

The Billboard



APRIL 7, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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"Outdoors" Sees Long-Green Plentiful; Big Season Looms

Rose Copyright Battle Could Set Precedent

Hinges on Renewal Decision Re "You Tell Her, I Stutter"

NEW YORK, March 31.—What may be a precedential case affecting the entire tune renewal status is shaping up between Billy Rose and publisher Saul Bourne out of a dispute of opinion as to who owns the renewal rights to "You Tell Her, I Stutter," written by Rose and Cliff Friend and copyrighted in 1922.

Both Rose (in conjunction with Friend) and Bourne are claiming the renewal, and the hassle is now in the hands of their respective courts. (Continued on page 11)

Yiddish Legit Yells 'Oy, Vay'

By DENNIS McDONALD

NEW YORK, March 31.—The Yiddish Theater has been on the wane since the 1930's and many factors have been responsible for this decline. Television has recently added a body blow to the standing woes of a drop-off in audience. (Continued on page 46)

44 FREE AM-TV PLUGS FOR PARK

NEW YORK, March 31.—Attempts of Rockaways' Playland here to stick itself in the public's eye and ear reached something of a high yesterday (30) by dint of the park's tie-up with the National Broadcasting Company.

Starting at 6 a.m., WNBT and WNBC, the net's key TV and radio stations here, furnished 44 separate plugs for the spot in both mediums, with the drumfire lasting until midnight. On TV, for example, 20-second spots utilizing slides of the park were offered at station breaks, with the pitch noting that a sure sign of spring is the opening of Rockaways' Playland.

The big drive was cleared with sponsors of shows on both WNBC and WNBT so that the listeners and viewers were apprised of the fact that the park was open during regular programs as well as at the breaks.



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Fairs, Circuses, Carnies, Parks All Optimistic

Many Signs Point To Real Good One For Alfresco Ops

By HERB DOTTEN

CHICAGO, March 31.—The outdoor amusement industry this season should be good, with grosses rising progressively thru the spring, summer and fall for a year substantially better than 1950.

That is the consensus of even the most conservative owner-operators in various segments of the field. But they are quick to point out that there will be problems. Not the least will be a tight help situation. There also will be the continuing threat that a sharp reversal in the international situation would upset the field. (Continued on page 50)

AFRA Won't Support Members Who 'Offend' Via Red Links

NEW YORK, March 31.—American Federation of Radio Artists this week indirectly served notice on its members that any radio actor involved in non-union activities which "offend" the public cannot expect AFRA support. Although not spelled out, the AFRA action unmistakably refers to performers involved in alleged subversive actions.

AFRA made its policy known in a letter of support sent to Screen Actors' Guild in Hollywood. The letter, sent Wednesday (28), told SAG that the AFRA national board Monday (26) had voted approval of SAG's open letter to Gale Sondergaard. Miss Sondergaard, a recent witness before the House Un-American

Activities Committee, refused to disclose her political affiliations. Miss Sondergaard's appearance led SAG to issue a statement

Cocktail Unit Jobs on Upswing

NEW YORK, March 31.—Cocktail lounge bookings which have been in the doldrums for the past few years, have shown a sharp pickup in recent weeks, according to a survey made by The Billboard. In some cases the increase has been as much as 25 per cent.

The biggest number of sales has been in the newly established army camp regions of the Southwest and the highly industrialized areas of the Midwest. In most cases, a check of unit bookers showed that the demand has been for non-name duos and trios, with organ outfits in greatest demand. One large talent office said that the demand for the organ groups is so great that it hasn't the supply to fill it.

The stepped-up demand is coming from small spots which up to now have operated with juke boxes. This, said one booking office, is particularly true of areas around Texas, Louisiana and Arkansas. In the Midwest the biggest business is coming from Indiana, Illinois and the small towns in that area which have started to mushroom in the past few months. Some agencies attribute the boom to the fact that (Continued on page 42)

noting that performers whose non-union activities have "so offended American public opinion" so as to be unsalable at the box office could expect no aid from SAG. "The Guild cannot and would not want to force an employer to hire him," SAG continued, declaring that it was not a union responsibility.

AFRA's letter, in turn, declared that the board "heartily commends SAG" for its position. The stand assumes special significance, since the House Un-American Activities Committee is expected to call radio performers when its Washington hearings resume late in April.

Dick & Oscar Nix Singer's TV Deal

NEW YORK, March 31.—The Rodgers and Hammerstein office this week turned down a deal for Martha Wright to take over as a replacement for Kyle MacDonnell on Goodrich's Celebrity Time.

Miss Wright is slated to replace Mary Martin in South Pacific in June, and the producers evidently felt her TV appearances would hurt her musical. She will, however, appear as a guest on one Celebrity Time. Miss MacDonnell is taking a recess shortly to have a baby.

Cap Has New "45" Centers

HOLLYWOOD, March 31.—Heralded by Capitol Records as the most revolutionary disk innovation since the introduction of the donut disk, label will soon unveil its "optional center" 45 r.p.m. platform. (Continued on page 12)

YOUNGMAN'S LONG TERMER

NEW YORK, March 31.—Pursuant to the National Broadcasting Company-Milton Berle deal giving Berle \$1,000 per week for 30 years, Henry Youngman called The Billboard from Kansas City, Mo., this week to apprise us of a similar deal he has just concluded with Columbia Broadcasting System. CBS, says Youngman, is giving him \$300 per week for 30 years to stay away from the place.

Youngman is current, and runs thru April 5 at the Bellevue Hotel in Kansas City, and opens the Casino Theater in Montreal for a week beginning April 14. Between those two dates, he's going to spend all his time in the offices of dentist Max Cohen here, getting his choppers retified. If Berle's nose-bob helped get him the NBC deal, Youngman figures maybe some flashy teeth will achieve a similar result for him.

Billboard Backstage

By JOE CSIDA

Criticizing shows is a peculiar part of the job of guys on papers like The Billboard. Most of the reaction you get to reviews is of little help in charting your course on similar future assignments.

Occasionally, however, your confidence is bolstered, your sense of doing your job well is nourished by comment from disinterested and unprejudiced parties on comment you've made about one show or another.

A little while back I caught a DuMont Star Time show, and mentioned in passing that some of Frances Langford's gowns were not entirely flattering to the lady, maybe even in poor taste.

This is gratifying reaction, to be sure; but, on further reflection, a little disheartening, too. The last subject on which I would set myself up as an authority would be ladies' gowns, satin, chiffon or otherwise.

It seems to me, on progressively sadder reflection, that in the course of some thousand reviews (more or less) I have written I have made more profound observations than the one concerning Miss Langford's apparel.

It's enough to make a guy think that no one but fashion experts read the reviews.

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 31.—Exactly what the Supreme Court will decide in the color TV case is anybody's guess. One thing the jurists made clear this week, too, is that they don't intend to pose as video experts.

Reds in Showbiz Will Get Full Treatment . . .

Look for House Un-American Activities Committee's hearings on Communism in show business to extend far beyond April. Line-up of witnesses is growing into the longest on record, greatly exceeding the committee's original estimates.

With hearing slated to resume April 10, time-table now being drafted calls for interruption of showbiz testimony at month's end so that the committee can launch into probe of Communism in defense industries.

Committee Chairman John S. Wood (D., Ga.) is standing pat so far on his order banning TV from the chamber.

Scholars Agog Over TV Allocations . . .

Altho the Federal Communications Commission (FCC) Commissioner Frieda Hennock is insisting she'll press for more than the 209 TV frequencies reserved for educators in FCC's new proposed allocations, Washington is getting plenty of evidence that the campuses are pleasantly agog over what they get.

Picture Business

By LEE ZIHTO

HOLLYWOOD, March 31.—Screen Actors' Guild's board of directors' reply to Gale Sondergaard this week brought the Guild a deluge of correspondence supporting it in its stand. An interesting aspect of this was the fact that considerable congratulatory comment came to the Guild from persons outside the entertainment world, revealing that the public at large holds a keen interest in the congressional committee's probe into Hollywood's Reds.

Compliments from all quarters of the motion picture industry were showered upon SAG as well as from other facets of the entertainment industry. Later in the week national board of the American Federation of Radio Artists voted its commendation of SAG's stand, thereby indicating AFRA would maintain a like position should a similar situation arise within its own ranks.

In replying to Miss Sondergaard's call for help after she was subpoenaed by the House Un-American Activities Committee, SAG became the first of the entertainment unions to present a definite clear-cut policy on members involved in Commie investigations. SAG's board of directors told Miss Sondergaard:

No Blacklist But No Dialectic Fencing . . .

"The Guild, as a labor union, will fight against any secret blacklist created by any group of employers. On the other hand, if any actor by his own actions outside of union activities has so offended American public opinion that he has made himself unsalable at the box office, the Guild cannot and would not want to force any employer to hire him. That is the individual actor's personal responsibility and it cannot be shifted to his union."

SAG's board pointed out that the world situation is far too serious for Americans to engage in "dialectic fencing." Like the nation (Continued on page 49)

State Dept. Fights Chavez "Voice" Bill

Pressure Mustered Against Measure To Transfer Info Operations to ECA

WASHINGTON, March 31.—State Department's liaison agents on Capitol Hill are mustering a quiet pressure drive to shelve a bill introduced by Sen. Dennis Chavez (D., N. M.) proposing to transfer the Voice of America and the rest of State's global information operations to the Economic Co-operation Administration.

This newest development appears to have brought into the open a long-smouldering tiff between State Department and ECA. State is known to have been casting covetous eyes on the ECA which independently operates a global information program of its own in connection with its assistance program to deserving nations.

NO GAS BUT—

Top Paris Spots Doing Boom Biz

PARIS, March 31.—Last several weeks have been paradoxical, with top clubs and theaters doing business breaking all previous box-office records, and secondary places either empty or shut down. All employees of the public-owned transportation system have been out on strike. The railroad system through France has stopped operating.

Wage Increase

M. Queuille, France's newest premier, called an emergency meeting of the cabinet, and announced the Paris minimum hourly wage increased from 22 cents an hour to 24 cents an hour. On the official counting of 200 work hours a month, including extra money allowed for transportation to and from the job, this means that the new minimum wage scale comes to \$52 a month.

