369.00

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All Makes, Ready for  
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GRAND RAPIDS, MICH. 245 N. Division

CLEVELAND, O. 2600 Euclid  
TOLEDO, O. 1302 Jackson

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INCREASE COLLECTIONS AT DRIVE-IN LOCATIONS!

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The ONLY ONE of Its Kind  
Only 2 connections to the phonograph  
NOTHING TO PLACE IN THE CAR  
complete with full operating and installation instructions.  
\$35.00

THE STANDARD TRANSMITTER ADAPTER is a miniature broadcast station that fits inside any phonograph. The music is tuned in on the customer's car radio and cannot be picked up outside the drive-in area. Phonograph volume can be turned completely off without affecting music to car.

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—1951 Model—  
3rd year with no increase in price  
see Billboard articles August 20, 1949, p. 90;  
May 13, 1950, p. 114, or write for reprints  
and further information to:

If your answer to any of the following is YES ... then the answer to your problem is ... the

1. Have collections fallen because customers remain in their cars?
2. Do neighbors complain because of outside speakers?
3. Must music be stopped early?
4. Do you need something new and stimulating?
5. Do you want to make a hit with your location?

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### COLORED COINS KO JUKE THIEF

NEW MARKET, Ia., May 12.—Painting "house" dimes used in the juke box with red nail polish paid off for a New Market location.

The owner of the spot had painted the dimes used in the juke box so he could get them back when the machine was opened for collection.

Recently two juveniles on a pilfering spree broke into the juke. When they started spending the red dimes they were caught with the telltale coins.

### New Firm Offers Phonograph Parts

NEW YORK, May 12.—G. & B. Sales Company, manufacturer of electronic parts for coin phonographs, opened this week at 602 10th Avenue here. Charles Guarisco manages the new firm, which specializes in coils, relays and rectifiers.

G. & B. is headed by Harry Berger, who also owns West Side Distributing, local games and juke outlet.

### Music Org Expands

DALLAS, May 12.—Whittle Music Company here has purchased the three-story building it has rented, Howard Beasley, president, stated. The 30,000 square-foot structure will be remodeled as soon as materials are available, Beasley said.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

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

	Issue of May 12	Issue of May 5	Issue of April 28	Issue of April 21
<b>AIREON</b>				
Coronet .....			\$95.00	
Deluxe .....	\$49.00 95.00	40.00 49.00	59.00 95.00	\$40.00 59.00
Fiesta .....	125.00	125.00	125.00	125.00
1200A .....	69.50	69.50	69.50	69.50
<b>AMI</b>				
Model A .....	375.00(3) 425.00	375.00 425.00(2)	375.00 425.00	395.00(2) 425.00
Model B .....	475.00(2) 495.00	475.00 525.00	475.00	475.00 495.00 525.00 550.00
Singing Towers .....				99.50
Streamliner .....				79.50
<b>FILBEN</b>				
Filben .....				195.00
<b>MILLS</b>				
Constellation .....	129.00 159.00 175.00	129.00 159.00 195.00	129.00 175.00	129.00 225.00
Empress .....				39.50
Throne .....				39.50(2) 99.50

	Issue of May 12	Issue of May 5	Issue of April 28	Issue of April 21
<b>PACKARD</b>				
Hideaway .....				
Manhattan .....	125.00	125.00	125.00	125.00
Manhattan '47 .....	149.50	169.50	149.50	169.50
7 .....	79.50		79.50	
<b>ROCK-OLA</b>				
Commando .....	49.00	49.00 49.50	49.00	49.00 49.50
Deluxe .....				69.50
Deluxe '39 .....		49.50		49.50(2) 70.00
E-1411 Playmaster .....				175.00
Playmaster .....	79.50	79.50	79.50	79.50 99.50
Standard '39 .....		49.50		49.50 69.00
Super '40 .....		49.50		49.50 69.50
Twelve Record .....				25.00
'46 .....		165.00		
'47 .....	275.00	200.00 275.00	275.00	275.00
1422 .....	129.00 144.50 149.00	129.00 139.50(2) 149.00 149.50	139.50 149.00	139.50 149.50 195.00 249.50
1424 Hideaway .....		169.00 199.50	169.00	150.00
1426 .....	169.00 219.00	199.50(2)	199.50	199.50 219.50 260.00 275.00
1428 .....	319.00 325.00	219.50 259.50		325.00
1947 Hideaway .....		319.00 375.00		575.00
1947 RC Special .....		195.00		175.00
<b>RISTAUCRAT</b>				
Ristaucrat .....	60.00	95.00	95.00	
<b>SEEBURG</b>				
Cadet .....			50.00	
Casino .....	39.50	39.50		39.50
Classic .....	39.50 69.00	39.50 69.00	50.00 69.00	39.50 59.50(2) 69.00 79.00
Colonel .....	49.50 69.00	49.50 69.00	50.00 69.00	49.50(2) 69.00 69.50 79.00
Commander .....		39.50		39.50 69.00
Concert Grand .....		39.50		39.50
Crown .....				49.50
Envoy .....	39.50 79.00	49.50 79.00	50.00	49.50(2) 69.50 89.00
Gem .....	49.00	49.00	49.00	49.00 49.50
H-146 M Hideaway .....	229.00 245.00	239.00 245.00	249.50 259.00	245.00 249.50 250.00 259.00
H-146 M RC Special .....			225.00	
H-147 M Hideaway .....	269.50 299.00	325.00	269.50	325.00
H-148 M Hideaway .....	299.00 300.00	299.00 300.00	300.00 359.00	300.00 359.00
H-246 M Hideaway .....	259.50 279.00	259.50 299.00	259.50 299.00	259.50 299.00
Hightone ES .....	59.00 59.50	59.00 59.50	45.00 59.00	59.00 59.50
Hightone RC .....	69.00	69.00	69.00	69.00 79.50 99.00
Lotone .....	69.50	69.50	45.00	69.50 99.00 149.50
Major .....			50.00 79.00	79.00
Mayfair .....		39.50	50.00	39.50 89.00
Plaza .....	39.50	39.50		39.50 69.00
Pre-War RC Special .....			75.00	
RC Concert Master .....				89.00
RC Hideaway .....				125.00
Regal .....	59.00	39.50 59.00	50.00 59.00	39.50 59.00
Royal .....	39.50			39.50 49.50
Standard .....				49.50
Victory Model .....			39.50	
Vogue .....	39.50	39.50	50.00	39.50 49.50 69.50 79.00
146 .....	275.00	275.00		249.50 275.00
146 M .....	249.00(2) 275.00	249.00 249.50 265.00 275.00(2) 279.00	275.00(2)	249.50 259.50 264.50 275.00(2)
146 S .....	229.00 249.50	229.00 249.50 250.00	219.50 249.50 250.00	219.50 234.50 250.00
146-W .....	275.00			295.00 299.50
147 .....	295.00	295.00		289.50 325.00
147 M .....	319.00 325.00	279.50 299.00 325.00 349.00 350.00	325.00(2) 349.00	349.00
147 S .....	275.00 279.00	279.00 325.00	275.00 289.50 300.00	254.50
148 .....	395.00			
148 M .....	379.00	399.00	375.00	375.00
148 ML .....	399.00(2) 425.00	399.00 410.00 425.00 439.00	425.00 439.00	425.00(2) 439.00
146-148M .....		285.00	325.00	285.00
148S .....		369.00 375.00	375.00	395.00
148 SL .....	69.50 89.00	69.50 89.00	99.00	64.50 99.00
1941 RC Special .....	69.50	69.50	69.50	69.50
8200 .....	69.50	69.50	45.00 69.50	59.50 69.50
8800 .....	69.50	69.50		79.00
9800 .....	69.50 110.00	69.50 110.00	45.00 69.50 110.00	69.50 110.00
<b>WURLITZER</b>				
Colonial .....	95.00	95.00	95.00	95.00
Twin Hideaway .....				49.50
41 .....	50.00	65.00	65.00	65.00
42-500 .....				79.00
61 .....	50.00	75.00	75.00	39.50 49.50 75.00
71 .....	50.00	85.00	35.00 85.00	49.50 85.00
500 .....	69.00	49.50 69.00		49.50
600 .....	75.00	75.00	40.00 45.00	49.50(2) 75.00 75.00 79.00 79.50
600K .....	69.00	69.00	69.00	69.00
600R .....	64.00	64.00	64.00	59.50 64.00
616 .....	50.00 79.50	65.00 79.50	65.00 79.50	34.50 39.50 65.00
700 .....	89.50	69.50 89.50	89.50	69.50 89.50 119.50
750 .....	114.50	100.00 109.50	114.50	109.50 114.50 149.50
750E .....		89.50	125.00	89.50 99.50 110.00
780 .....	99.00	99.00	129.00	129.00 129.50
780E .....	99.50	99.50	99.50	99.50
800 .....			80.00	79.50 98.00 115.00
850 .....	79.00 99.50	69.50 79.00 99.50	65.00 69.00 99.50	55.00 69.50 79.50 89.00 99.50(2) 125.00
950 .....		65.00		125.00
1015 .....	229.00 239.00	225.00(2)	225.00 239.00	225.00 239.00 249.50 259.50
	244.50 249.00	229.00 235.00	245.00	275.00(3) 275.00(3)
	250.00(2)	239.00	279.00 279.50	279.00
	265.00	249.00 249.50	295.00	279.50(2)
	275.00(2)	259.50		
	279.50	275.00(5) 279.50(2)		
1017 .....	225.00 269.00	225.00 259.50 269.00	259.50	
1080 .....	249.00 279.00	249.00 249.50 279.00 279.50	245.00 269.00	225.00 269.00 279.50
1100 .....	374.50 375.00	350.00 375.00	279.50	350.00 365.00 395.00 425.00
	389.00 395.00	389.00	350.00 395.00	439.00 445.00
	399.00 435.00	395.00 399.00	400.00 435.00	439.00 445.00 450.00(2)
	445.00	435.00 445.00	439.00 445.00	
	450.00(2)	450.00(4)	450.00(2)	
1250 .....	525.00(2) 549.00(2)	525.00 549.00 549.00(2)	525.00 549.00 550.00 595.00	525.00 549.50 569.00(2) 595.00
1942 RC Special .....			175.00	
Victory .....	39.00	39.00	35.00 39.00	39.00 49.50

## Only ONE Stands Out...

# RISTAUCRAT

12 Record Multiple  
Selective 45 RPM Phono

# S-45

### Features

- ★ TWIN SPEAKERS
- ★ NOISELESS OPERATION

Operators who've seen the S-45 are amazed at its clear, true tone—due to the high fidelity twin speakers. They also praised the comparatively noiseless operation—an important feature for small locations. See the S-45, hear it—you'll agree it's the finest.

- DRAMATIC EYE-CATCHING CABINET
- RECORDS PLAY IN ROTATION
- PRECISION BUILT THROUGHOUT
- TAKES UP TO 5 WALL BRACKETS
- LOW COST—TROUBLE-FREE OPERATION

the  
**MUSIC BOX**  
for ALL  
LOCATIONS!

## RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis.

**GUARANTEED PERFECT!**



**Aluminum Discs for GROETCHEN TYPERS**  
**IMMEDIATE \$11.00 Per DELIVERY! 1,000**  
 1/3 Deposit With Order  
**TREMAX INDUSTRIES, Inc.**  
 Successors to  
 Max Glass Distributing Co.  
 914 Diversey Chicago 14, Ill.

**Arcades Offer \$\$ Market**

Continued from page 79

tain lake resorts, which are focal points for the tourist trade. Williams has set up arcades at Washington Park and City Park in Denver, Burgen Park, Evergreen, Steamboat Springs, Idaho Springs and other communities in the Rocky Mountain National Park. Because of the fact that a large number of coin machines are thus concentrated at a single point, volume is sufficiently high to warrant regular service from Denver, even the many hundreds of miles of driving are involved. Typical arcades are sub-leased from concessionaires. There is not enough profit involved in arcade operation to obtain a year-round lease, and therefore, leases are written to cover the period between official opening and closing of the tourist season.

Williams follows a policy of "rotating" arcade equipment, so there is a complete change of machines from one year to the next. "We do this thru repairing, selling, trading and purchasing new machines," Williams stated. "Concessionaires realize that much of their own volume is directly dependent upon the attraction of the arcade, and for that reason, the fact that we present attractive new machines, and a wide variety each year, is a strong selling point."

At Echo Springs Lodge Williams has 15 types of machines in the arcade, all of which are serviced on a weekly basis, and are augmented by vending machines, primarily hard candy and nuts. Williams has experimented with cup vendors but found the "ant problem" negated success of these machines. "Almost every cup vendor located in a mountain resort area will inevitably attract streams of ants, which get inside the unit," Williams said. "The result is a collection of ants all over the interior and exterior of the machine."

**Vending \$\$**

Vending represents a large part of the income from each arcade every year, Williams emphasized, but the combination of high temperature, insects and the long distances which must be traveled to service such arcade locations, has eliminated ordinary candy bars and other confections which require frequent attention.

**New 5-Star Game**

Continued from page 79

makes it easier to get a winning score, since a ball in the star hole makes it possible to get three numbers in a row diagonally on each of the five cards. It is possible to win on all five cards simultaneously since skill is the sole factor in playing the game.

Five Star is equipped with the Universal developed automatic ball lift which speeds up play and never makes it necessary for the player to get the ball set for play. Average time for playing either one or all five cards is less than a minute. Cabinet is of new design. It is in modern hardwood, appears slightly shorter than the usual five-ball cabinet and is indented in the front for the convenience of players.

**Ash To Direct**

Continued from page 79

that marked the participation in previous campaigns, "I am certain that all members of the amusement machines industry will assume their fair share of the responsibilities which must be met and can be met only thru the combined campaign of the Allied Jewish Appeal."

Ash is currently organizing a working committee to handle solicitations. He said support has been pledged by Joseph Silverman, business manager of the Amusement Machine Association of Philadelphia, which now includes both the music and pinball operators. Silverman, who has taken an active role in all community campaigns in behalf of the industry, will serve as co-chairman under Ash.

**FOR QUICK SALE**

IN TULLAHOMA, TENNESSEE  
 Where the Government is spending MILLIONS OF DOLLARS on the Wind Tunnel  
 A 100 seat RESTAURANT, AA rating with living quarters, now doing a thriving business. Owner has other business taking his time reason for selling. A chance of a lifetime.  
 ALSO HIGHWAY TRUCK STOP  
 Cafe, Groceries, Garage and Service Station doing 20,000 gal. month business, and included in the deal the Cabins which are filled practically every night.  
 ALSO THE FOLLOWING COIN MACHINES  
 3 WURLITZER 1015'S @ \$279.50  
 2 WURLITZER 750'S @ 110.00  
 2 1946 SEEBURGS @ 279.50  
 1 SEEBURG CLASSIC @ 50.00  
 1 SEEBURG VOGUE @ 50.00  
 1 ROCK-OLA DELUXE @ 50.00  
 1 CITATION 1 BALL @ 299.50  
 1 CHI. COIN PISTOL @ 99.50  
 1 MAJOR 5 BALL @ 89.50  
 STAR DUST, SINGAPORE, MONTERREY, WISCONSIN, BERMUDA, TRINIDAD @ 25.00  
 3 CHI. COIN BASEBALL @ 12.50  
 2 FAST BALL, 1 STAR LITE, 1 STATE FAIR @ 10.00  
 These BARGAINS are for immediate sale. First come, first served. You don't get a chance like this in a THRIVING town as this is often, so you had better WIRE, not wait to WRITE or someone may be ahead of you.  
**FRED BURKS**  
 Tullahoma, Tenn. Cookeville, Tenn.  
 Phone #3866 Phone #125

**TOP QUALITY PHONOGRAPHS ALL READY FOR LOCATION**

**SPECIAL Wurlitzer "1100" only \$389.50**

Order today at this special reduced price. You'll save more money. You can count on more years of profitable service. Every Wurlitzer "1100" is in excellent condition.