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Table with 2 columns: Item and Page Number. Includes Burlesque (45), Carnival (100), Circus (97), Classified Ads (114), Coin Machines (141), Fairs and Expos (86), Final Curtain (49), General Outdoor (50), Honor Roll of Hits (26), Legitimate (46), Letter List (130), Magic (45), Merchandise (114), Music (10), Music Charts (24), Music Machines (142), Night Clubs (42), Parks and Pools (82), Pipes for Pitchmen (136), Rinks-Arenas (47), Roadshow-Rep (48), Routes (42), Salesboards (140), TV-Radio (4), Vaudeville (42), Vending Machines (148)

London Dispatch

By LEIGH VANCE

LONDON, March 31.—Glossy site over the British Broadcasting Corporation's variety department these days. Listener research reports that all the top comedy shows have taken a popularity nosedive, blames slovenly scriptwriters content to hash up the same old "Who was that lady I saw you with last night?" class of gag.

To combat the slide, variety boss Michael Standing is grooming a team of young talent, headed by goggle-eyed comic Michael Bertine, for what he describes as a "new type of show altogether."

Meanwhile, veteran scripter Ted Kavanagh, who wrote the BB's top comedy caper, ITMA (It's That Man Again), for 10 years until the show folded on the death of comedian Tommy (That Man) Handley, is trying another comeback. Already a flop on TV where one of his shows scheduled to run weekly was hustled off the screen after the first performance, and author of a shaky radio series, The Great Gildohoy, which met a similar (tho delayed) death, Ted now comes up with a new formula. Backed by the goodwill of the BBC, the new show—built around comparative unknowns—was given three trial recordings, is now on the slab for reslating.

Censor Slaps Summons On "Tinted" Legit . . .

A summons has been taken out against the Communist-inclined Unity Theater, for "unlawfully causing to be acted a stage play . . . in a place not duly licensed." Charge concerns the propaganda piece, Here Goes. Normally, sub-theaters, which admit only members and guests, need not take out a license from the Lord Chamberlain or submit the script for censoring. "On those grounds . . . and for the good of all club theaters," say Unity primly, "we shall fight the case."

Biggest TV Show Airst As Freeze Is On . . .

TV's biggest moment to date came with the screening this week (Continued on page 10)

Paris Peek

By ART ROSETT

PARIS, March 31.—Richard Brooks is in Paris to direct Light Touch, a Pandora Stewart production (MGM). Stars Bernard Granger and Pierre Aigre are due here next month. Aigre will be shot in Tunis and Sicily. . . Humphrey Bogart is here with Baby en route to Africa to make a film called African Queen. Katharine Hepburn will play the feminine role. John Huston will direct. Bogart's own company is producing. . . Frede (owner of Club Carrol) is presently in Rome with Mexican motion picture star Maria Felix. . . Harry Kurnitz, freelance Hollywood writer, is in Paris gathering material for a script.

Pinkos Voices Kudos On "Voice" Analysts . . .

Alex Pinkos, American pioneer of the French film industry, dropped in on his way to London to congratulate on The Billboard March 3 piece about the Voice of America. Pinkos suggested that reprints of the piece be circulated to every member of the United States Congress. . . Borrah Minnevitich is now a motion picture producer. His first film, Jour de Fete (Holiday), made money. Now he's planning to do Beat the Drums Slowly from the British book, Bar Sinister. John Paxton is working on the script. Pic will be directed by Charles David and is budgeted at \$300,000. Shooting will begin in the near future in Hamburg, in English and German versions. . . The Laurel and Hardy flick, Atoll K, their first film in five years, is finally finished. Production took nine months. Delay was (Continued on page 49)

Belle Tolls Cap-Ferrer, Sholes Pacts

NEW YORK, March 31.—Barbara Belle, long known around music-record circles as writer, publisher and personal manager for Fran Warren, this week signed Academy Award winner Jose Ferrer to a six-month recording deal with Capitol Records on a 10 per cent royalty basis. Miss Belle represents Ferrer and the Jose Ferrer Enterprises as record-radio-TV co-ordinator.

She is currently offering three Ferrer Enterprises TV packages around to webs and agencies—Jose Ferrer Presents Honorio Alger stories, featuring Charles Vally Cox; a series based on the Irwin Cobb Judge Priest stories, and a psychology series called The Creative Personality, featuring Dr. Wertheim, criminal psychiatrist and author of Dark Legend and Show of Violence.

The first Capitol platters starring Ferrer will, naturally, be an album of Cyrano De Bergerac, tho the actor will also record other material, including kiddie stuff, and at least one Spanish blues record.

"Cyrano" Score Miss Belle and husband, Lee Newman, also control rights to the incidental music used in the Cyrano stage score and which will be used in the Cap album. This is the score adapted and arranged by Max Marlin, and based on themes by Paul Bowles. The material has been copyrighted by a new Belle-Newman music firm called New Music Corporation.

Danny Sholes, most recent of Fran's "Lil' Dens," has also been signed to a personal management pact by Miss Belle. Sholes makes the second boy singer in the growing Belle stable. She is also handling Champ Butler, recording for Columbia, and handled by a William Morris Agency, in a deal calling for the kid to collect \$50,000 before the agency gets its first dime in commissions. Butler is being personally handled by the agency by lawyer Abe Lastfogel. Belle started her talent-piloting career, is currently prepping for an early summer showing at Mocambo in Hollywood.

Pubbers Court 'Courtin,' '17' & 'Top Banana'

NEW YORK, March 31.—Publishers' row was very active in the pursuit of legit musical scores this week. Keynote acquisition was made by the Music Publishers' Holding Corporation, which acquired the scores for the coming legation, 'Courtin,' '17' and 'Top Banana'. As part of the Warner pubberies' deal, MPH made an initial \$25,000 investment in the show and gave the score's writers, Jack Lawrence and Don Walker, a \$5,000 advance. Score has 15 songs at the moment. Show is slated for an April 9 bow in Boston and will open in New York about four weeks later.

The Warner firms haven't dealt such in the legit field, with their last important show score dating back to *Call Me Mister*.

Other show score activity focused on Johnny Mercer's *Top Banana*, and the Kim Gannon-Walter Kent *Seventeen*. The Mercer score, it appeared this week, will wind up with the Chappell firms. After negotiations had been held with both J. J. Robbins and E. H. Morris. *Seventeen*, in which the National Broadcasting Company has made an investment and which is to be produced by Milton Berle, is being considered for publication by Leeds Music. No deal has been arranged for the latter score, but the indication is that Leeds will have first crack at it.

US Reports Big Gains In Amuse. Tax

WASHINGTON, March 31.—Big gains in receipts were registered by all but a scattering of amusements and excise levies. February, according to this week's Bureau of Internal Revenue figures. Collection from the tax on phonograph disks took a dip for the month. (Continued on page 18)

Now We've Heard All!

BRISTOL, Conn., March 31.—Bristol policemen may be getting tickets as well as giving them, starting this week. The police board has approved a doubling-up plan proposed by two local theater managers as an economy move. They asked that the officers, usually paid to maintain order during shows, also act as doormen on the side. The city corporation counsel must approve the step before it goes into effect.

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SNAP, BANG, POP!

General Foods Cracks Whip At Ad Firms

NEW YORK, March 31.—The new management at General Foods, which resulted from a recent batch of job-switching and promotions, currently is cracking the whip over its two ad agencies and calling for a complete review of GF radio and TV activity. The execs at the agencies involved, Young & Rubicam and Benton & Bowles, have been instructed to come up with complete reports on GE's broadcast background, and recommendations on what changes are needed to improve the sponsor's relative position in the future.

In the background are a number of program switches which have occurred in recent months. These include GF's dropping of baseball sponsorship, buying Bert Parks on TV, dropping Lucille Ball on radio, adding a video version of *Aldrich Family*, and dropping *Hopalong Cassidy*. It's also possible that some of the political undertones that hit *Aldrich Family* and barely grazed *The Goldbergs* may have some part in the investigations.

It's believed unlikely that any further drastic changes will occur this year. Both agencies are understood to have submitted their 1951-52 plans and suggestions already, and unless the new GF biggies get very restive, they probably will go along with the agency blueprints.

New Claimant Vs. Fields Will

HOLLYWOOD, March 31.—W. C. Fields' will is still being contested. Latest to claim marriage to the late comic is Mrs. Edith Williams, 71, of Chicago. Mrs. Williams Friday (30) won a Superior Court hearing on her claim, set for April 23. While a previous court order gave community property from the estimated \$750,000 Fields estate to Mrs. Harriet Fields, a technical error in the findings gives Mrs. Williams a chance to be heard.

The elderly Chicagoan maintains she eloped with Fields in 1893. She says he fathered her seven children and left her in 1910.

B'way Garnerers Most "Oscars"

HOLLYWOOD, March 31.—This year it was Broadway and not Hollywood that walked off with the Motion Picture Academy's top Oscars. Jose Ferrer received an award for his screen portrayal of Cyrano De Bergerac, a role he played on Broadway. Similarly, Judy Holiday was bestowed film-dom's top acting honor for her part in *Born Yesterday*, the same role that skyrocketed her to fame on the Stem.

Mag With Popcorn At Movies Soon

NEWARK, N. J., March 31.—A new pocket-size fan mag to be sold only in movie theaters will bow on more than 1,600 movie refreshment stands April 18. The dime seller, called *Movie Digest*, is to be published by the Confection Cabinet Corporation, old-time theater concessionaire. Firm also is developing a vending machine to handle the bi-weekly in theaters that do not have attended stands.

Highlight Reviews

LEGIT

"King" on Broadway Is Another Royal Rodgers-Hammerstein Smash

By BOB FRANCIS

When the final curtain comes down on *The King and I*, the conclusion is obvious—the boys have done it again. The newest Rodgers and Hammerstein musical has just about everything to put it solidly in the smash hit bracket. It carries the R. and H. stamp of impeccable taste and magnificent showmanship, and should delight townsmen for a long time to come. It is likewise inevitable that a question of comparison to South Pacific will arise. There is no comparison. King is entirely different. It has no central love story. And while many of its moments are deliciously light, its comedy is of the subtlest and tuned for inner

savoring rather than the belly laugh. Also its poignant warmth is never sacrificed to reaching for contrived effect. In sum, it is a wonderfully adroit job by Oscar Hammerstein of translating a fine novel into stage terms with lyrics that integrate perfectly with dialog in telling its story, plus music which admirably backgrounds its Oriental mood, and set in a superb frame, King can rest strictly on its own laurels.

No more happy choice could be found for Margaret Landon's Victorian school teacher who becomes a dominant factor in Siam's social structure than Gertrude Lawrence. Her hoop-skirted Anna is a lovely

and lovable person, and she plays her with a winning restraint. But no star ever got better support than she receives from Yul Brynner as the semi-barbaric king who succumbs to her influence. Brynner can't sing much, but he frequently more than crowds her for acting honors and has built up brilliant portrait of the despot with a yen for benevolence. There are fine contributions also from Dorothy Sarnoff as the king's No. 1 wife, and Doréta Morrow and Larry Douglas as the harassed pair of slave lovers.

Since Anna is called to Siam to teach the king's progeny the (Continued on page 46)

NIGHT CLUBS

Proser's "Rose" Ideal Spot for Any Act, But Marjane Is Mild

By BILL SMITH

If any act doesn't do well in New York's La Vic En Rose it will not be the fault of the room, the decor, the production or the operator. In fact, the spot's made to order for almost any kind of act. The layout consists of three small stages. Center, where the performer works, is equipped with a stand-up mike and an overhead mike. Two side stages are for the band and a piano player. Lighting, provided by colored borders and spots, is magnificent. The room itself is luxurious. The walls and ceiling are covered with a rose-colored velvet, which makes it ideal for sound. Reliefs are in wire lattice, delicate but in keeping with Gallic decor.

The preem act here is the French

imported chantuese, billed as Marjane (full name Leo Marjane). Unknown in this country, the stacked blonde showed a warm husky voice as she went thru a series of French tunes. For pace changers she added a couple of English lyrics segueing to her native tongue. The gal has possibilities and with sufficient publicity could do business here. Right now Monte Proser is probably a bigger draw than Marjane.

Trio Background
Marjane works with a trio (male) who add their voices in choral arrangements from behind the curtain. On the night caught, the audience listened quietly if unenthusiastically. The gal did her numbers in competent fashion to polite applause. Lack of salc-

manship was probably partially responsible.

Cy Coleman's Trio (each in plaid dinner jackets) did an excellent job of show backing. In his own right, Coleman, a fine piano player, has gradually built up a loyal following. Mischa Novy's Trio spells Coleman, using light frothy French dance tunes for an ideal contrast. Coleman's outfit also plays for dancing, with the temps limited to the tiny center-stage. Bill Smith.

(Tuesday, March 28)
Capacity, 180. Price policy, \$4-\$5 minimum. Shows at 8:30, 12:30, 2:30. Operator, Monte Proser. Booker, non-exclusive. Publicity, Bayne-Zussman. Estimated show budget, \$2,250.

TELEVISION

Scenoscope Makes Web Bow on Como's Chesterfield Show

By SAM CHASE

The new "scenoscope" device got its first web outing this week on the Perry Como show. Previously it had been used on a WOR-TV dramatic offering, where it did not show to particularly good advantage. Its use on the Como stanza was considerably more effective, indicating that the photo-electronic gadget may ultimately find its most fruitful field in furnishing a change of scenic pace on musical shows, rather than in sustained use for drama.

The "scenoscope," which is attached to the front of a camera and uses transparencies, film and mirrors to supply a background set-

ting without actual props, came on with the last number on the show, Como's rendering of *If*. While the baritone chanted the lyrics, he was backed by a prop stairway leading into the zenith. This was supplanted by a starry "scenoscope" sky, onto which was superimposed via film a male hand running sensually thru a gal's long hair, segueing into a profile view of an ecstatic female enjoying above treatment.

It's a lucky thing the studio audience couldn't gander this effect, for a howling mob of teen-age chicks seemed to snap their garter belts at Como's mere appearance

for each number. How the fingers thru the locks routine might have affected their glandular and chemical reactions is frightful to consider.

Como and the Fontane Sisters did their usual competent job on *Sparrow in the Tree Top*, but Como seemed indifferent in his run-thru of *Faithful*. Helen O'Connell made her TV bow as part of a comeback campaign and showed to good advantage visually as well as vocally with *Would I Love You*. Dick Stark's commercials were brisk and effective.

CBS-TV, Friday (30), 7:45-8 p.m.

RADIO

Carleton Morse Does "Family" Rewrite for Slick New Soaper

By JUNE BUNDY

The *Woman in My House* is a close relative of Carleton E. Morse's original soap opera *One Man's Family*. So close in fact, the initial plot line is almost identical—major difference being that the former's family surname is Carter instead of Barbour. When Morse premiered a video version of *One Man's Family* in 1949, *The Billboard* noted that "the initial episode was practically a playback of the program's first coast-to-coast airing over NBC in 1933." With slight variations, the same

is true of *The Woman in My House*. Characterwise, the Carter family equals the Barbour brood in number (5) and general age. In both series the parents are worried about the unmarried state of their middle-20's eldest daughter (Hazel Barbour-Virginia Carter). Her eldest son, in his late 20's, is cynical and secretive (Paul Barbour-Jeffrey Carter); and their youngest son is a typical American-boy type (Jack Barbour-Peter Carter).

bour family also included twins, a boy and a girl in their late teens, both personable and headstrong. The current version introduces two similar characters, but on the show caught, it wasn't clear if they were twins or merely close in age. (Claudia and Cliff Barbour-Sandra and Clayton Carter).

Friday's Carter episode teed off with a long pre-breakfast narrative by Sandra nicknamed Sandy, who mullied over an escapade she and Clayton had become involved (Continued on page 8)

TV Summer May Be Starless But Sponsors Likely To Stick

NEW YORK, March 31.—Although schedules are still a long way from being set, there is every indication that there'll be stars all over the place—except in television—come summer time. With but a very few exceptions, and even those are doubtful, none of the major stars of either Columbia Broadcasting System TV or National Broadcasting Company TV will be telecasting this summer.

This, however, does not mean that network video will take the same commercial nosedive it did last year. Instead, there appears to be good chances for the webs retaining a number of major advertisers who will back smaller budget shows for the July-August spread.

One factor which may bear on the accounts staying on the air is the possibility that some affiliates may be guaranteed time franchises when fall comes. If one network can get an advertiser into a time slot being vacated on a competitive web, some affiliates may switch, rather than lose summer billings. Extra discounts may also help maintain commercial schedules.

NBC, which has video's longest list of stars, is similarly losing the largest number. Milton Berle, all of the comics on the Sunday and Wednesday hours, Sid Caesar and Imogene Coca, Kukla, Fran and

Ollie, and Dave Garroway all will be lamming for the summer.

Only NBC shows set for summer are *Somerset Maugham Theater*, Ted Mack's *Amateur Hour*, *Break the Bank* and a few others. Probable summer airers include *Leave It to the Girls*, *Camel*

Skelton Shops For Favorable Video Contract

HOLLYWOOD, March 31.—A long-term contract has been offered to Red Skelton, covering both radio and TV, it was learned this week. The deal is said to provide for a straight annual guarantee, based on a minimum number of appearances per year, but without any capital gains or "annuity" provisos as set up between CBS and Jack Benny or between NBC and Milton Berle.

Skelton, unlike most comics today, has no exclusive network deal. He has a regular sponsorship contract with Procter & Gamble, which shifted his show from NBC to CBS shortly after Benny shifted.

Reports here are that Skelton, since huddling with NBC, has begun similar sessions with CBS.

Wrigley Buys 36 CBS Summer Shows Valued at 660G

NEW YORK, March 31.—Wrigley this week contracted for 36 summer sustainers from CBS radio, bringing to the web's coffers about 660G in new business during the usually slack commercial period. NBC however, seemed to be winning out in a contest with CBS to get Lever Bros. to go for a similar deal, since most of the top CBS sustainers now have been taken by Wrigley.

The Wrigley sponsorship will begin July 3 and run until August 21. The programs to be sponsored are *Broadway Is My Beat*, *Johnny Dollar*, *Pursuit*, *Romance* and *Lineup*. The purchase is comparable to Wrigley's big buy on CBS last summer.

News, *Firestone*, *James Melton*, *T Men* and *We, the People*. *Broadway Open House* will probably stay on, too, but whether it will star Jerry Lester is open; his contract is said to run out in May. CBS will keep some of its top shows, but these do not represent star billing attractions. *Westinghouse Studio One* will stay on with an hour-long drama series featuring top CBS properties, and Ed Sullivan (who will probably be the top year-round name if he stays on) is expected to repeat his summer run of last year (kept on sustaining by CBS). *General Electric* will also stay on, but with a replacement show for Fred Waring.

CBS, however, will lose its No. 1 name property, for the summer when Arthur Godfrey vacations. The time may stay in the commercial bracket, however, with substitute shows.

The American Broadcasting Company will continue to air *Benji*, *Lone Ranger*, Ted Mack's *Family Hour* and *Stop the Music*. DuMont expects the greater part of its commercial structure to remain intact, but this does not include any stars, except for Jackie Gleason, and the name bands appearing on *Cavalcade of Bands*.

WFDR Council Air Hits Snag

NEW YORK, March 31.—WFDR, the New York FM station which this week started a move to place its mikes at New York City Council sessions as well as congressional sessions, drew its first reaction yesterday (30). The reply came from the office of New York City's Mayor Vincent Impellitteri.

New York City Hall told WFDR, via its Manager Lou Frankel, that WNYC had aired the council meetings for some years, but after a vote by the council this was discontinued in 1942. WFDR's request, accordingly, was referred by the mayor to council Chairman Joe Sharkey.

There are several legal barriers to broadcasting such events in New York State. One is a provision in the code of criminal procedure, and another is a Supreme Court provision labeling such broadcasts as improper.

Meanwhile, the courts will not decide whether witnesses may refuse to testify before TV cameras, following the action of the U. S. Senate in citing 11 for contempt.

TV FLICKER BACKLOG BURNS DOWN TO A DIM, DULL GLOW

HOLLYWOOD, March 31.—If no new film product is made available soon, motion pictures now shown on TV will rapidly lose their remaining audience appeal. This was disclosed by a check of studios for reaction to the Federal Communications Commission warning that Hollywood should release its film product and talent to TV. Product now in circulation has been shown as much as 10 to 12 times in the same market, with sources for fresh usable product almost exhausted.

While studios studied the FCC move, with their legal eagles mapping future action, film toppers at Los Angeles stations agreed that the feature pic situation is in a critical stage. They are resigned to all films being local reruns, and try to sked piz in time segs not recently used for the same films.

British pic peddlers are cashing in on the domestic film problem, upping demands for products as much as five times over their original quotations. Even England's film pool has this week (with another federal agency, the National Labor Relations Board, asserting that Hollywood movie makers and the TV industry have common interests and techniques.

FCC's policy statement, likely to be a major point of controversy at upcoming hearings on channel reservations for theater television, could have a direct effect on license proceedings for half a dozen operating TV stations owned by movie interests, seven current TV bids by filmdom, eight AM stations, nine FM's owned by movie interests, as well as any future bids by any movie interests.

Commission is expected to name a date soon for its hearing on theater TV, with more than 50 applicants already on record for channel reservations for theater video.