**LATE MODEL PHONOGRAPHS COMPLETELY RECONDITIONED**

SEEBURG	WURLITZER
148-ML ..... \$425.00	"1250" ..... \$525.00
148-SL ..... \$375.00	"1015" ..... 239.00
147-M ..... \$325.00	"1017" Hideaway ..... 200.00
H-148-M	<b>ROCK-OLA</b>
Hideaway ..... \$300.00	"1426" ..... \$199.50
146-M ..... \$275.00	"1422" ..... 139.50
146-W ..... \$275.00	<b>AMI</b>
H-147-M	Model "C"—new ..... WRITE
Hideaway ..... \$269.50	Model "B" ..... \$475.00
H-246-M	<b>AIREON</b>
Hideaway ..... \$259.50	"400" ..... \$149.50
H-146-M	"1200-A" ..... 69.50
Hideaway ..... \$249.50	<b>PACKARD</b>
146-S ..... \$249.50	Manhattan ..... \$149.50

**PRE-WAR PHONOGRAPHS READY FOR LOCATION**

SEEBURG	WURLITZER
LoTones ..... \$69.50	"750-E" ..... \$89.50
HiTones ..... 59.50	"700" ..... 69.50
'41 RC Special ..... 69.50	"800" ..... 69.50
Colonel ..... 49.50	"950" ..... 59.50
Envoy ..... 49.50	"500" ..... 49.50
Classic ..... 39.50	"600-K" ..... 49.50
Commander ..... 39.50	"616" ..... 39.50
Regal ..... 39.50	"616" Victory ..... 39.50

Terms: 25% Certified Deposit, Balance C.O.D.  
 All Items Subject To Prior Sale

**SHAFFER MUSIC CO.**

COLUMBUS, OHIO CINCINNATI, OHIO  
 606 S. High St. 2333 Gilbert Ave.  
 INDIANAPOLIS, IND.  
 1372 Capitol Ave.

Now Is the Time To Think of ...

**BIG EXTRA SUMMER SALES**

for a SOLID SALES IDEA See Page 53

**YOUR RELIABLE DISTRIBUTOR**

Bally Turt King	Write	<b>RECONDITIONED CHICAGO COIN PISTOL</b>
Universal Winner	Write	
Universal Photo Finish	\$225.00	PETE
Champion	249.50	EKH. DALE GUNS, latest triple switch model
Citation	189.50	BALLY CARNIVAL
Jockey Special	109.50	KEENEY ELECTRIC CIGARETTE VENDOR
Special Entry	90.00	MILLS CONSTELLATIONS—WURLITZER 1015's

**NEW EQUIPMENT** GENCO — WILLIAMS — CHICAGO COIN — NEW KEENEY ELECTRIC CIGARETTE VENDORS  
 Terms: 1/3 Dep., Bal. C. O. D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

**AUTOMATIC COIN MACHINES & SUPPLY CO.**  
 TELEPHONE: Capitol 7-8244  
 4135-43 ARMITAGE AVENUE CHICAGO 39, ILL.

**YOUR NAME** Registered with us when you buy ...  
**HERCULOCKS\***  
 for New Coin Machines or Replacement  
  
**YOUR KEY CODE**  
 Number in our files PROTECTS YOUR KEY  
 ...For Your Own Use!  
**INDEPENDENT LOCK COMPANY**  
 FITCHBURG • MASSACHUSETTS

**GUARANTEED RECONDITIONED EQUIPMENT**

AQUACADE	\$ 59.50	ALICE IN WONDERLAND	\$ 39.50
CHAMPION (CHICAGO COIN)	79.50	FLOATING POWER	69.50
GONDOLA	54.50	MAGIC	39.50
PINCH HITTER	59.50	SWANEE	49.50
SUPER HOCKEY	59.50	SOUTH PACIFIC	79.50
SHARP SHOOTER	69.50	STOP & GO	169.50
TAMPICO	69.50	KNOCKOUT	154.50
THREE FEATHERS	79.50	FLYING SAUCER	134.50
BANK-A-BALL	109.50	TRI SCORE	129.50
MARYLAND	89.50	HUMPTY DUMPTY	29.50
GOLDEN GLOVES	89.50	CINDERELLA	29.50
CAMEL CARAVAN	89.50	CARNIVAL	79.50
FOOTBALL	89.50	RAMONA	39.50
COLLEGE DAZE	99.50	SERENADE	49.50
TUMBLEWEED	69.50	PUDDIN' HEAD	29.50
TAHITI	69.50	SCREW BALL	39.50
KING ARTHUR	99.50	SUMMERTIME	34.50
RIP SNORTER	99.50	RON DEE VOO	39.50
FRESHIE	99.50	BUILD UP	59.50
BASKETBALL	109.50	CITATION	149.50
SHANTY TOWN	69.50	CHAMPION	269.50
K. C. JONES	119.50	GOLD CUP	59.50
DE ICER	99.50	HOT ROD (BALLY)	79.50
JUST "21"	59.50		
JUDY	139.50	SILVER BULLETS GUNS	\$109.50
CANASTA	89.50	DALE GUNS	79.50
PLAYLAND	109.50		
JOKER	134.50	MUSIC	
FOUR HORSEMEN	134.50	1015 WURLITZER (Light Heads)	\$265.00
BUFFALO BILL	89.50	1100 WURLITZER (Clean)	395.00
BIG TOP	49.50	AMI MODEL B	495.00
DALLAS	49.50	WURLITZER 1250 (Late Model)	495.00
TUCSON	49.50	Large Assortment of Cheaper Music and Wall Boxes—Write.	
CHICO	69.50		

25% DEPOSIT REQUIRED.  
 MINSTREL MAN—THE THING—DALE SIX SHOOTER ..... WRITE  
**UNITED DISTRIBUTORS, INC.**  
 513 E. CENTRAL PHONE 4-6111 WICHITA, KANSAS

**YOU SAVE—MONEY—TIME—LABOR AND GRIEF WHEN YOU CHOOSE A LONDON QUALITY GAME VALUE!**  
 TRY LONDON FOR A REAL GOOD BUY!

**PHONOGRAPHS—ACCESSORIES**  
 SEEBURG COLONEL \$69.50  
 SEEBURG \$200, 8800, 9800 69.50  
 SEEBURG W156 WIRELESS BOXES. Refinished, Recondition. Ea. 27.50  
 ROCK-OLA PLAYMASTER 79.50  
 3 Complete Hostess Systems (units of 10) MAKE AN OFFER!

**GAMES**  
 7-Hi Pool Table. \$49.50  
 Sunny 39.50  
 Yanks 39.50  
 Virginia 49.50  
 Tennessee 39.50  
 Wisconsin 39.50  
 Spinball 39.50  
 Thrill 39.50  
 Major League 39.50  
 Baseball 39.50  
 Rondeevoo 39.50  
 Paradise 39.50  
 Blue Skies 49.50  
 Summer Time 49.50  
 Moon Glow 49.50  
 Sally 49.50  
 Dew-Wa-Ditty 49.50  
 All Baba 49.50  
 Cinderella 49.50  
 Alice in Wonderland 49.50  
 Specify second choice

**S. L. London Music Co., Inc.**  
 130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220  
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in Beautiful Shape, Ready for Location

SHUFFLE ALLEYS

- United Shuffle Alley with orig. fly-up pin conv. \$ 69.50
United Shuffle Alley ... 29.50
United Super Shuffle Alley ... 49.50
Williams Twin Shuffle ... 29.50
Williams Deluxe Bowler with orig. fly-up pins, not a conv. ... 69.50
Bally Speed Bowler ... 89.50
Genco Bowling Alley ... 29.50
Rock-Ola Shuffle Lane ... 29.50
Universal Twin Bowler with fly-up pin conv. ... 89.50
Williams Star Series with latest batting assembly \$129.50
Williams Quarterback with new batting assembly conv. ... 99.50
Beautiful Fly-Up Pin Conversion for Orig. United Shuffle Alley ... 29.50
Complete new Playfield to change United Express to a Rebound Alley in 10 minutes ... 49.50

NEW CHI. COIN PLAY BALL WRITE

Williams Big Leaguer (successor to Double Header). Like new. \$129.50
1/2 dep. with orders under \$50
1/3 dep. with orders over \$50

Scott-Crosse Co. 1423 Spring Garden Street Philadelphia, Pennsylvania RIttenhouse 6-7712

FOR SALE 7 Bally Champions @ \$225.00
4 Bally Citations @ 125.00
2 Chicago Coin Bowling Alleys (with life up plastic pins) @ 45.00
All machines just off location and like new
NATASI DIST. CO. 1010 Poydras St. New Orleans 13, La. Tel.: Magnolia 6386 Write, Wire or Telephone

FOR SALE ONE BALLS 18 GOLD CUPS 6 CITATIONS 5 DOUBLE SAFES 2 STANDS
This equipment is in A-1 shape. Make me an offer.
JACK H. KEY 606 1/2 Rio Grande St. Austin, Texas

Bell Distributing Co. has just purchased 7 Coin Machine Routes, consisting of 3,000 Vendors. We will sell well-established routes or we will trade or sell any of these vendors. Send us your offer and we will make a deal.
1e and 5c Northwestern Nut or Ball Gum Vendors
1e and 5c Silver King Nut or Ball Gum Vendors
1e and 5c Master Nut or Ball Gum Vendors
5c Hot Nut Vendors
1e Victor's V-VK's and Toppers
1e Bulk Candy Vendors
1e All Chrome Hart Gum Vendors
1e Atlas Nut Gum Vendors
BELL DISTRIBUTING CO. 346 Mathew St. Marietta, Ohio

FOR SALE 5 United Shuffle Alleys Express. Ea. \$125
2 Keeney 10 Pins. Ea. ... 50
1 Prewar Photomatic. ... 250
3 Exhibit Rotaries. Ea. ... 200
Can be seen in operation at
COASTAL AMUSEMENT CO. Webster Ave. & Boardwalk Seaside Heights, N. J.

TRADIO THE GREATEST NAME IN COIN OPERATED TELEVISION
Write for details
TRAD TELEVISION CORP. Aubrey Park, N. J., Aubrey Park 2-7647

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

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

Table with columns for machine names and prices from various issues (May 12, May 5, April 28, April 21). Includes items like ABC (roll down), Advance Rolls (Genco), All Baba (Gottlieb), Alice in Wonderland (Gottlieb), Aquacade (United), Arizona (United), Atom Jet (Mutoscope), Auto Roll (roll down), Ballerina (Bally), Bally Hoo (Bally), Bandleader (Keeney), Bango (Chicago Coin), Banjo (Exhibit), Bank-a-Ball (Gottlieb), Barnacle Bill (Gottlieb), Basketball (Chicago Coin), Be Bop (Exhibit), Bermuda (Chicago Coin), Big City (roll-down), Big Top (Genco), Black Gold (Genco), Blue Grass (Bally), Blue Skies (United), Boston (Williams), Bowling Champ (Exhibit), Broncho (Exhibit), Buccaneer (Gottlieb), Buffalo Bill (Gottlieb), Build Up (Exhibit), Butterfly, Buttons and Bows (Gottlieb), Camel Caravan (Genco), Campus (Exhibit), Canasta (Genco), Caribbean (Williams), Carnival (Bally), Carolina (United), Catalina (Chicago Coin), Champion (Bally), Champion (Chicago Coin), Cinderella (Gottlieb), Citation (Bally), College Daze (Gottlieb), Contact (Exhibit), Cover Girl (Gottlieb), Crazy Ball (Chicago Coin), Daily Races (Gottlieb), Dallas (Williams), De-Icer (Williams), Dew-Wa-Ditty (Williams), Double Feature (Bally), Double Shuffle (Gottlieb), Dreamy (Williams), Fighting Irish (Chicago Coin), Floating Power (Genco), Flying Saucers (Genco), Flying Trapeze (Gottlieb), Four Horsemen (Gottlieb), Football (Chicago Coin), Freshie (Williams), Georgia (Williams), Ginger (Williams), Gin Rummy (Gottlieb), Gold Cup (Bally), Golden Gloves (Chicago Coin), Gondola (Exhibit), Grand Award (Chicago Coin), Harvest Moon (Bally), Harvest Time (Genco), Hawaii (United), Hot Rods (Bally), Humpty Dumpty (Gottlieb), Hy-Roll (Bally roll-down), Jack 'n' Jill (Gottlieb), Jamboree (Exhibit), Jeanie (Exhibit), Jockey Club (Bally), Jockey Special (Bally), Joker (Gottlieb), Judy (Exhibit), Just 21 (Gottlieb), K. C. Jones (Gottlieb), Kilroy (Chicago Coin), King Arthur (Gottlieb), King Cole (Gottlieb), Knock Out, Line Up (Keeney), Longacres (Bally), Lucky Inning (Williams), Madison Sq. Garden (Gottlieb), Magic (Exhibit), Major League Baseball (United), Majors of '49 (Chicago Coin), Manhattan (United), Mardi Gras (Genco), Maryland (Williams), Melody (Bally), Mercury (Genco), Merry Old King, Merry Widow (Genco), Monterey (United), Moon Glow (United), Morocco (Exhibit), Nevada (United), Nifty (Williams), Oasis (Exhibit), Oklahoma (United), Old Faithful (Gottlieb), One, Two, Three (Mills), Paradise (United), Phoenix, Photo Finish (Universal), Pin Bowler (Chicago Coin), Pinch Hitter (United), Pinky (Williams), Play Ball (Chicago Coin), Playland (Exhibit), Playtime (Exhibit), Pro Score (Ponsler), Puddin' Head (Genco), PUNCHY (Chicago Coin), Quarterback (Williams), Rancho (Bally), Ranger (Exhibit), Red Shoes (United), Rio (United), Rip Snorter (Genco), Robin Hood (Daval), Robinhood (Gottlieb), Rocket (Bally), Rockette (Gottlieb), Rondeevoo (United), Round-Up (Gottlieb), St. Louis (Williams), Sally (Chicago Coin), Saratoga (Williams), Screwball (Genco), Select-A-Card (Gottlieb), Serenade (United), Shanghai (Chicago Coin), Shantytown (Exhibit), Sharpshooter (Gottlieb), Shoo-Shoo (Williams), Short Stop (Exhibit), Show Boat (United), Singapore, Smarty (Williams), South Pacific (Genco), Special Entry (Bally), Speedway (Gottlieb), Spinball (Chicago Coin), Spot Bowler (Gottlieb), Stardust (United), Stormy (Williams), Summer Time (Gottlieb), Sunny (Williams), Super Hockey (Chicago Coin), Surf Queen (Bally), Swanee (Exhibit), Sweetheart (Williams), Tahiti (Chicago Coin), Tampico (United), Telecard (Gottlieb), Temptation (Chicago Coin), Tennessee (Williams), Texas Leaguer (Keeney), Thorobred (Bally), Three Feathers (Genco), Three Musketeers (Gottlieb), Thrill (Chicago Coin), Totalizer (Jennings), Total Roll (Genco), Trade Winds (Genco), Treasure Chest (Exhibit), Trinidad (Chicago Coin)

Table with columns for machine names and prices from various issues (May 12, May 5, April 28, April 21). Includes items like Jockey Club (Bally), Jockey Special (Bally), Joker (Gottlieb), Judy (Exhibit), Just 21 (Gottlieb), K. C. Jones (Gottlieb), Kilroy (Chicago Coin), King Arthur (Gottlieb), King Cole (Gottlieb), Knock Out, Line Up (Keeney), Longacres (Bally), Lucky Inning (Williams), Madison Sq. Garden (Gottlieb), Magic (Exhibit), Major League Baseball (United), Majors of '49 (Chicago Coin), Manhattan (United), Mardi Gras (Genco), Maryland (Williams), Melody (Bally), Mercury (Genco), Merry Old King, Merry Widow (Genco), Monterey (United), Moon Glow (United), Morocco (Exhibit), Nevada (United), Nifty (Williams), Oasis (Exhibit), Oklahoma (United), Old Faithful (Gottlieb), One, Two, Three (Mills), Paradise (United), Phoenix, Photo Finish (Universal), Pin Bowler (Chicago Coin), Pinch Hitter (United), Pinky (Williams), Play Ball (Chicago Coin), Playland (Exhibit), Playtime (Exhibit), Pro Score (Ponsler), Puddin' Head (Genco), PUNCHY (Chicago Coin), Quarterback (Williams), Rancho (Bally), Ranger (Exhibit), Red Shoes (United), Rio (United), Rip Snorter (Genco), Robin Hood (Daval), Robinhood (Gottlieb), Rocket (Bally), Rockette (Gottlieb), Rondeevoo (United), Round-Up (Gottlieb), St. Louis (Williams), Sally (Chicago Coin), Saratoga (Williams), Screwball (Genco), Select-A-Card (Gottlieb), Serenade (United), Shanghai (Chicago Coin), Shantytown (Exhibit), Sharpshooter (Gottlieb), Shoo-Shoo (Williams), Short Stop (Exhibit), Show Boat (United), Singapore, Smarty (Williams), South Pacific (Genco), Special Entry (Bally), Speedway (Gottlieb), Spinball (Chicago Coin), Spot Bowler (Gottlieb), Stardust (United), Stormy (Williams), Summer Time (Gottlieb), Sunny (Williams), Super Hockey (Chicago Coin), Surf Queen (Bally), Swanee (Exhibit), Sweetheart (Williams), Tahiti (Chicago Coin), Tampico (United), Telecard (Gottlieb), Temptation (Chicago Coin), Tennessee (Williams), Texas Leaguer (Keeney), Thorobred (Bally), Three Feathers (Genco), Three Musketeers (Gottlieb), Thrill (Chicago Coin), Totalizer (Jennings), Total Roll (Genco), Trade Winds (Genco), Treasure Chest (Exhibit), Trinidad (Chicago Coin)

**GUARANTEED ONE BALLS BOWLING GAMES AT LOWEST PRICES**

12 Citations	\$174.50 Each
5 Champions	274.50 Each
<b>EACH</b>	
16 Bally Shuffle Bowlers lifting pins	\$85.00
17 Bally Shuffle Bowlers plain	49.50
1 Universal Twin Bowler	84.50
6 United Shuffle Alley lifting pins	69.50
1 United Shuffle Alleys plain	37.50
6 Keeney Pin Boys lifting pins	89.50
2 Keeney Pin Boys plain	47.50
2 Keeney Ten Pins lifting pins	64.50
23 Rock-Ola Shuffle Lanes	37.50
6 Rock-Ola Shuffle Jungles	37.50
2 Genco Bowling Leagues	37.50
United Skee Alley	\$199.50
Keeney Lucky Strike	89.50
<b>LIFTING PINS</b>	
1/3 deposit with all orders.	

**SICKING, INC.**

America's Oldest Distributor  
Established 1895  
1401 Central Pkwy., Cincinnati 14, O

**THE BILLBOARD Index of Advertised Used Machine Prices**

**Amusement Games**

	Issue of May 12	Issue of May 5	Issue of April 28	Issue of April 21
Triple Action (Genco) ....	44.50	44.50	20.00 25.00	34.50 39.50
Triplets (Gottlieb) .....		169.50	159.50 169.50	44.50 55.00
Tri-Score (Genco) .....	165.00	149.50 165.00	165.00	149.50 159.50
Tropicana .....	29.50			
Tucson (Williams) .....	80.00	80.00	80.00	
Tumbleweed (Exhibit) .....	100.00 115.00	115.00	60.00 115.00	115.00
Utah (United) .....	80.00 94.50	80.00 89.50	80.00 124.50	104.50 124.50
Utah (United) .....	114.50	124.50		
Victory Derby (Bally) .....				49.50
Victory Special (Bally) .....	54.50 59.50	54.50 59.00	35.00 54.50	45.00 59.00
Virginia (Williams) .....	39.50	39.50	19.00 29.50	29.50 39.50
Whirl-A-Ball (Amusement Enterprises) .....	12.50	12.50	12.50	12.50
Wisconsin (United) .....	29.50 39.50(2)	39.50 45.00	35.00 39.50	39.50 50.00
Whizz (Genco) .....				15.00
Yanks (Williams) .....	25.00 39.50	29.50 40.00	34.50 45.00	34.50 45.00
	45.00 49.50(2)	45.00 49.50(2)	49.50(2)	49.50(2)

**Arcade Equipment**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

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

	Issue of May 12	Issue of May 5	Issue of April 28	Issue of April 21
Ace Bomber (Mutoscope) .....	\$100.00 150.00		\$150.00	\$79.50 99.00
Air Hockey .....				150.00
Air Raider (Keeney) .....	\$125.00	125.00	125.00	125.00(2)
All Stars (Williams) .....	109.50 125.00(2)	89.50 125.00	79.50 125.00	49.50 79.50
Astroscope .....	125.00	125.00	125.00	125.00 145.00
Athletic Strength Tester .....	74.50			
Atomic Bomber (Mutoscope) .....	150.00	150.00	150.00	125.00 150.00
Bally Bowler (Bally) .....	35.00(2) 65.00w/p	65.00	65.00	65.00
Bat-a-Score (Evans) .....		75.00	75.00	185.00
Battling Practice (Scientific) .....	75.00 85.00	75.00	75.00	75.00
Bear Gun (Seeburg) .....	369.50 375.00	369.50 375.00	369.50 375.00	350.00 369.50
Belgian Pool Table .....		69.50		
Big inning (Bally) .....	185.00	185.00	185.00	175.00 185.00
Bing-a-Roll (Genco) .....	85.00	85.00	85.00	75.00 85.00
Boomerang (Amusement Corp.) .....	45.00	45.00	45.00	45.00
Buckley Deluxe .....	119.50	119.50		
Candid Camera .....	15.00	15.00	15.00	15.00
Career Pilot .....	95.00	95.00	95.00	
Challenger (ABT) .....	20.00 24.50	20.00 24.50	20.00 24.50	12.50 20.00
Chicken Sam (Seeburg) .....	75.00 89.50	75.00 89.50	75.00 89.50	75.00 89.50
Convoy (Bally) .....		95.00		95.00
Dale Gun (Exhibit) .....	65.00 74.50	65.00(2) 79.50	65.00 79.50	65.00 75.00(2)
	94.50 95.00(2)	89.00 94.50	89.00 94.50	79.50(2) 89.00
	129.50	95.00(2)	95.00(2)	95.00(2) 109.50
		115.00 129.50		129.50
Deluxe Athletic Scale (Mercury) .....	75.00 79.50	75.00 79.50		95.00
Diggers (Buckley) .....				95.00
Diggers (Exhibit) .....	95.00	95.00	95.00	95.00
Doraldina .....				425.00
Drive Mobile (Mutoscope) .....	150.00	150.00	150.00	95.00 135.00
First Striker .....				150.00
Fishing Well (Mutoscope) .....	125.00	125.00		115.00
Flash Hockey (Gomex) .....	69.50	69.50	69.50	69.50
Electric Shocker (Advance) .....				14.50
Flying Saucers (Mutoscope) .....				175.00
Goatee (Chicago Coin) .....	99.50 125.00	95.00 99.50	69.00 79.50	70.00 79.50
		125.00	99.00 99.50	99.00 109.50
			125.00(2)	125.00 2
Golf Machine (G. P.) .....				69.00
Grip Developer .....				185.00
Grip Scale .....				15.00
Grip Vue (Silver King) .....	17.50	17.50	17.50	17.50
Gypsy Palmist .....				100.00
Heavy Hitter (Bally) .....	65.00 79.50	49.50 65.00	49.50 65.00	49.50 55.00
		79.50	79.50	65.00 79.50
Hi-Ball (Exhibit) .....	60.00	60.00	60.00	50.00 95.00
Hit-A-Homer .....				25.00 27.50
Hockey (Chicago Coin) .....	75.00	75.00	75.00	59.50 75.00(2)
Hollycrane (Gomex) .....	395.00	395.00	395.00	345.00 395.00
Irish Poker .....				49.00
Jack Rabbit (Amusement Corp.) .....	109.50	109.50	109.50	69.50 109.50
Jungle Joe .....				195.00
Kicker & Catcher (Baker) .....	18.50	18.50 33.00	18.50 33.00	18.50

(Continued on page 94)

Now Is the Time To Think of ...

**BIG EXTRA SUMMER SALES**

for a SOLID SALES IDEA See Page 53

**World Wide Your Exclusive Distributor for ROCK-OLA, EXHIBIT, WILLIAMS, KEENEY**

<b>5 BALL GAMES</b>	<b>Reconditioned</b>	<b>Guaranteed</b>
SHOO SHOO .....	\$175	
TRIPLET .....	175	
JOKER .....	175	
PINKY .....	175	
TRI-SCORE .....	150	
HOT ROD .....	150	
DOUBLE FEATURE .....	135	
SOUTH PACIFIC .....	125	
SWEETHEART .....	125	
BUFFALO BILL .....	120	
SHARPSHOOTER .....	115	
TUMBLEWEED .....	110	
<b>SHUFFLE GAMES</b>		
Bally HOOK BOWLER .....	\$375	
Keeney LEAGUE BOWLER .....	285	
United TWIN SHUFFLE ALLEY		
REBOUND .....	245	
Keeney DOUBLE BOWLER .....	210	
Chic. Coin ACE BOWLER .....	195	
Chic. Coin BOWLING CLASSIC .....	185	
Universal SUPER TWIN BOWLER .....	175	
Keeney KING PIN .....	145	
Bally SHUFFLE BOWLER .....	85	
Wms. DELUXE BOWLER		
with Flyaway Pins .....	75	
Bally SWEED BOWLER		
with Flyaway Pins .....	75	
Univ. HIGH SCORE BOWLER (New) .....	Write	

**Keeney CONVERSIONS**  
For every Shuffleboard. Ask the smart operator who uses them.  
**LEAGUE MATCH BOWLER**  
For 12-ft. board  
**4 WAY BOWLER**  
for longer boards  
fully Automatic—Hi Score  
—Jumbo Pins  
Automatic Puck Return—  
Fast Action—Scores All Split Shots.

**Keeney's LEAGUE BOWLER**  
New! Different! 1-2-3 or 4 players! Features 8" jumbo lift-up pins. Super deluxe cabinet. See it! Order now for BIG PLAY!

**Williams DOUBLE HEADER**  
A hit with any crowd. Brand new in original crates, limited quantity.  
**\$175**

**Famous WILLIAMS Games**  
Williams **MUSIC MITE**  
Musical treat just for your entertaining spot. See it—hear it—buy it! 5¢ or 5-10-25¢ Coin Chute.

Williams **Super World Series**  
Exciting, all new Ball Game, 5-10-25¢ single entry chute, 51¢ proof. Scores runs, hits—all the thrills of baseball! A sure-fire winner!

**ONE BALLS**  
Bally  
Champion .....

**Miscellaneous Equipment**  
Seeburg SHOOT THE BEAR .....

**EXHIBIT GAMES**  
GUN PATROL  
5-10-25¢ Coin Chute. Easily converted for any of above type of plays.

SIX SHOOTER  
Exciting pistol target shooting. Real "Western" flavor. A terrific profit maker. Write!

**BETSY ROSS MINIATURE SEWING MACHINE**  
The handiest item for the home. Stitches, darts, zips, does practically everything a standard machine will do. Comes with handsome carrying case.  
**WRITTEN GUARANTEE**  
Only \$12.95 Ea.

**NEW PIN GAMES**  
Williams CONTROL TOWER  
Genco HITS and RUNS  
Gott HAPPY-GO-LUCKY  
Genco TRI SCORE

Rock-Ola '50-'51 **ROCKET PHONO**  
Terrific new phono—45 or 78 R.P.M. Eye-stopped cabinet means BIG profits. See it! Hear it! You'll want it.



Phone: Verklade 4-2300 Chicago 47 2330 N. Western Ave

**CLEARANCE SALE OF ODD PIECES**

3 BALLY CHAMPIONS	\$225
2 UNIV. PHOTO FINISH	225
4 BALLY CITATIONS	135
<b>BALLY TURF KINGS AND UNIV. WINNERS, NEW, WRITE</b>	
<b>MUSIC</b>	
6 WURLITZER 1015 (Completely shopped)	\$245
3 ROCK-OLA'S 1422	135

WE ARE OVERSTOCKED on postwar Seeburg Wallboxes consisting of 5c Wireless; 5c 3 Wire; 5c, 10c and 25c Wireless; 5c, 10c and 25c 3 Wire. CALL OR WRITE FOR PRICES.

**TRIMOUNT**  
Remember IN NEW ENGLAND IT'S TRIMOUNT!  
40 WALTHAM STREET BOSTON 18, MASS  
Tel. DEury 2-8400

**"Central Ohio Coin Quality Buys"**

<b>NEW PIN GAMES</b> Chi. Coin—Playbal Gottlieb—Minstral Man Genco—Tri-Score Chi. Coin—Thing	<b>IMMEDIATE DELIVERY</b>	<b>Seeburg BEAR GUN</b> Like New \$369.50
<b>SHUFFLE ALLEYS--USED</b> United Orig. Alley United Orig. w/Dis. Pins Genco Bowling League Keeney Ten Pins Chi. Coin Bowling Alley Chi. Coin Baseball Gottlieb Bowletter Genco Glider Keeney Pin Boy	<b>New WINNERS TURF KINGS</b>	<b>ELECTRIC OVERHEAD SCOREBOARD</b> KEENEY—GENCO UNIVERSAL <b>ARCADE</b> Exhibit Gun Patrol Exhibit Dale Gun Exhibit Six Shooter Mutoscope Photo-matic 18 Ft., 20 Ft. & 27 Ft. Maple Top Shuffleboards United Team Hockey Williams Flying Discs Bally Heavy Hitter
<b>MUSIC</b> 1015 Wurlitzer 1422 Rock-Ola	<b>Used CITATIONS CHAMPIONS</b>	

WRITE, WIRE or PHONE for PRICES—Adams 7254  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
525 S. HIGH - COLUMBUS 15, OHIO

**FOR SALE**  
170 Electric Phonographs, in one lot, at \$27.50 each, in New Iberia, La., consisting of the following: Wurlitzer 950, 850, 24, 616, 412, 312, 61, 600 and 24 in Victory Cabinet. Rock-Ola Imperial, Commando 40 Master, 40 Super, Premier, 39 Standard. AMI High Boy, Singing Towers Streamliner. Seeburg 8800, 9800, 8200. Plaza, Gem, Vogue, Cadet, Classic, Major, Colonel, Envoy, Casino, Rex, Commander, Regal. Also a number of Buckley Wall Boxes at \$1.50 each; Seeburg Wall Boxes at \$5.00 each; Rock-Ola Wall Boxes at \$5.00 each, in New Iberia, La.  
**TECHE NOVELTY CO.**  
New Iberia, La.