FCC Bares Teeth Vs. Anti-TV Film Makers

WASHINGTON, March 31.—The movie industry faces a roadblock in getting licenses or renewals for TV, AM or FM stations unless the industry lifts the bars of use of talent, scripts and films for video, the Federal Communications Commission warned this week in the first public declaration of its kind. The FCC warning carefully avoided an opinion on whether the movie industry's restrictions on film, script and talent are in violation of the anti-trust laws, but the Commission asserted it will consider these practices "relevant in determining the qualifications of applicants utilizing such practices."

Some lawyers doubt that the FCC is prepared to fully empower to carry thru the threat. Nevertheless, a number of top-flight legalists here are attaching more than usual weight to the

Commission's policy statement. Some see additional significance in view of pronouncement earlier this week by another federal agency, the National Labor Relations Board, asserting that Hollywood movie makers and the TV industry have common interests and techniques.

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"Judy" Dated For Video by McKesson & R.

NEW YORK, March 31.—McKesson & Robbins this week bought *Date With Judy* to start on ABC-TV June 2. The show will be slotted at 11:30 Saturday mornings, as part of the adult strip ABC has been airing with exceptionally satisfactory rating results.

Altho *Judy* has been a radio perennial, this marks its video debut, the property being packaged by Ted Ashley and Ira Steiner. Initial deal is for 26 weeks, business being placed thru the J. D. Tarcher Agency.

No cast members have been set yet.

Colgate Options NBC and CBS Slots

NEW YORK, March 31.—Colgate this week had options on two tele time slots, 15 minutes on NBC and 30 minutes on CBS, both daytime periods across the board. The CBS slot is the 11:30 to noon portion of the Steve Allen show, while the NBC period is 3:15 to 3:30 p.m. Allen last summer replaced *Our Miss Brooks* for Colgate on CBS radio. Ted Bates is the agency.

Two of the soap company's agencies were auditioning talent for the new ABC ailer. Both William Esty and Sherman & Marquette are giving prospective stanzas the once-over. The show would follow Colgate's soap, *Miss Susan*, giving the bankroller a continuous half hour. Richard Joseph's travel show currently is marking time in the slot formerly occupied by Edgar Guest. Inside track for the show is regarded as held by Kathi Norris, who airs across the board on WNBT, New York, and has done Colgate plugs on the web for the client.

GIVING TILL IT HURTS DEPT.

NEW YORK, March 31.—At the National Airlines lunch at the Waldorf Thursday (29) Anne Russell, who does a TV shopping show for WOR-TV, handed the drawing for door prizes. To her consternation the winner proved to be Bob Bloch, from the office of Kathi Norris, WNBT's shopper.

Admen Gain, CBS Burns At NBC's New Discount

NEW YORK, March 31.—AM sales execs at CBS this week were reporting a deep red burn because NBC is advising advertisers it is eliminating its summer hiatus policy. For many years both networks have pursued a policy whereby advertisers taking summer hiatuses lost money. In the case of CBS they paid an additional 5 per cent frequency discount; in the case of NBC they had to pay 28 per cent of card rate to maintain their time franchise.

It is not expected that NBC will make any formal announcement of

this change in policy, since to do so would only be calling attention to network radio retrogression. The new NBC plan provides that advertisers may now take eight weeks off during the summer without paying the 28 per cent rap.

The reason for the CBS burn is that, in order to protect itself and stall off any NBC raids, CBS must now give advertisers a comparable incentive. It is doing so by continuing the 5 per cent discount to advertisers using specific hour totals during the year.

Spot Radio Faces Biggest Summer, TV Hiatuses Contribute to Boom

NEW YORK, March 31.—Spot radio business seems headed for the best summer in its history, according to sales execs. Oddly enough, a principal factor in the continued spot boom—1950 saw more spot placements than ever before—is television. The reason, according to AM station execs, is that many video advertisers will be taking summer hiatuses in TV, and will use spot radio to keep their names and products before the public.

Present indications are that, despite all-out efforts by the television networks, by far the greater majority of big name, big-budget shows will take summer layoffs ranging from 8 to 13 weeks. AM station execs say they currently are getting more inquiries as to spot availabilities than ever before.

Another factor entering the picture, it is declared, is that spot radio will permit emphasis in non-video areas, which in many cases

NBC Asks Affils' Sat. AM Hour To Block Programs

NEW YORK, March 31.—National Broadcasting Company has asked its AM affiliates for an additional hour of network time on Saturday mornings, and early re-

sponses to the request are said to be favorable. NBC wants the period beginning at 9 a.m. so that it can block program thru until noon.

NBC's present web option time starts at 10 a.m., and under Federal Communications Commission regulations it can ask for one more hour in this segment of the broadcasting day. The pitch to the stations was made by Charles R. Denny, NBC executive vice-president, on his recent swing around the network.

What the network would like to do, should it be able to guarantee the time to advertisers, is program kid shows from 9 to 10 a.m., Saturday and women's shows from 10 to noon. Via this block programming, NBC figures it can sell additional time, provided it can guarantee station acceptance to prospective clients.

The only commercials aired Saturday mornings on NBC now are Mary Lee Taylor for Pet Milk at 10:30 and Smilin' Ed McConnell at 11:30 for Buster Brown Shoes.

CBS-TV PROVISIO

Longines Buy OK If Rated; If Not --- Out

NEW YORK, March 31.—Columbia Broadcasting System-TV this week agreed to accept a Longines buy of an alternate week slot with the proviso that if the program does not get a rating, the sponsor will have to replace the property or else take his business elsewhere. Longines will share Thursday nights 10:30-11 p.m. with Arid beginning April 12. The deodorant will program *Crim Reporter*, the old CBS radio package.

Longines, however, will use its singing group, the Choraleers, previously seen on one-shot TV efforts, in its new time period. Victor A. Bennett is the agency for Longines.

NET STAFFERS IN ARMY CALL; NBC LOSES 28

NEW YORK, March 31.—A special psychological warfare unit consisting almost entirely of network employees was called back into active army duty this week. National Broadcasting Company alone lost 28 employees.

NBC staffers include Norman (Pete) Cash, who was named director of AM station relations only a few months ago. Others include Ted Thompson, personnel manager, and Phil Buschgen, of NBC's spot sales, who was a company commander with the rank of captain. The majority of the outfit consists of engineers.

The organization must report May 1 to Fort Riley, Kansas.

have been given little attention, due to TV activities. This may well mitigate against TV advertisers going in for network radio during the summer.

Some ad agency men say they are recommending spot radio for the summer, as opposed to network radio, believing they can get quicker results thru spot, as opposed to building audiences via a web show.

TVA ASKS PRODUCERS POST SALARY BONDS

NEW YORK, March 31.—Television Authority is inaugurating a policy whereby some video producers will be asked to post bonds guaranteeing TVA members' salaries. The practice is part of an all-out TVA campaign to police the industry in enforcement of its recently signed network code.

TVA's bond policy, should it become widespread, would parallel the legit practice maintained for years by Equity. The legit union requires two-week salary bonds from producers, with the exception of those with long-established credit—i.e., Max Gordon, the Theater Guild, et al. TVA would probably not ask for two-week bonds, but would certainly request bonds covering auditions, or audi-

tion kines, etc. First such demand by TVA was made this week with an unidentified indie video packager.

Also TVA's wage scales are being observed, careless scheduling and rehearsal practices have resulted in many code violations, notably the provision calling for a half-hour rest before air time. The union has not had time to tackle the problem heretofore, due to its organization and negotiation drives.

The problem is complicated for TVA by the fact that there are so many "transient" shows, i.e., shows that use a cast only once. This makes appointment of individual program deputies virtually impossible, except in the cases of permanent cast shows—soap operas and the like.

Chances are the TVA will take two steps to meet the difficulty. One will be hiring of checkers and the other will be the appointment of a large number of deputies. The latter will automatically become TVA deputies on whatever shows they appear.

WOR PLUGS TV

Near 5 Hours Weekly With Imperial Buy

NEW YORK, March 31.—Imperial Television this week signed to sponsor an hour record show on Saturday afternoons, 4:45-5:45, over WOR here, bringing the weekly total of sponsored TV plugs carried by the radio station to almost five hours. The Imperial show, which will push Crosley TV sets, features disk jockey Bob Callan.

Other video accounts currently carried by WOR include a two-hour Sunday afternoon disk jockey session, *Dynamic Caravale*, for Air King sets; *Information, Please*, sponsored by Vim stores for Olympic TV on Sunday night; six weekly five-minute *Nemo Weather Report* segs by Davega stores for DuMont TV, and a batch of one-minute spots and station identification plugs for Crosley TV and Magnavox TV. Crosley buys 21 pitches weekly to spot its housewife-set owner interviews. All of the retailer-sponsored shows push the free home demonstration gimmick.

"Faceless Man" in Web-Sponsor Hassle

NEW YORK, March 31.—A dispute was in progress this week-end between the DuMont TV network and the Grey Agency, which handles the other stanza on the web, *The Hands of Mystery*. The problem centers around a script, *The Faceless Man*, which Lawrence Menkin and Charles Spear turned out for the telecast of next Friday (6).

The script deals with a local investigation into crime in a Midwestern city and a murder which arises in the course of a televised session. The agency objected to the show on the ground of propriety, following so closely on the heels of the Kefauver committee's sessions.

DuMont's stance is that, although the script was written before the Kefauver group's closing session, it effectively reflects its expressed wishes, that "the local (city and State) administrations should perform their own investigations for the purpose of cleaning house."

STAND-OUTS ON KEFAUVER AIR

NEW YORK, March 31.—The network radio, by and large, played a very bad second fiddle to television in coverage of the Kefauver committee crime hearings, certain local stations did a stand-out job. WMGM, here, for example, not only did a thoro coverage job, but fed the crimecasts to many other independent and web-affiliated outlets. WIP, in Philadelphia, carried all the hearings direct from New York and Washington, and was able to sell them.

WIP's broadcast of the New York hearings were co-sponsored by RCA Victor and the John B. Stetson Company, and the Washington hearings by Philco. Besides broadcasting the hearings live, WIP also repeated them at night via transcription. The Ben Gimbel station also fed the crimecasts to Atlantic City and Allentown.

MISTAKE CUTS CIRCUS SHOWS

NEW YORK, March 31.—In a recently published list giving Videodex ratings for kid shows, two programs inadvertently were omitted. They were *Super Circus* and *Big Top*.

For the record, *Super Circus* came up with a February Videodex of 26.3, which would have given it third place. *Big Top's* rating was 16.4.

IT&T Dicker For ABC Web Breaks Down

NEW YORK, March 31.—Reports this week that International Telephone & Telegraph Corporation was negotiating to buy American Broadcasting Company told too little of the story too late. Fact of the matter is that negotiations actually did take place, but that was several months back. At the moment there is no activity at all along the lines of renewing such a deal, although the possibility exists that it may warm up again in the future.