**FOR SALE**  
**COMPLETE ARCADE WITH PARK LEASE**  
63 Machines, Rotaries, Diggers, Photomatics, Guns, etc. Or will trade. What have you?  
**FRED NOLAN**  
MOXAHALA PARK  
South Zanesville, Ohio.  
Phones: 2-8252—2-7671.

**READY TO GO**  
**ONE BALLS**  
CITATIONS .....

**WANTED**  
**MECHANIC (Music and Pins)**  
"Only Top Man"  
Sober, reliable. Must know Music, Pins, etc. Top salary to top man. Two references required.  
**SHEFTIC AMUSEMENT CO.**  
Johnstown, Pa. Call Boswell, Pa.  
**CHAS. SZEWCZYK**  
Boswell, Pa. Phone 3363

**WHILE THEY LAST**  
**BALLY SPECIAL ENTRIES \$45.00**  
**VICTORY SPECIALS \$29.50**  
**SOUTHERN**  
218 Leal St. San Antonio, Texas

**ROUTE FOR SALE**  
120 Novelty Late Games, 30 Music. Will stand strict inspection. Also two new Chevy Pick-Up Trucks and Inventory. I will stay on and assist for 6 months. Apply for information.  
**BOX D-35, c/o THE BILLBOARD**  
Cincinnati 22, O.

**COIN OPERATED TELEVISION**  
Console, 14-inch .....

# 1-BALL OPERATORS!

WHEREVER YOU OPERATE—Phone Everglade 4-2600 for AMAZING Deal!

## UNITED'S A-B-C 3-COIN

Greatest 5-coin free-play game ever made! Excl. in Ill. and Mich.

## UNIVERSAL'S 5-STAR 5-COIN

8 ways to win on each of 5 cards. It's terrific for free-play territories!

## Brand New Closeout WILLIAMS DOUBLE HEADER \$175.00

### SHUFFLE GAMES

**NEW KEENEY LEAGUE MATCH BOWLER** for 12' Board  
**KEENEY 4 WAY BOWLER**, Automatic Puck Return for 22' Board

UNIV. BOWL-O-MATIC, 18' UNITED 5-PLAYER, S.A. BALLY HOOK BOWLER SKEE ALLEY ..... \$259.50

### SPECIALS!

**BRAND NEW Kicker & Catcher** \$27.50  
 United Shuffle Sluggo ..... 179.50  
 Keeneey Pin Boy ..... 99.50  
 Keeneey ABC Bowler ..... 99.50  
 Keeneey King Pin ..... 99.50  
 Wms. Deluxe Bowler ..... 99.50

### ONE BALLS

Champion ..... \$245.00  
 Photo Finish ..... 225.00  
**CITATION** ..... 149.50  
 Gold Cup ..... 99.50  
 Jockey Special ..... 79.50  
 Special Entry ..... 64.50  
 Victory Special ..... 54.50

### NEW

Universal Winner Bally Turf King Bally Grandstand

### ARCADE

New or Reb. Midget Movies Write Chi Coin Mst. Skee Ball ..... \$195.00

### WMS. STAR SERIES 169.50

Bally Big Inning ..... 185.00  
 Auto. Panoram ..... 179.50  
 Chi Coin Pistol ..... 149.50  
 Target Master Pistol Ray Gun, Brand New ..... 109.50  
 Telequiz, With Film ..... 149.50  
 Wms. All Stars ..... 109.50  
 Jack Rabbit ..... 109.50  
 Chi Coin Goals ..... 99.50  
 Scientific Pokerino ..... 99.50  
 Target Master Exh. Shuffle Bowl, Conversion for Shuffleboards ..... 89.50

### EXHIBIT DALE GUN 94.50

Mercury 12-Way Ath. Scale ..... 79.50  
 Chicken Sam ..... 16.50  
 Poker and Joker ..... 49.50  
 Genco Glider ..... 59.50  
 Flash Hockey ..... 69.50  
 Bal. Heavy Hitter & Stand ..... 79.50  
 Un. Shuttle Skill ..... 59.50  
 Keeneey Texas Leaguer ..... 59.50  
 Chi Coin Bango ..... 49.50  
 Total or Advance Roll (Crating \$5.00 extra) ..... 39.50

### ABT CHALLENGER 24.50

Gott. 3-Way Gripper 22.50  
 Un. Team Hockey, New Write Kicker & Catcher, New Write Hit-a-Homer, New 24.50  
 Exh. Six Shooter, New Write Exh. Gun Patrol, New Write

### VENDERS

**SMOKESHOP 612**  
 CUSTOM ..... \$229.50  
 ROYAL ..... 219.50  
 REGAL ..... 209.50  
 Acorn Vendor, 1¢ or 5¢ ..... \$14.50  
 Acorn 5¢ Charm ..... 16.50  
 Atlas 5¢ Bantam ..... 14.50  
 Frantz Scale ..... 115.00  
 Silver King ..... 13.95  
 S.K. Hot Nut ..... 29.95  
 N. W. 49 ..... 17.25  
 Dual Nut ..... 39.50  
 De Luxe ..... 24.50  
 Tab Gum ..... 25.95  
 33 Ball Gum ..... 7.50  
 Uneseda-Pak, 15 Col. .... 79.50  
 Freshway Refris. Sandwich ..... Write

### RECONDITIONED

UNITED SHUFFLE ALLEY ..... \$ 39.50  
 With Disappearing Pin Conversion ..... 59.50  
 UNITED SUPER SHUFFLE ALLEY ..... 69.50  
 With Disappearing Pin Conversion ..... 139.50  
 UNITED DOUBLE SHUFFLE ALLEY, 8' or 9 1/2' ..... 99.50  
 With Disappearing Pin Conversion ..... 169.50  
 UNITED 2-PLAYER S.A. EXPRESS ..... 209.50  
**UNITED TWIN REBOUND** ..... 249.50  
 UNITED SINGLE S.A. REBOUND ..... 199.50  
 UNITED SKEE ALLEY ..... 225.00  
 EXHIBIT STRIKE, 1 or 2 Players, 9 1/2' ..... 79.50  
 UNIVERSAL SUPER TWIN BOWLER, 9' ..... 179.50  
 CHICOIN BOWLING ALLEY ..... 94.50  
 With Disappearing Pin Conversion ..... 139.50  
 CHICOIN CLASSIC ..... 139.50  
 CHICOIN TROPHY BOWL ..... 175.00  
 BALLY SHUFFLE BOWLER, 9 1/2' ..... 54.50  
 BALLY SPEED BOWLER, 9 1/2' ..... 79.50  
 NATION-WIDE SHUFFLE POOL ..... 49.50  
 GOTTLIEB BOWLETTE, 63" ..... 69.50  
**UNITED SHUFFLE ALLEY EXPRESS, 8' or 9 1/2'** ..... 79.50

### CONVERSIONS

Disappearing Pin Conversions  
 UNIV. TWIN BOWLER ..... \$49.50  
 CHI BOWLING ALLEY  
 Rebound Conversion for UNITED SHUFFLE ALLEY ..... 39.50  
 BAL. SHUFFLE BOWLER  
 Disappearing Pin Conversion for UNITED, BALLY and GENCO SHUFFLE GAMES ..... 59.50  
 UNITED'S Dis. Pin. Conv. for Shuffle Alley, used ..... 34.50

### DIGGERS

Hollycrane, New ..... \$895.00  
 Hollycrane ..... 395.00  
 Buckley Deluxe ..... 119.50  
 Buckley Trees, Island ..... 99.50  
 Muto, Crane ..... 119.50  
 Exh. Rotary Mdr. .... 175.00

### 5 BALLS

**NEW** Chi Coin Thing Goff. Cyclone Wms. Control Tower Genco Hits & Runs Genco Stop & Go Genco Tri Score Chi Play Ball

Four Horsemen ..... \$159.50  
 De-Icer ..... 159.50  
 Pin Bowler ..... 154.50  
 Harvest Time ..... 149.50  
 Fighting Irish ..... 149.50  
 Oasis ..... 149.50  
 Playland ..... 149.50  
 Canasta ..... 129.50  
**ROCKET** ..... 139.50  
 King Arthur ..... 129.50  
 College Daze ..... 124.50  
 3 Musketeers ..... 114.50  
 Shantytown ..... 119.50  
 South Pacific ..... 119.50  
 Boston ..... 114.50  
 Utah ..... 114.50  
 Maryland ..... 114.50  
 Selectcard ..... 114.50  
**BE-BOP** ..... 114.50  
 Tahiti ..... 109.50  
 Oklahoma ..... 109.50  
 Double Shuffle ..... 99.50  
 Buttons & Bows ..... 99.50  
 Aquacade ..... 94.50  
 St. Louis ..... 89.50  
 Dallas ..... 89.50  
 Bowling Champ ..... 89.50  
 Sharpshooter ..... 84.50  
 Telecard ..... 79.50  
 Just 21 ..... 79.50  
 Majors of '49 ..... 79.50  
 Big Top ..... 79.50  
 3 Feathers ..... 79.50  
 Super Hockey ..... 79.50

### BLACK GOLD \$69.50

Harvest Moon ..... 69.50  
 Floating Power ..... 69.50  
 Buccaneer ..... 69.50  
 Temptation ..... 64.50  
 Gondola ..... 64.50  
 Barnacle Bill ..... 64.50  
 Swanee ..... 59.50  
 Grand Award ..... 59.50  
 Sally ..... 54.50  
 Serenade ..... 54.50  
 Magic ..... 54.50  
 Rainbow ..... 54.50  
 Blue Skies ..... 54.50  
 Ramona ..... 54.50  
 Mercy Widow ..... 54.50  
 Moon Glow ..... 49.50  
 Humpty Dumpty ..... 49.50  
 Trinidad ..... 49.50  
 Mardi Gras ..... 49.50  
 Sunny ..... 49.50  
 Stormy ..... 49.50  
 Rondevevo ..... 49.50  
 Yanks ..... 49.50

### MONTERREY 49.50

Robin Hood ..... 49.50  
 Star Dust ..... 49.50  
 Summertime ..... 49.50  
 Bermuda ..... 49.50  
 Tennessee ..... 49.50  
 Morocco ..... 49.50  
 Catalina ..... 49.50  
 Trade Winds ..... 49.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

**Empire Coin MACHINE EXCHANGE**  
 1012-14 MILWAUKEE AVE. Phone EVERGLADE 4-2600 CHICAGO 22, ILL.

### PHONOGRAPHS

Reconditioned! Refinished! GUARANTEED!  
 SEEBURG 146 ..... \$275.00  
 SEEBURG 147 ..... 295.00  
 SEEBURG 148, BLONDE ..... 395.00  
 SEEBURG 146, HIDEAWAY ..... 245.00  
 A.M.I. MODEL "A" ..... 425.00  
 WURLITZER 1015 ..... 275.00  
 WURLITZER 1100 ..... 450.00

### NEW GAMES

Control Tower World Series  
 Cyclone United 5-Player  
 Hit and Run Deluxe Twin  
 Gun Patrol Bowler  
 Big League Keeneey Conversions  
 Bowler

SEEBURG WALL-O-MATICS  
 5-10-25¢-W4-L54 ..... \$45.00  
 5-10-25¢-3-Wire-3W7-L54 ..... 45.00

Complete Stock of Reconditioned Games PRICED RIGHT!  
**ATLAS MUSIC CO.**  
 2200 N. WESTERN AVE., CHICAGO 47, ILL. Phone: ARMITAGE 6-5005

### GREAT VALUE AT COVEN

**USED 5-BALL GAMES**  
 All Baba ..... \$45.00  
 Barnacle Bill ..... 55.00  
 Blue Skies ..... 55.00  
 Floating Power ..... 85.00  
 Puddin' Head ..... 59.50  
 Screw Ball ..... 54.50  
 Triple Action ..... 44.50

**USED JUMBO PIN GAMES**  
 Special Entry ..... \$ 69.50  
 Jockey Special ..... 89.50  
 Gold Cup ..... 99.50  
 Citation ..... 219.50  
 Photo Finish ..... 219.50  
 Champion ..... 269.50

**USED PHONOGRAPHS**  
 Wurlitzer 1100 ..... \$445.00  
 Wurlitzer 1015 ..... 279.50  
 Wurlitzer 850 ..... 99.50  
 Wurlitzer 780B ..... 99.50  
 Wurlitzer 750 ..... 114.50  
 Wurlitzer 700 ..... 89.50

**USED SHUFFLE GAMES**  
 Bally Shuffle Bowler ..... \$ 35.00  
 Bally Speed Bowler ..... 109.50  
 Bally Shuffle Champ ..... 159.50

**Now DELIVERING! Bally BASEBALL and the sensational Bally BRIGHT LIGHTS**

Authorized Distributors for Wurlitzer Phonographs, Models 1400 and 1450. Bally Products, Permo Point Needles and Chicago Coin Band Box and Hit Parade.

**COVEN** distributing company  
 3181 Elston Chicago 18, Ill.  
 Independence 3-2210  
 Authorized Distributors for **Bally and WURLITZER** Products Phonographs

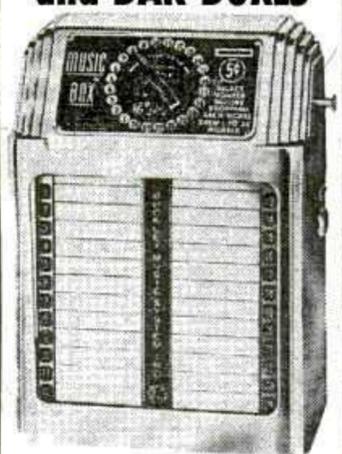
# THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 93

## • Arcade Equipment

	Issue of May 12	Issue of May 5	Issue of April 28	Issue of April 21
Lift (Mills)				85.00
Lite-a-Line (Exhibit)				79.50
Love Pilot (Mutoscope)				95.00
Magic Pen	125.00	125.00	125.00	125.00
Midget Movies '49			249.00	249.00 395.00
Midget Skee Ball (Chicago Coin)	195.00	195.00	195.00	219.50 175.00 79.50 150.00
Monkey Shines Ray Gun				65.00
Mutoscope				395.00
Mutoscope Deluxe				
Mutoscope Crane	119.50	119.50		
Mutoscope Recorder				
Mystic Pen				
Panorams (Mutoscope)	179.50 225.00	179.50 225.00	179.50 225.00	179.50 225.00
Periscope	125.00	75.00 125.00	125.00	55.00 75.00
Phil Toboggan Ski Ball	525.00	525.00	525.00	525.00
Photomatic (Mutoscope)	795.00 (late)	795.00 (late)	795.00	750.00 795.00
Photomatic 47 (Mutoscope)	375.00 (early)	375.00 (early)	375.00	375.00
Pistol Pete (Chicago Coin)	149.50 150.00	135.00 149.50	150.00	105.00 119.50 149.50 150.00
Pitch Em & Bat Em				159.50
Play Ball (Evans)	275.00	275.00	225.00	165.00 225.00
Poker & Joker	49.50	49.50	49.50	49.50
Pokerino (Scientific)	99.50	99.50	99.50	79.00 99.50
Pony Express (Exhibit)				295.00
Pool Table (Edelco)	75.00	75.00	75.00(2)	75.00
Pop-Up			12.50	9.50 18.50
Punching Bag (Mills)				125.00
Punching Bag (Mutoscope)			179.00	175.00
Q Ball (Lane)	195.00		129.50	149.50 195.00
Q. T. Pool Table				99.50
Question Girl	109.00 125.00	109.00 125.00	109.00 125.00	69.50 75.00 95.00 109.00
Quizzer				125.00
Rapid Fire (Bally)	85.00	85.00 95.00	69.00 85.00	85.00 95.00
Ray-O-Lite (Seeburg)				99.50
Recordio (Wilcox-Gay)	175.00	175.00	139.00 175.00	175.00
Rocket Busters	65.00	65.00	65.00	65.00
Rotary Claw	225.00	225.00	225.00	225.00
Rotary Mdr. (Exhibit)	175.00	175.00		
Rotary Pusher	275.00	275.00	275.00	275.00
Scientific Bag - Punch (Exhibit)				145.00
Scientific Field Goal			115.00	
Seven High (Edelman)	49.50 75.00	49.50 75.00	49.50 75.00	49.50 75.00
Shipman Art Show				49.50
Shoot the Bear (Seeburg)	314.50 375.00	350.00 385.00	395.00	339.50(2) 395.00(2)
Silver Bullet (Exhibit)	195.00	195.00	195.00	175.00 195.00
Silver Gloves				250.00
Skee Ball (Wurlitzer)	150.00	150.00	150.00	75.00 150.00 195.00
Skee Ballette (Gott.)			47.00	
Skill Gun (ABT)				25.00
Skill Test (Groetchen)				49.50
Sky Battle (Bally)		95.00		
Sky Fighter (Mutoscope)	95.00	95.00	95.00	79.50 90.00 95.00
Sky Pilot				95.00
Solar Horoscope				110.00
Spitfire (Genco) (Scientific)	15.00	15.00	15.00	15.00
Standard Metal Typer	295.00	295.00	295.00	295.00
Star Series (Williams)	109.50 145.00 165.00 169.50	129.50 145.00 165.00 169.50	129.50 150.00 165.00 169.50	129.50(2) 139.50 165.00(3) 195.00
Steeplechase				39.50
Super Bomber (Evans)		100.00 195.00	195.00	195.00
Swinging Monk	85.00	85.00	85.00	85.00
Target Master	84.50	84.50	84.50	84.50
Team Hockey (United)		150.00		
Telequiz	149.50 159.00	149.50 159.00	149.50 159.00	159.00 174.50
Ten Strike (Evans)	75.00(2)	75.00(2)	29.00 75.00(2)	75.00(3)
3-Way Gripper (Gottlieb)	18.50 22.50	18.50 22.50	17.00 18.50	18.50 22.50
Thunder Bolt				100.00
Tokyo Raiders				59.50
Tommy Gun (Evans)				75.00
Tom-Tom				78.00
Torpedo (Bally)		95.00		
Treasure Island (Buckley)	99.50	99.50		
Undersea Raiders (Bally)				14.50
Vitalizer (Exhibit)	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope)	395.00	395.00	395.00	395.00
Western Baseball	65.00 85.00	85.00	85.00	85.00
X-Ray Poker (Scientific)	85.00	85.00	85.00	85.00

## BETTER BUYS BUCKLEY WALL and BAR BOXES



\$24.50 BUCKLEY MFG. CO. 4223 W. Lake Street, Chicago 24, Illinois

## WE ARE MOVING MUST SACRIFICE ALL MACHINES NO REASONABLE OFFER REFUSED

New United Twin Rebound (Authentic Scoring) ..... \$200.00  
 New Atomic Bombers ..... 125.00  
 New A.B.T. Guesser Scale ..... 125.00  
 Used Wurlitzer 1015 ..... 225.00  
 Used Bally Draw Bell, Red Button ..... 100.00  
 Used Bally Wild Lemon ..... 150.00  
 Used Bally Spot Bell ..... 350.00  
 Used Bally Citation ..... 150.00  
 Used Photo Finish ..... 275.00  
 Used Keeneey 4 Player League Bowler ..... Call  
 Used Q.T. Pool Table ..... 125.00  
 Used Bally Shuffle Bowers ..... 25.00  
 Used Double Headers (Late Models) ..... 100.00  
 Used United Skee Alleys ..... 125.00  
 Used Bally Speed Bowler ..... 75.00  
 10 Spotlight Upright Amuse. Games, Each ..... 25.00

### PENNA. OPERATORS

New Mills Vest Pocket ..... \$ 60.00  
 Used Mills 50¢ Black Cherry ..... 250.00  
 Used Mills 25¢ Black Cherry ..... 150.00  
 Used Mills 25¢ Golden Falls ..... 125.00  
 Used Mills 10¢ 3-7 ..... 250.00  
 Used Mills Q.T., Sr Late Model ..... 75.00  
 Used Columbia Late Models ..... 50.00

5 Fly-Away Conv. for Chicago Coin ..... \$ 25.00

Terms: One-Third, Balance C.O.D

**K. C. VENDING CO.**  
 JACK KAUFFMAN, Prop.  
 800 No. 3rd St Philadelphia, Pa.  
 Market 7-6391 Market 7-6865

## ARCADE and Location Equipment and Supplies COUNTER GAMES

A.B.T. Challenger (New) Write  
 A.B.T. Model F (New) Write  
 A.B.T. Total Score (New) Write  
 Kicker & Catcher (New) \$35.00  
 Hit-a-Homer (New) 25.00  
 Touchdown (New) 27.50  
 Whirl-a-Ball, shatter proof glass (New) 22.50  
 Advance Electric (New) 20.00  
 Shipman Slams (New) 39.50  
 Hit-a-Homer (New) 19.50  
 Skill Test, Groetchen ..... 49.50  
 Bat-a-Ball ..... 15.00  
 Bingo ..... 12.50  
 Best Hand ..... 19.50  
 Mexican Baseball ..... 50.00  
 Totalizer ..... 25.00  
 Target King or Hunter, Ball Gum Vendor ..... 27.50  
 Pop Up ..... 18.50  
 Camera Chia ..... 18.50  
 Flip Skill (Mills) ..... 30.00  
 Ball Gum, 170, 140, 210 Ct. Per Lb. 24¢  
 Complete Line of Candy for Diggers. Free 14-Page 160 Ill. Catalog.

**MIREMUNVES**  
 577 10th Ave. (at 42nd St.)  
 New York 18, N. Y. BRyant 9-6677

### JUKE SALE

100 Record Seeburg 78 RPM ..... Write  
 1250 Wurlitzer ..... \$315  
 1100 Wurlitzer ..... 395  
 1015 Wurlitzer ..... 245  
 AMI Model C ..... Write  
 AMI Model B ..... 450  
 AMI Model A ..... 175  
 146 Seeburg ..... 250  
 Filben Mirror Job ..... 195  
 Aireon 400 ..... 195  
 Packard Hideaway ..... 139  
 Wurlitzer #1400 ..... Write

**AMERICAN VENDING CO.**  
 2359 C. I. Ave. Brooklyn, N. Y.  
 Tel.: ESplanade 5-1256

## WILL BUY—CASH 100 Record Seeburgs

State Model, Age, Serials  
**B & B MUSIC CO.**  
 6515 Sherwood Houston, Texas

## First-Class Condition

2 Singapores ..... \$ 25.00  
 1 Bank-a-Ball ..... 70.00  
 1 Kettle ..... 95.00  
 2 Citations ..... 150.00  
 2 Champions ..... 225.00

**SOUTHERN AMUSEMENT COMPANY**  
 1935 Sophie Wright Place  
 New Orleans 13, La.

Let Today's TOP TUNES HELP YOU SELL!  
 The top 20 tunes each week from The Billboard

The Billboard  
 2160 Patterson St., Cincinnati 22, Ohio

Until further notice please print and ship copies of TODAY'S TOP TUNES for which I enclose \$.....

Weekly  Twice Monthly  Monthly  
 Send cash and we pay postage.

IMPRINT AS FOLLOWS

NAME .....

ADDRESS .....

CITY AND STATE..... PHONE.....

Ordered by .....

Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

# Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

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

	Issue of May 12	Issue of May 5	Issue of April 28	Issue of April 21
ABC Bowler (Keeney).....	\$60.00	65.00	\$65.00	\$65.00
Ace Bowler (Chicago Coin)...	195.00	195.00	195.00	\$149.50(2) 195.00
Ace Bowler (Universal).....	194.50			99.50
Baseball (Chicago Coin)....				99.50
Baseball (Genco).....	99.50	99.50	99.50	59.00 69.50
Baseball (Nationwide).....				99.50
Bingo Roll.....		49.50	49.50	49.50
Bowler (Williams).....	25.00	25.00	25.00	25.00 29.50
Bowlette (Gottlieb).....	45.00 49.50	50.00 69.50	40.00 39.50	42.50 49.50
	50.00 69.50	75.00(2)	50.00 69.50	65.00 69.50
	75.00		75.00 89.00	75.00 89.00
Bowling Alley (Chicago Coin)	75.00(3)	89.00 55.00w/p	75.00 89.00 94.50	70.00 75.00 59.50 75.00
		94.50	89.00 94.50	79.50 89.00
		139.50w/p	139.50w/p	94.50 99.50w/p
				124.50w/p
				125.00
				139.50w/p
				129.50
Bowling Classic (Chicago Coin)	150.00w/p	150.00w/p	150.00w/p	165.00w/p
	159.50 165.00	165.00	165.00 175.00(3)	165.00w/p
	175.00 185.00	175.00(2)	175.00(2)	195.00
		185.00		
Bowling League (Genco).....	25.00 29.50	25.00 29.50	25.00 42.50	25.00 29.50
	35.00 37.50	35.00 37.50	35.00 37.50	35.00(2) 37.50
	39.00 50.00	39.00	39.00	39.50
Box Score (Williams).....	65.00			
Deluxe Bowler Williams	50.00	39.50w/p	15.00w/p	39.50w/p
	75.00w/p	69.50w/p	75.00	15.00w/p 95.00
Double Bowler (Keeney).....	134.50	165.00w/p	165.00w/p	149.50
	165.00w/p	169.00 210.00	169.00 210.00	210.00w/p
	175.00 210.00			
Double Shuffle Alley (United)	70.00 99.50	70.00 95.00	70.00 99.50	49.50 99.50
		99.50 109.50	169.50w/p	109.50
		169.50w/p		169.50w/p
				189.50
				155.00
				99.50
Duck Pins (Keeney).....	50.00 175.00			
Flash Bowler				95.00
Four Player Shuffle Alley (United)	285.00	285.00	285.00	
Four Player League Bowler (Keeney)	275.00 285.00	275.00 285.00	275.00 285.00	
Glider (Genco).....	25.00(3) 59.50	25.00(2) 49.50	25.00(2) 49.50	15.00 19.50
		59.50	59.50	25.00(2)
				29.50 49.50
				59.50
				249.50
				375.00w/p
				165.00
Hit and Run (National).....	365.00 375.00		375.00	375.00
Hook Bowler (Bally).....	35.00 99.50	99.50 125.00	125.00 145.00	145.00
King Pin (Keeney).....	125.00 145.00			
	164.50			
League Bowler (Keeney)....	265.00(2)	285.00(2)	285.00(2)	275.00
	285.00(2)			285.00w/p
Lite Up Pins (Chicago Coin)		65.00		
Lucky Strike (Keeney)	89.50 (2)100.00	89.50 89.50w/p	89.50w/p	89.50w/p
Original Alley Rebound (United)	124.50			
Pin Boy (Keeney).....	25.00 30.00	25.00 35.00	25.00 35.00	25.00 29.50
	45.00w/p 47.50	45.00w/p 47.50	47.50 85.00	47.50 85.00
	47.50w/p 50.00	85.00 89.50w/p	89.50 w/p	89.50w/p
	89.50 w/p			
Shuffle Alley (United).....	25.00 29.50	25.00 29.50	25.00 35.00	25.00 29.50
	37.50 39.00	37.50 39.00	37.50 39.00	34.50
	39.50 44.50	39.50(2)	39.50(3) 45.00	37.50 39.50
	45.00 55.00w/p	50.00 59.50w/p	50.00 59.00w/p	49.50 50.00
	69.50w/p	69.50w/p(2)	69.50w/p	69.50 69.50w/p
		79.50w/p	79.50w/p 89.50	79.50(2)w/p
				85.00 89.50
				99.50w/p
				129.50w/p
Shuffle Alley Express (United)	75.00 79.50	79.50 99.50	79.50 99.50	79.50 99.50
	99.50 125.00	125.00 209.50	125.00 149.00	104.50 115.00
	194.50 209.50			119.50(2) 125.00
				219.50
Shuffle Baseball (Chicago Coin)	75.00(3)	75.00 75.00w/p	75.00 75.00w/p	59.50 75.00(2)
Shuffle Bowler (Bally).....	35.00 39.00	35.00 39.00	35.00 39.00	35.00 39.50
	49.00 49.50	39.50 49.00	49.00 49.50	49.00
	50.00 54.50	49.50 54.50	54.50 85.00	49.50(2) 54.50
	85.00 85.00w/p	85.00 85.00w/p	85.00w/p	59.50 75.00(4)
				85.00w/p
Shuffle Cade (United).....	350.00			
Shuffle Champs (Bally).....	159.50	159.50	159.50	179.50
Shuffle Jungle (Rock-Ola)	37.50 55.00	37.50 55.00	37.50 55.00	37.50 59.00
Shuffle Lane (Rock-Ola)...	37.50	29.50(2) 37.50	35.00 37.50	29.50 37.50
Shuffle Pool (Nationwide)	49.50	49.50	49.50	49.50
Shuffle Skill (United).....	59.50	59.50	59.50	59.50
Shuffle Sluggo (United).....	145.00	215.00	215.00	179.00
Shuffle Ten Strike (Evans)				165.00
Single Shuffle Alley Rebound (United).....	95.00w/p 199.50	199.50	199.50	169.50 209.50
	224.50			
Single Shuffle Alley (Williams)	25.00			
Skee Alley (United).....	150.00(2)	189.50 199.50	199.50 225.00	189.50 199.50
	199.50	225.00(2)		225.00
	225.00(2)			
Soeed Bowler (Bally).....	75.00w/p 79.50	75.00 89.50	75.00w/p 89.50	75.00w/p 79.50
	85.00 95.00w/p	95.00w/p	95.00w/p	89.50 99.50
	109.50 125.00	109.50(2)	109.50(2)	109.50 119.50
	139.50 184.50	125.00 139.50	125.00 139.50	139.50
Standard Shuffle Alley (Williams)	25.00			
Strike Exhibits	75.00 75.00w/p	75.00 89.50	75.00w/p 89.50	49.50 75.00w/p
	79.50 99.50	99.50	99.50 125.00	89.50 99.50
Super Shuffle (United).....	100.00			
	35.00 60.00	34.50 49.50	59.00 59.50	34.50 59.00
	69.50	59.00 59.50	69.50	59.50 69.50
		69.50		69.50
		139.50w/p	139.50w/p	139.50w/p
		145.00(2)	145.00(2)	145.00
Super Twin Bowler (Universal)	145.00(2)	160.00w/p	175.00 179.50	145.00w/p
	160.00w/p	160.00w/p		149.00
	165.00 175.00	175.00 179.50		150.00 179.50
	179.50			250.00
Ten Pins (Keeney).....	64.50w/p 75.00	49.50 64.50w/p	64.50w/p	29.50 49.50
				64.50w/p 89.50
				99.00
Ten Pin Bowling (Chicago Coin)...	155.00w/p	155.00w/p	155.00w/p	185.00 195.00
	175.00 185.00	185.00	185.00	209.50
	195.00	195.00(2)	195.00(2)	
Twin Bowler (Universal).....	75.00 84.50	75.00 84.50	75.00 84.50	84.50
	85.00 89.00	95.00 95.00w/p	89.00 95.00	89.00 89.50
	95.00	65.00		95.00 155.00
				169.50w/p
Twin Bowling Alley (Chg. Coin)	70.00	70.00		
Twin Shuffle Alley Rebound (United)	245.00	235.00	235.00	235.00w/p
	245.00w/p	245.00w/p	245.00w/p	269.50
	249.50	249.50	249.50	
Twin Shuffle (Williams).....	25.00 50.00	25.00 29.50	25.00	25.00 29.50
Two Player Shuffle Alley Express (United)			209.50	49.50

# Coinmen You Know

Continued from page 84

venting equipment to encourage candy bar and soft drink sales.