So-theens Behn, board chairman of IT&T, who was personally involved in the dicker when it was active, showed how dead the deal is at the moment by packing his bags last night (30) and departing on a jaunt to Mexico. There'll be no deal without him sitting in.

Negotiations, when they last broke down, had IT&T tossing the ball to ABC Board Chairman Edward J. Noble. The last asking price quoted by Noble was regarded by Behn as too rich for IT&T's blood. Result was that the deal chilled off and any resumption is contingent upon ABC calling for renewed haggling with a reduced asking price, whether in cash, stock exchange or what have you. No details as to the actual figure involved are currently available.

IT&T's interest in ABC is part of a general desire to expand its activities in the domestic field. Until recently its activities were mainly overseas, but in 1949 it took over the former Capehart-Farnsworth set manufacturing plant. Until last year IT&T also operated a radio outlet in Puerto Rico, WKQO, but sold the station to the publisher of the newspaper, *El Mundo*. Noble is majority stockholder at the web, holding 901,667 shares (53.3 per cent) of the outstanding 1,689,000 shares.

When queried on the status this week, Bob Kintner, ABC president, offered "No comment."

Five Coast Outlets, TVA Come to Terms

HOLLYWOOD, March 31.—Television Authority this week successfully concluded contract negotiations with five telc outlets (KECA-TV, KLAC-TV, KNBH, KTSN and KTTV), and immediately started mapping plans to strike KFI-TV, sole holdout. TVA signed Paramount's KTLA six weeks ago, and with the inkling of the five stations will have brought all but KFI-TV into its fold. Unless an 11th-hour conciliation occurs, TVA is expected to order the hold-out station picketed. Strike is expected by the middle of next week.

KFI contends TVA must first gain National Labor Relations Board certification before contract negotiations open. TVA claims station sat in on contract negotiation conferences with the other outlets since November 1 as an observer. Union claims that, although station held an observer's status,

it contributed to the talks, but never during the conferences did the station raise the question of certification. TVA's Coast rep, Peter Prouse, who conducted the negotiations, charges KFI's call for certification is a delaying tactic, inasmuch as an NLRB election would consume another six months.

Contract with the five stations follow the line established by TVA's earlier KTLA pact. KTLA also benefits on some points developed during the five-station negotiations thru a "favored stations" clause in its TVA contract, whereby the station automatically enjoys any terms granted the other outlets that are more favorable than those contained in its pact. Minimums are \$35 for 15 minutes, \$45 for a half hour and \$60 for an hour show, including one, two and 3 hours' rehearsals, respectively. For additional rehearsal time, stations will pay \$4 per hour. Multiple performance rates are \$113.25 for a five-seg 15-minute strip show, \$146.25 for five half-hour shows and \$195 for ditto number of hour shows. These include one, two and 3 hours' rehearsal per day, respectively.

Chorus Minimums

Commercial inserts are at 20 per cent per plug, with a one-hour rehearsal. Chorus singers and dancers will receive minimums of \$45 each in groups of three to six performers, \$40 each in groups of seven to nine performers and \$35 each for 10 or more performers. Specialty acts will get \$75 for one performer, \$120 for two, \$150 for three, \$160 for four, plus \$40 for each additional performer. For sportscasts, events are classified according to importance. Class AA (pro and major intercollegiate football) will pay sportscaster \$150 for the event, with \$75 minimum for the color man. Class A (major and minor intercollegiate basketball, title championship pro boxing, wrestling and hockey, championship golf and minor intercollegiate football) will give sportscaster \$90 per event plus \$55 for color man. Class B (all other sports) will pay sportscaster \$65 and \$45 for color.

For sustaining shows, rate will be 70 per cent of all above minimums, but does not apply to shows with spot announcements. To foster daytime programming, TVA granted a 70 per cent reduction of above rates for non-scripted shows. This reduced rate, included as a temporary experiment, will exist only until daytime programming here can get on its feet. TVA has the right to withdraw the reduction clause at will.

NEXT: ADONIS AND KEFAUVER

NEW YORK, March 31.—A network salesman this week dashed in to his veepee, breathless with the news that he had a client hot to buy a radio show. In discussing what opus to toss at the bankroller, the salesman suggested that the web build a crime commentary stanza featuring Rudolph Halley, chief counsel of the Kefauver committee.

The idea met with general approval until the veepee inquired who the potential sponsor was. The salesman replied, in all innocence, that it was Tele-King, the outfit in which Frank Costello was an investor via his wife.

Torme May Do "Lonesome Velvet" Show

NEW YORK, March 31.—Mel Torme will turn disk jockey if current negotiations for a deal with WOR, New York, pan out. The "Velvet Fog" will cut a 30-minute audition Tuesday (3) at the station's studios. The show is skedded to run a half hour, probably in an early Saturday time slot, and Torme is being primed to become a male counterpart to the "Lonesome Gal," aiming his whisperings at the bobby-sox trade.

Mindy Brown is handling the show from the station's end, while Dick Shack, who also produces several other airers for General Artists Corporation, which books the warbler, is supervising for the agency.

JWT Picks 3 for Linnea Nelson Job

NEW YORK, March 31.—J. Walter Thompson this week selected a triumvirate to take over media duties in the radio and TV department as replacements for Linnea Nelson. Miss Nelson is retiring after 23 years as head of the time-buying operation.

Jim Luce will handle radio; Jane Shannon, spots, and Ann Wright, the buying of TV time for the agency.

WHO SEZ NO TV IN THE A.M.?

WPTZ's Kovacs Reaps Early Scanner Harvest

PHILADELPHIA, March 31.—Like death and taxes, the fact that people won't watch television in the early a.m. has always been regarded with certainty. But that "axiom" has been upset by WPTZ here with Ernie Kovacs completing a 13-week cycle of an across-the-board slot during the 7:30 to 9 a.m. slot airing recorded music, time signals, news, weather reports and his own particular brand of humor. As a result, Kovacs's *Three to Get Ready* riding into its second cycle, is firmly entrenched as a major entry in the morning TV sweepstakes.

Not only does the show enjoy an audience rating comparable to radio's disk jockeys during the same periods, but the sponsor list is just as comparable. Furthermore, WPTZ executives who pioneered the program, believe they hardly scratched the surface of this hidden vein of early morning TV pay-dirt.

Realizing that a TV station eventually would have to carry itself over a fully 18 to 20-hour daily program schedule, WPTZ decided to take a flier in the face of viewing mores in early morning. Moreover, it represented a real dare since WPTZ, Philco station, has no radio adjunct to provide the technical and studio manpower.

Neither has it an AM station to "protect." They knew, too, they would have to build a show that could be watched for a minute or two or for the full stretch.

Info Gimmicks
Since AM shows provided audiences with music, correct time, weather information and news, WPTZ figured out some plus features. A studio sweep second clock was superimposed in the

lower left hand corner of the TV screen. Temperature and weather reports were placed on Kovacs's work desk to be in full view at all times. Instead of waiting for the disk jockey to announce these services, a quick glance at the screen gives the viewer the cor-

(Continued on page 49)

Tintair Drops J. Carter Seg

NEW YORK, March 31.—Tintair this week canceled its 15-minute segment of the Jack Carter Show on NBC-TV after its first cycle. The 8:15-8:30 sponsorship by the hair-coloring product will end some time near the end of May. The reason for the cancellation was the very heavy TV purchases by Tintair during the last few weeks, notably an hour on NBC-TV for the Somerset Maugham Show. Cecil & Presbrey is the agency. Tintair only bought the show three weeks ago, and has 10 to go.

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 STERNMAN STATION

NBC TV AFFILIATE

Set Agenda for NARTB Confab; No Slate Yet

WASHINGTON, March 31.—Choice of a successor to Prexy Justin Miller, of National Association of Radio and Television Broadcasters, is still in the air, and signs here point to little chance for a selection in advance of the association's April 15-19 convention in Chicago. Spokesmen for a selection committee which convened here this week said efforts to find a successor are continuing, but the committee was no closer to a choice after a lengthy confab here early this week.

NARTB, meanwhile, has all but completed its convention plans. Neal McNaughten, NARTB engineering director, announced the agenda this week for the convention's engineering conference, highlight of which will be a follow-up to the confab staged here Monday (26) by Federal Communications Commission with more than 1,000 broadcasters on the question of defense control measures. The convention's defense mobilization parley will be open to all broadcasters and, like the Washington meeting, details will be kept secret.


Sen. Estes Kefauver (D., Tenn.), chairman of the Senate Crime Investigating Committee, will address the Radio Pioneers of America at their annual dinner April 17 in Chicago in conjunction with the NARTB. The Pioneers Club, comprised of persons actively in the broadcasting industry for at least 20 years, is headed by Frank Mullen, Los Angeles TV consultant.

WBNT Ups Day Sked To 5 Hrs. Straight

NEW YORK, March 31.—WBNT, New York, will double its daytime air time, starting about April 9. The outlet, currently on the air only from 11 a.m. to 1:30 p.m. weekdays, will move into a five-hour daily sked. The current shows, *Date in Manhattan*, Kathi Norris, and the Josephine McCarthy cooking show are all sold out.

The new line-up will open with a one-hour film show featuring personality shorts from 10 to 11 a.m. The Josephine McCarthy show will follow. At 11:30 a.m. Gimbel's will bankroll a stanza unique in two respects: it will run only 10 minutes, and no human being will appear on the show. Details of the operation are not available as yet. At 11:30 a show titled *Hollywood Story* will feature a different film star daily, using

(Continued on page 49)



700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

Thanks from The 1st place FM winner in Billboard's 14th Annual promotion award

ONLY 2ND PLACE THIS TIME UP FROM 3RD PLACE IN '49

WATCH US IN '51

WFDR FM 104.3

Sponsored by INTERNATIONAL LADIES' GARMENT WORKERS' UNION

VIDEODEX LISTS QUIZZERS

"Bet Your Life" Is First; "Stop Music," "Break Bank" Next in Ratings for Feb.

NEW YORK, March 31.—Groucho Marx and his *You Bet Your Life* quizzer for DeSoto-Plymouth is the top rated show of that type in video, according to Videodex ratings for February, 1951. The full list of quiz programs and their ratings for that month are given below.

These features—in which the ratings of all TV programs are grouped according to category—are published exclusively in *The Billboard*. Previously, ratings of musicals, comedies, kid shows and Westerns, and dramatic shows, have been published. These will be repeated shortly with March Videodex ratings. The list below also shows the network, time, sponsor, agency, homes reached and estimated talent-production costs.