Stu Glassman, Radio Doctors, entered the army Friday (11). His departure presents a real problem insofar as a replacement is concerned. Shop owner Laz Glassman, Stu's father, is advertising for someone with record-savvy to fill Stu's place.

Bud Rademacher and Jack Sherwin, R. & S. Music, reports their locations have done good biz in recent weeks. One of their busiest spots is in the Plankinton Grill in the Arcade. . . . Dorothy Jonas, Metro Amusements, reports juke biz has taken an upward climb. No particular waxing seems to be responsible for the jump, says Dorothy. Recent addition to the Metro inventory is a new Seeburg 45 r.p.m. box.

On the sick list last week Bob Puccio, of the P. & P. Distributors, stayed home and doctored himself, with partner Joe Pelligrino carrying on alone.

Red Jacomet, Red's Novelty firm, says biz is better than average these days. Red has been sticking to the nickel price for record plays on his machines and does not intend to try any upped prices unless all other ops agree to do the same.

Alice Antczak, Banaco Music, says things are pretty quiet on the South Side. . . . Making the rounds of distributors and dropping in on friends in the Beer City recently, were Mr. and Mrs. Neil Nate. Nate music operator from Lake Delton territory, is getting his equipment set up for the expected influx of vacation crowds.

## Indianapolis

Jack Simon, brother of Mrs. Lottie Berman, of Sicking, Inc., arrived from Los Angeles for a short visit. Jack is connected with the company in the West. Sicking gives a fair report of business over the State. However, prospects for the future look good. . . . Joe Flynn, manager at Shaffer Music Company, says business has leveled off and there isn't much to worry about.

Hershel Mason, Shaffer Music, announces another addition to his family, a boy, born in General Hospital here. George Tackett, has joined the service department at Shaffer.

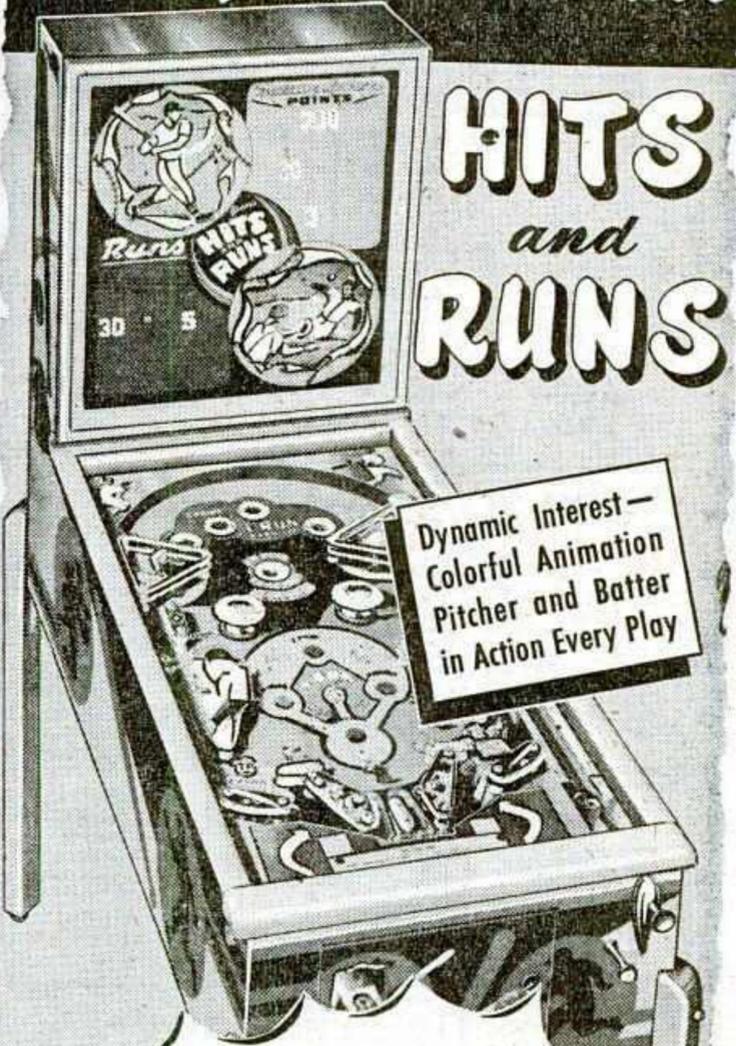
Southern Automatic Music Company reports good movement of Gottlieb's Cyclone and United's A-B-C and assures prompt deliveries. . . . Calderon Bros.' Vending Company, distributor of cigarette machines, according to Irving Calderon, are enjoying good business, with new locations being taken on right along. . . . J. (Jack) Barabash, factory representative for Rock-Ola, was in the city on business and called on operators with Al Calderon.

John Caillouette, head of Cain-Caillouette, Inc., Nashville, and Lowell Mathews, office manager of the home office, visited the local branch. Caillouette leaves for California shortly for an extended vacation. . . . Business as reported by Richard (Dick) Wagner, is good.

## Cincinnati

The Automatic Phonograph Owners' Association held its May meeting Tuesday (8) at the Sheraton-Gibson Hotel. Members in attendance included Charles Kanter, Phil Ostand, Nat Barfield, Al Liebman, Sam Chester, Max Moeckel, Ray Bigner, Bill Harris, Milton Cole, Paul Goldstein, Fred Engel, John Toney, William Strout, Charles McKinney, Norton Robinson, Ted Goldstein and Saul Ostand. Guests were Maurice Rose, George Hayes, Merle Weiss, all of Columbia Records, and Peter Gojak. Hayes, who is national sales manager for the coin machine division of Columbia, discussed problems confronting the industry at the meeting, as well as outlining the use of colored title strips, artist pictures and other ways of stimulating business. Weiss, who is Detroit district manager for Columbia, pledged co-operation on the part of Columbia with the APOA and stated that they will go along as associate members of the organization.

# Everybody Scores with Genco's



# HITS and RUNS

Dynamic Interest—Colorful Animation Pitcher and Batter in Action Every Play

Double Header Winner with Replays on both Batting Average and Runs!

DAY IN—DAY OUT CROWD PLEASER

- 12 rebound counters put men on base
- Each hit increases batting average
- Each run counts towards replays
- Special KICKER HOLE registers exciting bonuses in runs and batting average

Call, Wire or Write YOUR DISTRIBUTOR TODAY

# GENCO

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**EVANS'**

**PROFIT STIMULATING COUNTER GAMES**

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

**HI-LOW-CHUCK-LUCK**

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

SIZE: 12"x24"x2"

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS  
SEE EVANS' CONSTELLATION AD ON PAGE 86

**End Your Coin Chute Worries With HEATH'S DROP CHUTE AND SWITCH**

**\$3.50** Each

No more service calls from switch trouble. Replaces Drop Chute on any game. Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play. (Also two plays for a Dime Model—Write). Limited stock—Order now for duration of emergency.

**HEATH DISTRIBUTING COMPANY** 243 THIRD AVENUE MACON, GEORGIA

### Pick Your FIRST PLACE WINNERS at FIRST



#### SHUFFLE GAMES

Completely Reconditioned

ALL PLAYING FIELDS RESURFACED. Keneey MATCH BOWLER CONVERSION (Floor sample) Write

United 4 PLAYER SHUFFLE ALLEY	225
Keneey LEAGUE BOWLER	285
Bally HOOK BOWLER	295
United SKEE ALLEY	225
United TWIN SHUFFLE ALLEY	245
REBOUND	185
Chi. Coin TROPHY BOWL	175
Keneey DOUBLE BOWLER	175
Chi. Coin BOWLING CLASSIC	165
Univ. SUPER TWIN BOWLER	145
Keneey KING PIN	125
Univ. TWIN BOWLER	89
Chi. Coin BOWLING ALLEY	89
Gott BOWLETTE	75
Keneey ABC BOWLER	69
Rock-Ola SHUFFLE JUNGLE	55
Bally SHUFFLE BOWLER	49
Genco BOWLING LEAGUE, 10 ft.	35

#### ARCADE

United TEAM HOCKEY	Write
Williams STAR SERIES	\$145
TELEQUIZ With Film	159
IRISH POKER (Pool Table)	159
New	115
QUIZZER With Film	109
Williams QUARTERBACK	95
SWINGING MONK (Ray Gun)	85
Genco BING-A-ROLL	85
Mercury ATHLETIC SCALE	75
Seaburg CHICKEN SAM	75
Evans TEN STRIKE	75
DALE GUN (Original)	65
ABT CHALLENGER, New	45
Genco GLIDER	25

#### WURLITZER 1015

Completely Reconditioned! \$259

#### FIVE BALLS

FOUR HORSEMEN	\$169	BARNACLE BILL	\$65
ARIZONA	129	1-2-3	59
SELECT-A-CARD	125	RAMONA	59
SHANTY TOWN	115	SCREWBALL	55
TUMBLEWEED	115	PUDDIN' HEAD	55
BASKETBALL	109	STARDUST	49
DOUBLE SHUFFLE	95	DEW-WA-DITTY	49
SHARPSHOOTER	95	SUMMERTIME	49
JUST 31	89	ALICE IN WONDER	49
CHAMPION	89	LAND	49
OKLAHOMA	89	WISCONSIN	45
TELECARD	85	CATALINA	45
3 FEATHERS	85	BANJO	45
BLACK GOLD	79	SHORTSTOP	45
FLOATING POWER	75	YANKS	45
CAROLINA	69	COVER GIRL	45
AQUACADE	69	RAINBOW	45
BIG TOP	65	BALLY-HOO	29

#### A NEW TWIST

Jumbo plastic pin conversions for Chicago Coin BOWLING ALLEY & Univ. TWIN BOWLER. Big 5" lite-up pins - Terrific flash! Only

\$29.50

#### Chicago Coin HIT PARADE

Larger than a midget, smaller than a jumbo. Thousands of locations waiting for it. Exclusive Distributors in Illinois and Northern Indiana.

#### CONVERSIONS

DISAPPEARING PIN CONVERSIONS

Univ TWIN BOWLER Chi. Coin BOWLING ALLEY

REBOUND CONVERSIONS

for

United SHUFFLE ALLEY

Bally SHUFFLE BOWLER

Bally SPEED BOWLER

YOUR CHOICE \$39.50

#### NEW FIVE BALLS

Genco HITS & RUNS Gottlieb CYCLONE Chi. Coin THING Genco TRI SCORE Chi. Coin PLAY BALL United ABC

#### PREMIUMS

Absolutely LARGEST Selection and Best Values. Write today for price list.

# FIRST DISTRIBUTORS

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#### MUSIC BOX-PIN BALL ROUTE FOR SALE

In very large industrial city in Ohio. Est. 11 years. 1950 receipts \$52,100.00. 30 Phonos. 80 Bar Boxes, 110 Games on location, all in 10-mile radius. Games consist of late Pinballs and Shuffle Alleys. This is not a junk loaded route. 2 service trucks, huge supply of new parts. Plenty new business available. We are highly rated in Dun & Bradstreet. Excellent help will stay. Large supply new Packard Bar Boxes Total sale price, \$33,000.00. No price chisellers, please. We are not forced to sell BOX D-34, BILLBOARD, CINCINNATI 22, OHIO

#### GIVE THE BEST

## Expands Route, Builds Play With Premiums

MIAMI, May 12.—Sammy Barnett, owner and operator of Barnett's Service, Miami, believes in the saying, "You've got to spend money to make it."

A firm advocate of the value of keeping top equipment and the newest games in locations, Barnett is currently engaged in expanding his route by the use of premiums. And he buys the best grade of merchandise as prizes.

"I allot a certain amount of my gross for merchandise prizes to high-score players—not junk but good quality articles—and I find it pays off in a big way," he said. "It stimulates player interest to a pitch which otherwise would be unattainable. For instance, Shuffle Alleys have been on the decline in Miami, yet I feel I can keep buying new equipment for another year and still come out on top."

"Some operators refuse to buy new equipment to keep their players. They are satisfied to go along with outdated pieces as long as they can make a few dollars a week profit. But I contend that new equipment not only costs less to operate, but by bringing in higher grosses thru top appeal to players, leaves the operator with more profit than if he hadn't invested in the new games."

Tho he is only 36, Barnett has been in the coin machine business for 18 years and has operated in Ohio, Maryland, Texas and Florida. He came to Miami in 1939.

#### Flint Leaves Welch

CAMBRIDGE, Mass., May 12.—Clarence Flint, general sales manager of the James O. Welch Company, has resigned his post, it was announced by James O. Welch, president. Robert H. W. Welch Jr., vice-president in charge of sales and advertising, will resume active supervision of sales activities. He will be assisted by Robert C. Daugherty, assistant general sales manager, and Richard H. Mailey, advertising manager.

## N. E. Candyman Badger Expands Hit Excise Tax Foreign Set-Up

BOSTON, May 12.—The proposed excise tax on candy is in opposition to what the Office of Price Stabilization is trying to do, and should be vigorously opposed by that agency in Washington, Harry Chapman, president of the board of the New England Confectionery Company, told more than 100 members of the New England Manufacturing Confectioners' Association and OPS and New England regional officials at the annual meeting of NEMCA Monday (7).

The session featured the first OPS-confectionery industry clinic on the new Manufacturer's Regulation, No. 22, during which some relief for the confectionery industry was predicted by OPS officials. However, a rise in price of cocoa beans was foreseen and a clearer interpretation of product lines and categories for the confectionery industry was asked for by NEMCA members.

#### Gives Annual Report

Walter R. Guild, managing director of NEMCA, making his annual report, said "the nickel bar is still with us, but is waging a desperate economic battle." Fancy packaged goods, he said, declined in the past year. Dollar volume in the industry in New England was up, reported, but rising costs cut profits.

Imposition of an excise tax included in a bill before the House Ways and Means Committee, opposed vigorously by NCA, would up the price of the 5-cent bar to 6 cents and in places where a 6-cent price is already being charged would up the price to 7 cents, Mack said.