Rank	Program	Net	Time	Sponsor	Agency	Video Rating	Homes Reached (000's)	No. Cities	Est. Prod. Cost
1.	Groucho Marx	NBC	Thurs. 8-8:30	Chrysler	BBD&O	32.8	3423	60	\$10,000
2.	Stop the Music	ABC	Thurs. 8-9	Lorillard Admiral	L&M K	28	2706	52	8,000 ea.
3.	Break the Bank	NBC	Wed. 10-10:30	Bristol-Myers	DC&S	26.6	2480	52	9 1/2 hr.
4.	What's My Line?	CBS	Sun. 10:30-11	Montenier	EL	22.9	1945	34	5,000
5.	Celebrity Time	CBS	Sun. 10-10:30	Goodrich	BBD&O	17.8	1806	38	7,500
6.	Truth or Consequences	CBS	Thurs. 10-10:30	Ph. Morris	B	17.0	1464	36	15,000
7.	Leave It to Girls	NBC	Sun. 7-7:30	Regent	BSF&D	16.4	814	10	4,000
8.	Twenty Questions	ABC	Fri. 8-8:30	Ronson	G	16.0	1094	12	3,000
9.	Life With Linkletter	ABC	Fri. 7:30-8	Green Giant	LB	14.0	1068	20	7,500
10.	Quiz Kids	NBC	Fri. 8-8:30	Miles Lab.	W	13.2	981	28	2,500
11.	Blind Date	ABC	Thurs. 9:30-10	Gruen	SWB	12.7	1081	27	5,500
12.	Who Said That?	NBC	Mon. 10:30-11	Co-Op		11.5	1054	44	2,500
13.	Beat the Clock	CBS	Fri. 10:30-11	Sylvania	C&P	9.0	664	29	5,000
14.	Life Begins at 80	ABC	Tues. 9:30-10	Arnold Bakers	B&B	5.5	405	17	4,000
15.	Can You Top This?	ABC	Mon. 8-8:30	Wine C. of A.	W&G	5.1	332	16	5,000

*The names of advertising agencies for which abbreviations are used above are as follows:
 B—Biow
 B&B—Benton & Bowles
 BBD&O—Batten, Barton, Durstine & Osborn, Inc.
 BSF&D—Brooke, Smith, French & Durrance, Inc.
 C&P—Cecil & Presbrey
 DC&C—Doherty, Clifford & Shenfield, Inc.
 EL—Earle
 G—Grey
 K—Kudner
 LB—Leo Burnett
 L&M—Lennen & Mitchell
 SWB—Stockton-West-Burkhart
 W—Waide
 W&G—Weiss & Geller
 Y&R—Young & Rubicam

**Rating used is Videodex National Rating, which is a rating projected against all TV sets in the markets in which the program is actually telecast. Ratings are for February, 1951.
 ***Number of cities both live and kinescope with latter verified by Videodex.

THE CHICAGO STORY

2-Year-Old Garroway Show Sets Record in TV Firsts

CHICAGO, March 31.—*Garroway at Large* rounds out its second year on the air with the April 8 show, having compiled an impressive list of TV firsts, which explain why the show is synonymous with "Chicago-style" television.
 Reports of the show moving to New York are still in the rumor stage, but there is no question that Producer Ted Mills, Director Bill Hobin, Writer Charley Andrews, and Garroway feel they have amply demonstrated what can be done with no money, and would like to show what they can do with a bank roll and a state-of-the-art studio, which they feel they'd get in Gotham.

Video Firsts
 Here are some of the video gimmicks, almost all born of hunger, which were seen first, to the knowledge of the staff, on the *Garroway* show.
 Using an upside down camera, a double tilt-head camera, a dummy piano keyboard for reverse angle shots, cameras as props in production (*Rhapsody for Camera and Orchestra*), the girl multiplier (using 64 images of a performer at one time), use of a white shadow, and utilizing exteriors (the roof of the Merchandise Mart) as part of a production number.
 The subjective camera as basis for comedy (Cliff Norton as a dentist, camera as patient). A kaleidoscope with super-imposure for musical production. Super-imposi-

tion, with dancers on a musical object (*Piano Roll Blues*, with Norton and Connie Russell's toes dancing on indentation marks of a piano roll). Light patterns on a plain dress to provide change of design during a number.
 Use of a floor painting to provide vertical perspective, a dance in which cameras seemed to go down the side of a house, picking up Russell and Vainio dancing on a clothesline, apparently two floors below. Use of a camera crane as a place for a performer to sing. First to develop basic choreography to and from cameras, instead of processional dance staging. Use of dead audio for 30 seconds as basis for a joke (Norton's counterfeit love). Use of a 35mm. lens to achieve effects of vast space (in Chicago's bandbox studio).
 The show is produced by Ted Mills, directed by Bill Hobin, integrated and written by Charley Andrews, with choreography by Edith Barstow.

Veeck, K. Carlisle Hot WNBT Nos.

NEW YORK, March 31.—Bill Veeck, former owner of the Cleveland Indians, and songstress Kitty Carlisle are hot possibilities to get TV shows of their own on WNBT, New York. Veeck made a kine yesterday (30) for a 15-minute sports commentary show, to air across the board. An automotive sponsor is nibbling already.
 Miss Carlisle, who would do a sort of musical LiLi Palmer airer, also made a kine this week. Decisions on both shows are forthcoming shortly.

Jackie Leonard Wooded for Video

NEW YORK, March 31.—Comedian Jackie Leonard this week was being wooed by several agencies and one network, Columbia Broadcasting System, to star in his own TV stanza. The current shortage of comedy talent plus Leonard's several successful guest spots, have created a demand for his services.
 Agent Matty Rozen is handling the deal for Leonard.

CBS Ponders Gray Jock Seg

NEW YORK, March 31.—Columbia Broadcasting System this week was considering the programming of a Barry Gray disk jockey show in the 7-7:45 strip during the summer. If the show should click, it obviously would have a winter future.
 Also in the works at CBS is an hour gimmick stanza which may use Tod Russell as emcee and Russ Emery as featured male vocalist. The format is being kept under wraps by Lester Gottlieb, head of the CBS AM program department.

Crawford Cuts Ciggie Aired

HOLLYWOOD, March 31.—A *Woman's Story*, featuring Joan Crawford as actress and narrator, will be auditioned next week by Philip Morris as a replacement for one of its current radio properties. Reports are that it will replace Horace Heidt next fall.
 The tie-up with the actress, who is currently a Warner Bros.' contract player, may also be productive of a TV start when her movie agreement ends. Biow is the agency.

Sears, Roebuck In TV Plunge

NEW YORK, March 31.—Sears, Roebuck this week took its plunge into TV here on a local level. The mail-order department store purchased time on WATV, Newark, N. J., for an hour film, and Monday and Thursday nights of film on WPIX's *White Owl Theater*.
 Its live commitments is for WABD's *Shopper's Corner*, featuring Jacqueline Susann and Milo Boulton. Also bought were participations on WGBS' Margaret Arlen show and a sports stanza on WNBT. Ray Nelson Productions will supervise.

Schlitz May Move "Playhouse" to NBC

NEW YORK, March 31.—Schlitz Beer this week was reported interested in shifting its *Pulitzer Prize Playhouse* video series to National Broadcasting Company-TV. The program now airs on American Broadcasting Company-TV Friday nights.
 NBC has indicated its has no time available, as of now for the fall, but there's a possibility that Schlitz may go on NBC during the summer while it takes a summer recess on ABC.

DL Names Gunzendorfer

HOLLYWOOD, March 31.—Wilton Y. Gunzendorfer this week was named general manager of Don Lee's San Diego outlet, KGB. He will replace Fran Ide, who had been with the regional net since 1943 and headed the San Diego station for the past five years. Gunzendorfer had been general manager of Oakland's (Calif.) KROW from 1945 to 1950, when he left to serve as KYA's (San Francisco) business manager. For the past few months, he was television director for the General Service film lot. Don Lee appointment is effective immediately.

WWRL TRADES BALLY WITH NEGRO PAPER

NEW YORK, March 31.—A heavy reciprocal promotional tie-up was made this week between radio outlet WWRL, New York, which airs 25 hours of shows weekly for the Negro market and the largest Negro paper in the city, *The Amsterdam News*. The deal involves a dollar-for-dollar time-for-space swap as well as mutual promotional efforts.

The newspaper will supply copy for a five-minute show of Negro news at 3 p.m., separating two major Negro programs. The paper will be plugged on several programs, while its columnists and writers will appear on some shows. The paper will run some promotion contests to pick favorite musical artists and numbers, which will be aired by the station. A program featuring young Harlem talent also may be jointly produced by the newspaper and station.

22% of 300 Test Families See Each Phonevision Show

CHICAGO, March 31.—The three-month test of Phonevision in 300 Chicago homes ends tonight with the 9:30 o'clock showing of Bing Crosby's *Welcome Stranger*. Final figures which Zenith will put before the FCC will show that slightly more than 22 per cent of the 300 test families saw each movie during the last six weeks of the test.
 The figure would be higher if the first month were included in the average, but curiosity and publicity attending the kick-off shot interest up abnormally. Cmdr. E. P. McDonald Jr., president of Zenith, and Ted Leitzell, in charge of the Phonevision tests, were elated at the results of the test. They figure that they were working against the disadvantage of showing movies as much as 12 years old, all of which have had full theater runs and were in effect second run movies.

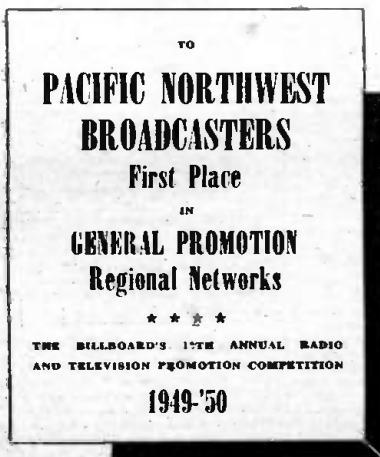
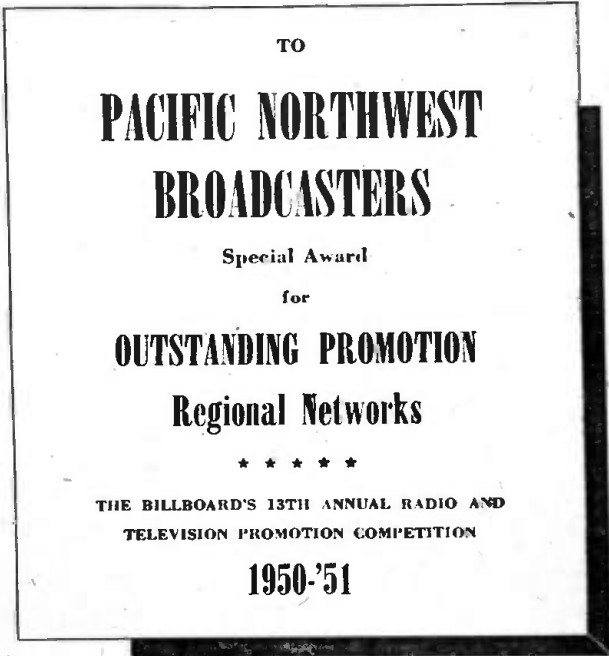
Attendance in the last four weeks ran between 460 and 475 a week, with orders for individual films depending on the caliber of the movie, the time of day, and the competition. Saturdays and Sundays were consistently heavy days, however, in spite of strong competition from commercial TV. A low point in attendance was reached in February, when customers began getting selective about pictures. Show times were changed to 3, 7, and 9:30 p.m. Sunday; 7, 9:30 and midnight week days, and 2, 7, and 9:30 p.m. Saturdays, which hiked orders.

THIS TIME try BIG AGGIE

again

in '51 as in 1950

**the XL stations
earn Billboard Award for
Outstanding Promotion**



- KXL**---Portland
- KXLE**---Ellensburg
- KXLY**---Spokane
- KXLL**---Missoula
- KXLF**---Butte
- KXLK**---Great Falls
- KXLQ**---Bozeman
- KXLJ**---Helena

Pacific Northwest Broadcasters

Television—Radio Reviews

Range Rider

TELEVISION—Reviewed Thursday (29) 6:30-7 p.m. Sustaining over WCBS-TV, New York. Production, Lou Gray. Supervisor, Arnold Schaefer. Director, George Archambaud. Cast, Jack Mahoney, Dick Jones, Elaine Riley, Earl Hodgins, others.

This new series of cactus capers is being produced by Flying A Pictures, which is doing such a good job on the Gene Autry TV series. Altho it may have been transmission or the individual set reception, production standards seemed definitely inferior to the Autry pictures. Photography values were weak, with a marked scarcity of close-ups and an overabundance of long shots, coupled with lack of clarity in film quality. But it should be repeated this may have been transmission or set reaction.

There was at least one new wrinkle, too, in this otherwise standard mesquite masterpiece. They had the hero, the Range Rider, a rather patent parallel to the Lone Ranger, and his side-kick get into a hand to hand fight with a gal, and toss her around quite some. This seems to violate the basic canons of the boss opera production; almost as radical as having the hero lose out at the end.

Maybe because she turned out to be the heroine, for whom the Rider does the daily good deed, the semi-shellacking was considered okay.

Gunplay Galore

Another off-beat item stems from the lead's pal, played by Dick Jones, who packs an equalizer and shoots like mad with it. Jones looks like he's 16 or thereabouts (actually he's 23), but what all this bombardment will do to his viewers is fearful. It could conceivably result in mass slaughter.

Jack Mahoney is the lead, and for the New York showing, is introducing the films in person and plugging a "colt naming contest. He makes a fine appearance on the live bits, but suffers in the filmed comparison.

The plot of this show, Six Gun Party, was the stand-by yarn of the heavy trying to cop the gal's ranch. The fight scenes at the end were okay, but oddly enough, the villain never made it.

Jerry Franken.

Dinner With Jeanette

RADIO—Reviewed Tuesday (27) 5:30-6:45 EST. Sustaining via WLIB, New York. Producer, scripter, director, Bert Child. Announcer, Murray Jordan. Cast: Jeanette Diamond, Ben Gittitz and Eleanor Shelly.

While WLIB's Dinner With Jeanette may appeal to a few Jewish dialers, the audience at which it is aimed, the situation-comedy is still far from adequate entertainment. None of the characters live, no interesting situations are created, and the result is 15 minutes of small talk that gets nowhere.

The situation, on the episode caught, seemed to concern a pitch that Polly was making for Herschel, her reluctant suitor. Jeanette came in later and delivered a few homilies on religion. But when Herschel had Polly faint in his arms, his reaction was that of a script writer trying to make jokes, not that of a person.

The top acting stint was turned in by Eileen Shelly whose voice showed a suitability for network chores. Bert Gittitz was the yokel suitor. Jeanette Diamond sounded as if she would register, were she given more to do.

Leon Morse.

Opens a new
5 million
market for 45's!



10. C. 45
SEE PAGES 14 & 15

Songs for Sale

RADIO—Reviewed Friday (30), 8-9 p.m. EST. Sustaining via CBS. Producer-director, Herb Moss. Writers, Sid Reznick and Ray Allen. Emcee, Jan Murray. Music, Ray Block and ork. Vocals, Rosemary Clooney and Richard Hayes. Panel of judges, Mitch Miller, Nancy Donovan and Bob Merrill. Guest, Guy Mitchell.

This show's formula seems to have posed quite a problem. Presumably it is designed to encourage amateur songwriters and to search for new tunesmith talents as well as new songs. Apparently of the conviction that sober treatment of this theme is not the entertaining approach, the powers-that-be have encased the formula in a comedy-emcee pattern built around Jan Murray. The result is a show which neither completely succeeds in establishing the amateur song hit pursuit as the goal of the show, nor does it manage to provide a musicoeddy entertainment of snap, class or distinction.

Murray, a comic who sells strong in the flesh, tends to place greater emphasis on his gags than on both his remaining functions as inquisitor and interlocutor between the songsmiths and the panel of judges. Result is that the judges' criticism generally carries no real punch or purposeful content. This in itself partially destroys a key portion of the value inherent in the show's theme.

Judged from the four amateur songs presented on this listening, the quality of the material at hand has improved considerably from that which was offered in the earlier days of the airer. The songs are considerably enhanced by the winning warbling of singers Rosemary Clooney and Richard Hayes as well as the sympathetic ork work of Ray Block. Miss Clooney's glowing torch wobble of the winner, Take a Chance, undoubtedly was a determining factor in that song's grab of top honors.

The change-of-pace factors included an offering from panel-sitter Nancy Donovan and a pair of songs by guest Guy Mitchell, who worked them with his disking comparison. Mitch Miller, permanent member of the panel, making his radio conducting debut. The Mitchell-Miller team did their waxed hit reading of songwriter Bob Merrill's hit, Sparrow in the Tree Top, as one of the selections.

The show is a loosely paced affair which manages to punch out some occasional yocks and come up with some respectable musical moments. By paring Murray's over-long inquisition of the amateur writers, the show could probably squeeze another couple of songs into the hour-long proceedings to advantage and thus help create a more sincere feeling for the song-selling peg that it currently does. Hat Wehman.

I Hear Music

TELEVISION—Reviewed Saturday (24), 3:30-3:45 p.m. CST. Sustaining, via WBKB, Chicago. Producer, Howard Grafman. Director, Jim Harselson. Cast, Jackie Cain and Roy Kral.

If any TV show based on jazz can succeed, this one will. Karl, pianist, arranger, singer, and Miss Cain, vocalist, met and got married while both were with Charley Ventura's band. They are young and fresh looking and are working as a team around Chicago.

The show, cut to 15 minutes after the premier a week earlier, showed half an hour was too long, consisted merely of singing by the pair, with Kral at the piano. They did two duets, and Miss Cain sang several solos. The show wasn't fussy—she leaned on the piano for one number, and wandered over to a sofa for another. As singers they have everything. Miss Cain has a clear, true voice for jazz, and excellent presentation. There was a touch of bop in their arrangements, but just enough to spice and not spoil.

WBKB has put them on Saturday afternoons, but probably would move them to a late evening spot if a sponsor is found. Jack Mabley.

WOR-TV Press Conference

TELEVISION—Reviewed Wednesday (28), 8:30 to 9 p.m., EST. Sustaining via WOR-TV, New York. Producer, Edythe J. Meserand; director, Roy Meredith; moderator, David Snell; panel, Leonard Ingalls, New York Herald Tribune; Daniel Noonan, Brooklyn Eagle; Edward Katcher, New York Post; Gabriel Pressman, New York World Telegram & Sun; guest, comptroller Lazarus Joseph.

This is a sort of local Meet the Press. A panel of newsmen from New York dailies each week tosses questions at some personality from this area, with the preem-stanza having New York Comptroller Lazarus Joseph parrying the queries. David Snell acts as permanent moderator, and he had better wield a louder gavel on future editions. Matters had a tendency to get out of hand, with Joseph recognizing the questioners, and even questioning them individually.

How lively the show will be depends upon the panelists and the personality on the spot. The debut show had a few good moments, but for the most part it got bogged down with Joseph's specifying. Here, too, the moderator must show firmness in the future. The hottest question, and one which was tossed right from the start, called for Joseph to justify the 1 per cent rise asked for the city sales tax. Unfortunately, altho this question came up thruout the show, Joseph did very little to offer a specific reply.

In one instance the comptroller even went so far as to read a letter written by his predecessor, lauding the current job being done. He took a few digs at the State government, told about how difficult his own job was, said almost nothing to refute claims that the tax increase is unnecessary. He also ducked and parried the question of what results were coming from the \$2,000,000 spent for a special committee to investigate possible economies in city government.

Altho the sales tax issue certainly is controversial and pertinent, it was a live issue at the station to seize upon it as a subject—it didn't make for good programming, thru no fault of WOR-TV, but because Joseph proved too pompous and unco-operative. Maybe the station will have better luck next time. There's certainly room for exploration of local topics of this nature. Camera-work was okay within the limited area offered by a panel show. Sam Chase.

Gloria Parker

RADIO—Reviewed Sunday (25) 10:15-10:30 p.m., EST. Sustaining via ABC, New York. Producer, Dick Charles. Writer, Ed Ettinger. Star, Gloria Parker. Musical director, Dick Ridgely. Announcer, Ed Michael.

This 15-minute seg of Latin-American music features Gloria Parker, a musician billed as "The Little Princess of the Marimba." Miss Parker, who is evidently the Connie Haines of the conga set, received a big build-up as a "cute trick" type on the initial broadcast. In lieu of video, the announcer ran the gal thru a listing of her vital statistics—"Height? Five feet. Eyes? Brown. Weight? Eighty-eight pounds. Hair? Red, etc."

In spite of the unduly precious "princess" tag, Miss Parker registered as a competent musician with a bright mike personality. If her appearance is anywhere near comparable to the announcer's glowing description, she should do well on TV.

Musically the Latin-American ork turned in a standard nitery-type job on several south-of-the-border tunes, plus a couple of pop numbers.