Guild, in his opening address, said that price control was necessary for the continuation of free enterprise, and pledged the co-operation of NEMCA with OPS. He said that a new committee would be formed by the organization to work with the OPS regional office at Boston, which serves New England, in behalf of the confectionery industry.

NEMCA members asked that a recommendation for relief on chocolate coating, which under the regulation, must be priced at December 31 prices, be taken to OPS in Washington. They pointed out that chocolate coating can now be bought at December 31 prices.

A step-up in penny goods items was seen, and a bright future for automatic vending was forecast. Representatives of confectionery manufacturers present said that price levels for vending packs were okay, but they were worried about increased costs in packaging and shipping, which might necessitate a price increase.

The rosy future for automatic vending was based on the fact that in the highly industrialized cities of New England employment is on the upgrade.

NEMCA officials said full employment and government spending for defense would mean thousands of new vending machine locations, and the re-installations of many closed spots. Also demand for candy products has been proven to be greater during emergency and war tension periods. A stepped-up increase in manufacture of hard candies for vending and over-counter sale was also seen, because of the emergency.

#### W. Va. Cig Tax

CHARLESTON, W. Va., May 12.—State cigarette tax collections for April totaled \$170,027.83, compared with \$194,553.46 in April, 1950, according to Tax Commissioner C. H. Koontz.

LOS ANGELES, May 12.—With the appointment of A. R. Zamora by William R. Happel Jr. to head the Mexico City representation, Badger Sales Company here has added that city to its foreign coverage. The firm also has representation in Tokyo and Manila.

Zamora, Joseph Duarte, head of the export-import department here, said, will develop the exporting and importing business in coin machine and other lines.

#### 450 Attend NSL Annual Banquet

DETROIT, May 12.—The close relations between a local shuffleboard association and the players, a factor in the development of league play during the past year in Detroit, was typified in the second annual party of the Northwest Shuffleboard League on Tuesday. NSL is an organization of players from locations in the city, sponsored by Tom Dewberry, T. J. Shuffleboard Service.

The party was held at the Edmond Gamble Veterans' Memorial Building and drew 450 players and guests, according to Fred W. Chlopan, executive director of the Detroit Shuffleboard Association. Chlopan acted as toastmaster, and officers of the DSA were in attendance.

**Sensational SLICK'S**

**Speed Coat**

**SHUFFLEBOARD POLISHING WAX AND CLEANER with Silicone Added**

**Protects Surface! Makes Boards 50% Faster!**

This superior cleaner and polishing wax produces a high gloss and tough scuff-proof finish. Speeds up shuffleboards as much as 50%. Just apply and wipe lightly. No rubbing necessary. One application lasts for days.

**SLICK SAM SAYS:**  
Players prefer SLICK SHUFFLEBOARD WAX. Contains no plastic. Proved 65% less abrasive. Use it with Slick Shuffleboard Polishing Wax and Cleaner for longer board life and a fast, controlled game.

Sold Thru Distributors Only—Territories Open

**THE SLICK SHINE CO**

207-15 ASTOR ST., NEWARK, N. J.  
MANUFACTURERS OF QUALITY WAXES, POLISHES AND CLEANERS SINCE 1901

**GOTTLIEB gives you**

# CYCLONE

for a HURRICANE of INTENSIFIED ACTION

- ★ DOUBLE ROTATION!
- ★ 5 "POP" BUMPER CLUSTER!
- ★ ULTRA-HIGH SCORE FEATURE!
- ★ 2 SIDE RECOVERY LANES!

Super-dynamic appeal whirled earnings to new highs!

**D. GOTTLIEB & CO.**  
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR TODAY!

"There is no substitute for Quality!"

#### CITATIONS

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for MUSIC SOUTHERN DIST. CO.

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### Clarence Boland, Veteran English Op, Dies in Leeds

LEEDS, England, May 12.—Clarence Boland, 61, an operator of coin machines here for more than 40 years, died recently following a short illness. Boland started in the coin machine field as a mechanic, then became an operator in Leeds, later expanding into the mining areas in South Yorkshire.

Tom Boland, a brother who is also active in the coin machine field in England, survives.

### Name New Dad's Execs

CHICAGO, May 12.—Dad's Root Beer Company reported that William H. Russell has been named national manager of its fountain division. Russell formerly operated his own advertising, marketing and merchandising agency. Firm also announced the appointment of Andrew Stone as district manager for the New England Bottling Division.

### Alsdorf Buys Arcade

SEATTLE, May 12.—Pennyland Arcade here has been sold by Northwest Arcades, Inc., to William J. Alsdorf. Latter takes over the location immediately. Alsdorf formerly was associated with Northwest Sales, covering Washington, Oregon and Northern California as a salesman.

### Set Purveyor Expansion; To Remodel Bldg.

CHICAGO, May 12.—Herb Perkins, president of Purveyor Shuffleboard Company, this week announced the firm's remodeling and expansion program will be started in two weeks and should be finished by midsummer. Last year Purveyor added a new warehouse to the rear of its present building here.

In the new expansion the entire front of the building will be remodeled, with glass brick to be used on the entire frontage. New showrooms will be constructed for coin-operated equipment and a separate display area will be built for the firm's premium line.

A large sign has been built and is now temporarily installed on the old front of the building. It will be incorporated into the new front, Perkins said.

### Tenn. Tax Report

NASHVILLE, Tenn., May 12.—The State Finance and Taxation Department reported tobacco tax receipts in April increased 49.20 per cent over April, 1950. The total was \$1,026,709, a \$338,545 increase. Commissioner Clarence Evans pointed out the 2-cent additional cigarette tax, which became effective April 2, was reflected for the first time in the report.

### Bowl-o-Matic in 2d Production Run

NEW YORK, May 12.—Nat Cohn, president of the Bowl-o-Matic Sales Company, announced this week the start of a second production run on his 18-foot coin game. The unit is manufactured for Cohn by Universal Industries. Back from a trip to Los Angeles, he said associates there are surveying plant sites suitable for West Coast production of Bowl-o-Matic. The new facilities are being sought to speed shipment to Western distributors and to fill a special order for a large purchaser (The Billboard, May 12).

**WE REBUILD YOUR PANORAM PROJECTORS. GUARANTEED—WRITE**  
 No. Indiana Operators—Contact us for NEW EVANS' CONSTELLATION PHONOGRAPHS.  
 SPECIAL: "POP" CORN SEZ 10¢ VENDORS—WRITE. NOW DELIVERING KEENEY'S 4-WAY BOWLING UNIT FOR SHUFFLE BOARDS. DELIVERING ALL NEW EQUIPMENT—WRITE.

**RECONDITIONED**

United Shuffle Alley .....	\$ 29.50	Chicoin Bowling Alley .....	\$ 75.00
United Shuffle Alley w/disapp. pins .....	55.00	United Shuffle Alley with rebound and disapp. pins .....	95.00
Bally Bowler .....	35.00	Genco Gilder .....	25.00
Bally Bowler with disapp. pins .....	65.00	Genco Bowling League .....	29.50
Exh. Strike, Twin .....	75.00	Williams Box Score .....	65.00
Univ. Super Twin .....	145.00	Keeney Duck Pins .....	155.00
Shuffle Alley Express .....	75.00		

Write for List Used 1-Balls, 5-Balls, Arcades.

**MONARCH COIN MACHINE CO.**  
 1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

**for better buys buy McGinnis**

**RECONDITIONED PIN GAMES READY FOR LOCATION**

Canasta .....	\$114.50	Lucky Inning .....	\$104.50
Dallas .....	65.00	Rip Snorter .....	119.50
Floating Power .....	55.00	Rocket .....	109.50
Knockout .....	175.00	South Pacific .....	99.50
Tahiti .....	\$79.50		

**RECONDITIONED BOWLING GAMES**

Pin Boy without lites .....	\$30.00	King Pin .....	\$99.50
Pin Boy with lites .....	45.00	Lineup .....	30.00

**NOW DELIVERING NEW EQUIPMENT**

Keeney's Electric Cigarette Vendor  
 Downey-Johnson Coin Counter  
 Futurity—Hits & Runs—Happy Co Lucky—Bomber

**ROY MCGINNIS CORP.**  
 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

**BEST BUYS OF THE WEEK**  
 All Equipment Reconditioned and Guaranteed

<b>Reconditioned 5-Balls</b>	<b>NEW 5-BALLS</b>	<b>MUSIC MACHINES</b>
Four Horsemen \$145.00	Minstrel Man	Wurlitzer 1015 ..\$215.00
Knockouts .. 150.00	Happy-Go-Lucky	Rock-Ola 44 .. 150.00
Dreamy .. 115.00	Cyclone	Rock-Ola 47 .. 175.00
Telecard .. 50.00	Shoo Shoo	<b>FEATURING THE NEW ROCK-OLA ROCKET.</b>
Bank-a-Ball .. 85.00	Control Tower	<b>WRITE FOR PRICES ON MUSIC MITE.</b>
Dev-Wa-Ditty .. 40.00	Super World Series	
Gin Rummy .. 100.00	<b>IF YOU ARE IN OUR ALLOTTED TERRITORY WRITE FOR PRICES.</b>	
Madison Sq. Garden .. 140.00		
Aquacade .. 50.00		
Nevada .. 25.00		
Robin Hood .. 35.00		
Buccaneer .. 45.00		
Alice in Wonderland .. 45.00		
Humpty Dumpty .. 30.00		
Build Up .. 35.00		
Sally .. 30.00		
Summertime .. 30.00		
Rondeveo .. 30.00		
Wisconsin .. 30.00		
Cinderella .. 30.00		
Majors .. 35.00		
Grand Award .. 55.00		
Yanks .. 30.00		

**WINNERS NEW—WRITE**

Order From Your Reliable NEBRASKA Distributor.  
**H. Z. VENDING & SALES CO.**  
 1201-07 DOUGLAS ST. OMAHA 2, NEB  
 Phone: AT 1121

**FOR SALE COIN MACHINE JOBBING BUSINESS**  
 (No operation at all)

located in Southern one-ball territory. Net profit first three months of this year over \$20,000. Owner must sell for good reason. Business consists of clean inventory, furniture, fixtures, building and good will—Building alone worth \$40,000. Complete deal, going business and building, \$80,000 cash. No terms. Experienced manager and all personnel will stay on with buyer if desired. Chance of a lifetime or right party. For further details or appointment wire or write

**BOX D-33, Care THE BILLBOARD, CINCINNATI 22, O.**

New Williams Baseball Double Header Bowlers. Automatic Rebound Weight. In Original Crates. ....\$249.50  
 New Williams Deluxe Bowlers; Disappearing Pins; Automatic Return. In Original Crates .....

**LARGE COIN MACHINE OPERATION FOR SALE**  
 PIN BALLS—PHONOGRAPHS—NOVELTY MACHINES  
 Over Three Hundred Locations.

Equipment, new Trucks, central location. Located in heavy industrial area. Reason for selling—other business interests. Financial statements and other details interested persons. In reply write

**BOX D-36, THE BILLBOARD, CINCINNATI 22, O.**

**S REPORT CHICAGO**  
**OPERATORS REPORT MINNEAPOLIS**  
**OPERATORS REPORT CINCINNATI**  
**OPERATORS REPORT ST. LOUIS**  
**OPERATORS REPORT SALT LAKE CITY**  
**OPERATORS REPORT INDIANAPOLIS**  
**OPERATORS REPORT LOUISVILLE**  
**OPERATORS REPORT FORT WAYNE**  
**OPERATORS REPORT CHICAGO**

**PROVEN EARNING power**

**EXHIBIT'S DALE "GUN PATROL"**

**Four GAMES IN ONE**

**Gets the Popular Play Everywhere!!**

If it were permissible to publish the actual EARNINGS from operators reports—there would be no need to tell you more. 'GUN PATROL' is an exciting event of today, proving itself daily for nickels, dimes, quarters. Aiming and shooting at 'front line' scenes call for the same skill, the same quick eye and finger on the trigger with an accurate shooting gun that also kicks with each shot. Players keep at it—becoming a daily practice habit to attain perfection as a marksman.

'GUN PATROL'—in appearance on location is today's smartest looking player attraction. On the inside you see fast moving mechanized battle convoys—in a colorful 'front line' battle scene. Flashing colored lights simulating bursting bombs with each scoring hit. Vends ticket for skill award. Adjustable for skill control. Operate 'GUN PATROL' everywhere. No legal restrictions.

**Get Yours Now... While You Can**

**THE EXHIBIT SUPPLY CO.**  
 4218-4230 W. LAKE ST., CHICAGO 24, ILL.

**GRAB BAG SPECIALS!**

Your Choice . . . Your Price . . .  
 All in Working Condition!!  
 ORIGINAL SHUFFLE ALLEYS  
 NATIONWIDE BASEBALL GLIDERS—SHUFFLEBOARDS (18'-22')  
 What Do You Need??? What Will You Pay???  
 NO REASONABLE OFFER REFUSED

**BUY OF THE WEEK! SHUFFLE GAMES**

Double Header, brand new, late model, in original crate, only . . . \$195.00  
**UNITED SHUFFLE SLUGGER** (brand new) . . . . . 215.00

**ONE BALLS**  
 Champions ..\$295.00  
 Citations .. 195.00  
 Gold Cups .. 139.50  
 Jockey Specials 105.00  
 Victory Specials 59.50

**ROLLOWS**  
 These games all reconditioned, ready for locations. Low priced, good steady money makers.  
 Tropicana ..\$29.50  
 Singapore .. 29.50  
 Advance Rolls .. 39.50  
 Total Rolls .. 29.50  
 Pro-Score .. 49.50  
 Will also trade.

**SHUFFLE GAMES**  
 Chi. Coin Trophy Bowl ..\$165.00  
 Univ. Super Twin Bowler .. 145.00  
 Chi. Coin Bowling Classic .. 155.00  
 Un. Shuffle Alley Express .. 99.50  
 Bally Speed Bowler .. 139.50  
 Univ. Twin Bowler .. 95.00  
 United Shuffle Alley .. 39.50  
 Exhibit Strike .. 99.50  
 Genco Baseball .. 99.50  
 Keeney League Bowler (4 player) .. 265.00

**SPECIAL PREMIUM BUY**  
 (Limited Supply)  
 Beautiful genuine onyx fountain pen set. Circle base, finest grain onyx, felt bottom. Sewing holder with sturdy, graceful fountain pen. Easily a \$14.95 retailer. COMPLETE WHILE THEY LAST. ONLY \$2.40 EA. IN DOZ. LOTS.

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 4322 N. WESTERN AVE. CHICAGO 18, ILL. [Uniper 8-1814]



DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE

# TWO Williams WINNERS!

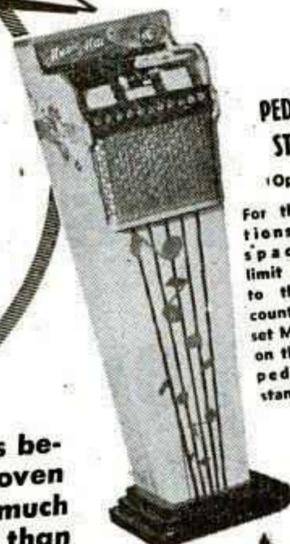
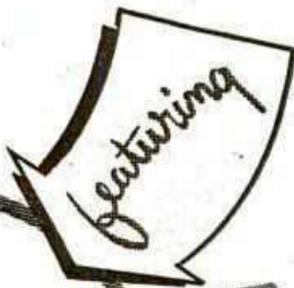


**Music Mite** MODEL 52

10 RECORD  
45 RPM  
**SELECTIVE  
PHONOGRAPH**

**Single Entry—Slug Proof  
5c-10c-25c Coin Mechanism**

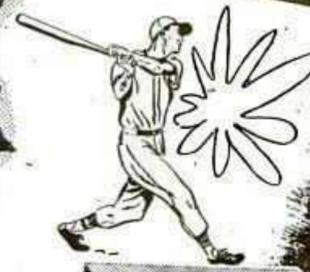
(Also available for straight 5c play)  
Accepts credits up to \$2.00  
Proved performance  
Simple to service



**PEDESTAL  
STAND**

(Optional)  
For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand.

Music Mite defies all imitations because it is tried, tested and proven on location—and offers so much more and costs so much less than any other "small" machine ever built!



SENSATIONAL THREE-DIMENSIONAL MONEY-MAKER!

# SUPER World Series

**FASTER ACTION!  
FASTER TURNOVER!  
FASTER PLAYING TIME!**  
(50 seconds to play)



**EITHER**  
1 play for 5¢  
2 plays for 10¢  
5 plays for 25¢  
**OR**  
1 play for 10¢  
3 plays for 25¢

**Super  
WORLD  
SERIES**  
has a 5c-10c-25c single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and is designed for convertible play!

**CHANGEOVER CAN BE  
ACCOMPLISHED  
IN A FEW SECONDS!**



CREATORS OF DEPENDABLE  
PLAY APPEAL!  
4242 W. FILLMORE STREET,  
CHICAGO 24, ILLINOIS

**SEE BOTH — PLAY BOTH —  
BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —  
AND DO TWICE THE BUSINESS!**

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THE BEST OF ALL "SKILL" GAMES

for  
ARCADES OR ON LOCATION

CAPACITY \$8.00 PER HOUR WITH 10¢ PLAY  
5¢ OR 10¢ COIN SLOTS OPTIONAL

Wherever you go—ask about SKEE-BALL  
Get the facts — see for yourself  
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## BOWLING GAMES

(Overhead Swinging Pins)

- SHUFFLE ALLEY (4-player rebound) ..... \$249.00
- SUPER TWIN BOWLER (2-player rebound) ..... 139.00
- SPEED BOWLER ..... 95.00
- EXPRESS, Single Player ..... 108.00
- EXPRESS, 2-Player ..... 139.00
- SHUFFLE ALLEY ..... 69.00

SEEBURG "SHOOT-THE-BEAR,"  
the latest model ..... \$335.00

The above equipment is guaranteed to be in first-class condition, ready for location!  
1/3 deposit with order, balance C.O.D. or sight draft.

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## EXTRA! VALUES!

- ★ CLEAN
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## EXTRA! VALUES!

### ONE BALLS

- Champions ..... \$235.00
- Photo Finish ..... 225.00
- Citation ..... 150.00
- Gold Cup ..... 85.00
- Jockey Special .. 65.00
- Special Entry ... 35.00

### MUSIC

- CALL COLLECT FOR SPECIAL PRICE
- WURLITZER: 1250, 1100, 1015 1080 1017, 750, 950, 600, 500, 616, 61, 3020's
  - SEEBURG: 148, 147, 146. ALL POST-WAR MODELS
  - ROCK-OLA: 1428, 1426 & 1422
  - AIREONS: Deluxe and 400
  - PACKARD: WALLBOXES

### WANTED TO BUY:

WURLITZER 3020, SHUFFLE BOWLER TYPE MACHINES, NEW FIVE BALLS, NEW SHUFFLE CADES, SEEBURG 100's, SEEBURG 100 WALLBOXES, SEEBURG BEAR GUNS, PACKARD HIGH CHROME WALL BOXES, HOT RODS AND EUREKAS.

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**BUY DIRECT FROM FACTORY!**

**\$39<sup>50</sup>**

FLY-A-WAY  
PIN CONVERSION

FOR UNIV. TWIN BOWLER, CHICAGO BOWL, SHUFFLE ALLEY AND UNITED SHUFFLE ALLEY  
• Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit

**SCOREBOARDS**

Coin Operated. Electric. Fits All Shuffleboards. Center Overhead or Wall Models, 5¢ or 10¢ Play  
Write for Prices.

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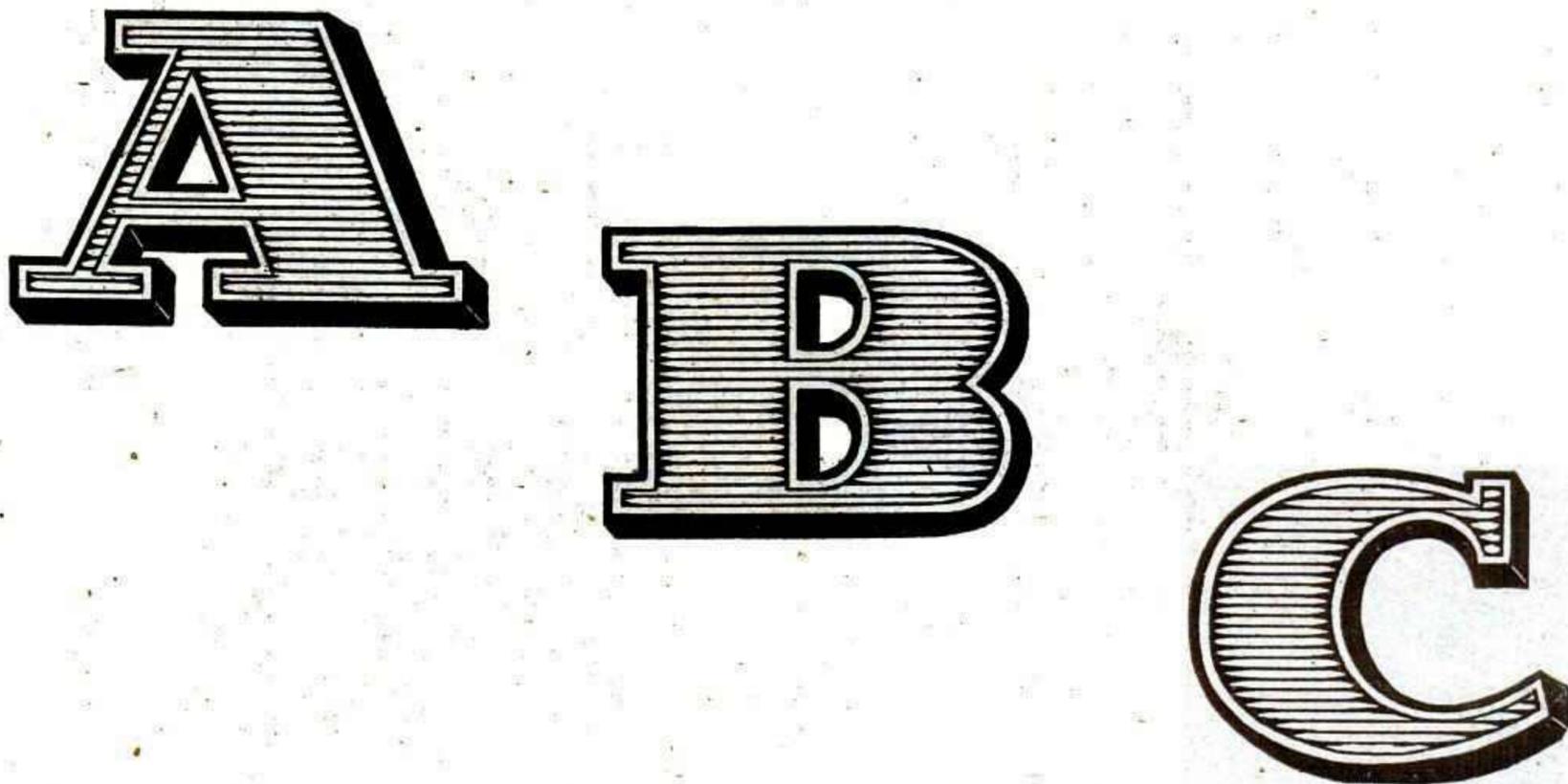
Exclusive Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

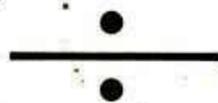
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**SMARTEST – GREATEST**  
**GAME . . . ever**



**WE ARE DELIVERING**  
**A B C GAMES NOW**

**BANNER** **SPECIALTY COMPANY**

*Endorsing Only The Best Since 1917*

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AMAZINGLY DIFFERENT  
**NEW!**  
 A REAL THRILLER  
 FOR YOU

**Proved**  
 BY LEADING OPERATORS

UNIVERSAL'S

5-BALL 5-CARD

**5**  
**STAR**

**GREATEST 5-BALL OF ALL TIME!**

**SENSATIONALLY DIFFERENT!**

- ★ ENTIRELY NEW PLAY PRINCIPLE!
- ★ ENTIRELY NEW SCORING FEATURES!
- ★ ENTIRELY NEW PLAYFIELD ACTION!

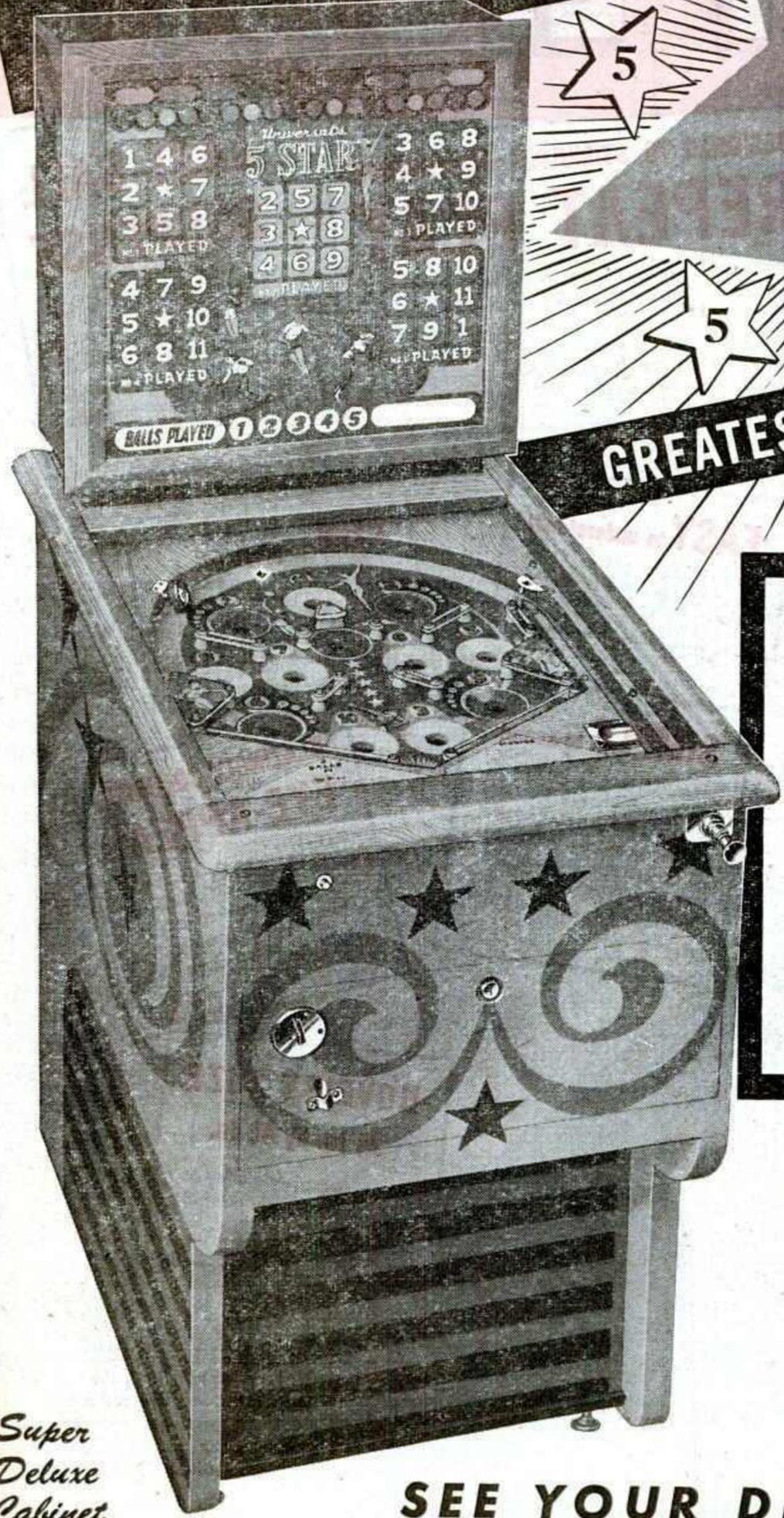


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**"WINNER"**

ALWAYS  
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AS GOOD  
 TODAY AS  
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Super  
 Deluxe  
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# Fastest 5-Ball Game in Years!

## Bally®

# BRIGHT LIGHTS

### EARNING-POWER MULTIPLIED

#### BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

### DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

### LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

### EASY to understand!

Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

### FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

### SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

### BLAZINGLY COLORFUL EYE-APPEAL

Circus colors in cabinet, backglass and playfield ... and bold modern design ... attract players immediately, excite curiosity, start the play the minute the legs are bolted on!

### NOVELTY SIZE 24 in. by 48 in.

Fits into every type of location ... and brings the slowest spot back to life in a hurry!

**TURF KING**  
JUMBO PINBALL GAME

**BASEBALL**  
NEW SHUFFLE SENSATION



See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright ... get BRIGHT LIGHTS now!

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**UNITED'S**  
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**NEW  
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 5-BALL  
 REPLAY  
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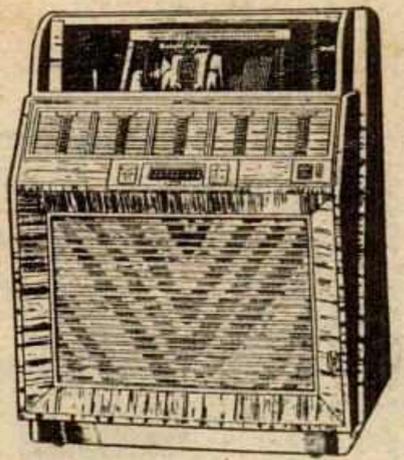
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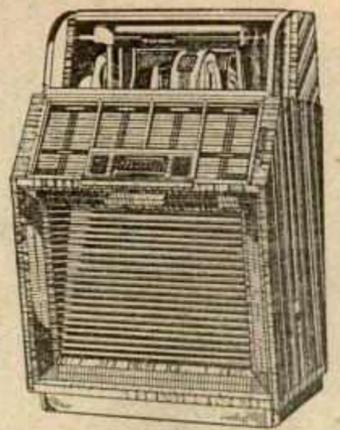


# SELECT-O-MATIC



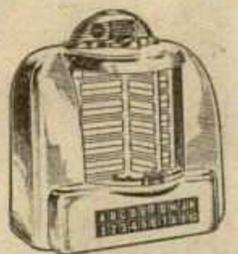
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The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



**at 45 rpm**

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



**the Wall-O-Matic**

An electronic development overshadowed only by the Select-O-Matic "100" itself. Brings 100 selections of music right to the finger tips of guests.

*important* **TODAY**.... *essential* **TOMORROW**

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