The dialog sessions between Miss Parker and her announcer were mighty coy. At one point, she later, "Pseudo-ney lingo, mouthed." Sped over to the marimba, Gloria. Put your digits on the mallet and send me, honey. June Bundy.

The Real McKay

TELEVISION—Reviewed Friday (30), 7-7:30 p.m. EST. Participation sponsorship via WCBS-TV, New York. Producer-director, Ned Cramer. Cast: Jim McKay, Mac Perrin, Peggy Ann Ellis, Sandra Lee, Milt Green Quartet.

The Real McKay, a daytime TV feature since last August, has been dressed up a bit production-wise for its debut as an early-evening video program. The strictly-off-the-cuff interview technique has been toned down; there was a dance solo by ballerina Sandra Lee; a couple of pop warblings by canary Peggy Ann Ellis and a rather unfortunate sketch featuring Miss Ellis and Jim McKay himself.

In spite of the new production gags, the show still creaked best when McKay and his pianist-side-kick, Mac Perrin, joined vocal forces on You and Your Beautiful Eyes, complete with an out-of-focus camera gimmick on the lyric line, "Things go out of focus." McKay, who has a baby face, is an odd but appealing combination of sophistication and "just folks." He also has an interesting habit of delivering a homespun line with a knowing gleam in his eye. It's an unorthodox personality combo, which might easily attract both types of audiences—each convinced that the man is their "kind of emcee."

Perrin, McKay and Milt Green Quartet all registered well on the show, but the gals drew an unfair deal. Miss Ellis is a tall lovely with a rich singing voice and a remarkably natural quality before the camera. The blonde dancer, Sandra Lee, is graceful and petite. Apart, both girls are good looking and talented. However, when paired side by side, which they were on the show caught, the visual results were on the grotesque side, particularly since Miss Ellis was wearing heels and Miss Lee the Mutt-and-Jeff act doesn't contribute much and certainly not enough to justify robbing the show of a prime asset, a pretty girl. June Bundy.

The Woman in My House

Reviewed Friday (30) 1:45-2:15 p.m. EST. Sponsored by Manhattan Soap Company for Sweetheart Soap, thru Duane Jones, via NBC, Hollywood. Writer-Producer, Carlton E. Morse. Director, George F. Pogle. Cast, Forest Lewis, Janet Scott, Peggy Webber, Les Tremayne, Alice Reinhardt, Billy Idelson. Musical Director, Paul Carson. Announcer, Charles Lyons.

Continued from page 3

in an unshapen teenage party. It seems that the gal had been insulted by a callow admirer and the retaliation measures brought in the police. (The Billboard review of One Man's Family, June 10, 1933: "While at a house party the daughter, while fooling around the gun room of the host's establishment, saw fit to take a shot at a fresh young egg.") Incidentally Billy Idelson, who plays Clayton, also essayed the role of Cliff, counterpart of Clayton, on the TV-family series. The Carter family show is slick soap opera at its practiced best. The Sweetheart Soap commercials stressed the fact that "nine out of 10 cover girls" use it. Plugs also implied that housewives could hold the same "cover girl" appeal for their husbands if they'd just start washing their face with the same brand.

WCBS in 180G Sign-Time Swap With Doug Leigh

NEW YORK, March 31.—WCBS AM-TV this week completed a barter deal with Douglas Leigh which will put its name up in lights on a Broadway spectacular on 46th Street for 52 weeks beginning tomorrow April 1. The cross-plugging agreement will give Leigh's Flamingo frozen orange juice product a heavy schedule of spots on both the radio and TV stations in return for the sign space.

Not only will the spectacular plug the outlets, but another sign will blazon the network slogan, "CBS, the star's address." In addition this sign will use animated pictures of WCBS personalities. The sign under normal conditions would cost the stations about \$800 for a year's lease.

TV Talent and Show Tips

New Terp Team

Bud and Cece Robinson, currently at the Capitol, New York, are a pair of the freshest kid talents to come around in recent months. The boy's a tall, slim, leggy lad with a crew cut. The gal's a sprightly little blonde with a Mary Martin hairdo. They do some fast and exciting j-bugs, jazz terps, charlestons, etc. Their spirit, enthusiasm and impression of enjoying their work is contagious. B. S.

Sultry Silbert

Irene Silbert, one-third of the singing Berry Sisters, who handled the solos for their recordings on several small labels, is a pert brunette with a toasty, sensuous voice. Coming back to the business as a single after a layoff forced by the arrival of two children, she's a good bet for TV guest shots, and possibly a featured spot on a show later on, based on her vocal quality, socky videogenic appearance and stage presence. Has local radio experience and now is coming back via the TV route on the Coast. S. C.

Frieda B. Hennock

A smart switch on the current educational TV set-to-between FCC Commissioner Frieda B. Hennock and the video networks might be the book Miss Hennock for a show of her own, or use her as a guest on various regular stanzas. It would certainly be good public relations for the web, and Miss Hennock should welcome the chance to expound her views on TV programming on the medium itself. The blond FCC official is extremely personable and has a way with words, particularly of the sharp ad lib variety. She could conceivably attract a sizable new group of fem listeners, via an inside-your-government probe format, a la Kefauver. J. B.

French Magi

Pierre Cartier, French magician, currently at the Versailles, New York, has a comedy-magic act that should draw adult as well as moppet attention, the most of his routine is aimed at those he ribs. A slim, good-looking lad, Cartier does the customary tricks in slick fashion. But it is his comedy, timing and chatter, as he works each trick that makes him a good potential. B. S.

New Show Scores

The highly successful Broadway opening of the Rodgers-Hammerstein legitime, *The King and I*, could serve as the basis for any number of fine musical production pieces on those video shows which make use of music. Of particular merit for TV use are such R-H songs as *I Whistle a Happy Tune*; *Hello, Young Lovers*; *We Kiss in the Shadow*; and *Shall We Dance?*

The Broadway boards shortly will be bursting with musical comedy of all sorts. For musical production ideas, these are ideal sources to be tapped both for material and talent. Among those en route are *A Tree Grows in Brooklyn*, *Flahooley* and *Make a Wish*. J. W.

Art Show

A "culture for the masses" stanza might be developed into an idea titled *The Painter Meets the Critics*. Video being the slight medium it is, the show would give televiewers a chance to see the best in current art by watching their sets. Punch could be derived from discussions between top art critics and painters. L. M.

Powerhouse Eyes NBC-TV Pete Buy

NEW YORK, March 31.—Powerhouse candies (Walter Johnson Candy Company) is reported planning to buy Panhandle Pete on National Broadcasting Company TV. The show airs Tuesdays and Thursdays at 5:15.

Powerhouse had been sponsoring Captain Video on DuMont, but relinquished the show when General Foods bought it five nights a week on DuMont and is buying another kid show for that period. Panhandle Pete is a Jimmy Sapher package.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Philco TV Playhouse

NBC-TV Sundays, 9-10 p.m.

In the badly titled Bulletin 120, this Philco TV playhouse had a script that, in spite of a few jagged edges, could stand a repeat performance. Taking as its subject the 1915 pellagra experiment conducted on 12 convicts in Mississippi, writer Joe Liss created a story that was effective, dramatic and somewhat inspirational.

The convicts had agreed to subject themselves to the six months' experiment—meals without protein—in exchange for their freedom. The drama showed them refusing to make a jail break when given the opportunity, suffering thru their restricted diet and finally getting pellagra. Interwoven with the main plot line was the story of the fight Dr. Goldberger, who was responsible for the experiment, had with his opponents. Also complicating matters was the fact his assistant had to bring his newly married bride into the abnormal situation.

Out-of-Key Scene

The fact, however, that one of the key scenes emphasized the sensational by seemingly turning into a rape incident when its real point was entirely different was out of harmony with the rest of the presentation.

Several of the cast turned in outstanding efforts. Dan Reed was a convincing folk singing old Southern jailbird; Eddie Hyans a huge, lumbering sadistic convict; John Randolph, a dumpy, starved animal of a man; and Jack Bitter, a cynical, selfish lawbreaker. Stephen Courtleigh was the impressive Dr. Goldberger. The Philco commercials plug remote control TV gadget and the 20-inch set. *Leon Morse.*

The Ruggles

ABC-TV, Wednesday (28), 8-8:30 p.m.

The problems that do beset our TV families! Take the Charlie Ruggles clan. This week's episode had young Chuck, the chief werewolf of the Grey Wolves, set upon by his fellow teen-age club members, on charges of absconding with \$35 of the club's funds. Of course, they had a right to be suspicious, for Chuck was sporting a brand new \$21 wristwatch. When everything was at its quietest, pop Charlie came to the rescue—only to have suspicion cast on him, since he had the only key to the empty desk.

Of course, things worked out perfectly, by accident. The money was found between the pages of a telephone book as Charlie reconstructed the events of the disappearance, and so he became a hero where a few seconds before he had been a near-villain. Of such adventures are TV shows made.

Like Milk

As a rather typical episode of this series, it indicated the pattern being followed: Dramatization of "wholesome" and "typical" American family life. It might be added, also, that the family is a bit too idealized and cloying, the plot material on the dull side. Charlie, as the real showbiz vet, is expected to carry the ball, but he has an unfortunate tendency to shade too hearty, and he frequently stumbles around his lines.

The kine's quality is poor. New York TV execs should spend more time watching kine stanzas such as this. They'd have a better idea of why the non-interconnected station people still are screaming. *Sam Chase.*

Quick on the Draw

WNBZ, Thursday (29)

When this cartoon-charade game first started last June a *Billboard* reviewer noted that "the problems are too easily solved, with the panelists mias ahead of the last clues." Emsee Eloise McElhone and artist Bob Dunn evidently took this comment to heart, because the current crop of cartoon puzzlers proved plenty tough for last Thursday's panel which included flicker actors Marjorie Reynolds, Frank Albertson and Walter Slezak. It's also possible, of course, that the panel was none too bright. Speaking of hearts, Miss Mc-

Elhone lived up proceedings considerably by wearing two sparkling clips apparently pinned on her skin. The vivacious gabber was properly coy about this gem innovation and, beyond a plug for the jeweler, refused to divulge the what-makes-'em-stay-on secret.

Artist Bob Dunn deserves a great deal of credit for his dexterity and skill in turning out fast effective cartoons in next-to-nothing time. However, his unkind caricature of Slezak's "corporation" was in bad taste and hardly the way to treat a guest.

Miss McElhone dispensed her usual brand of personality-plus mugging and was very generous with her panelists, via detailed plugs for their current activities.

The Vim-Westinghouse plugs were nicely presented by a personable fem speller. *June Bundy.*

Dr. Fixum

Reviewed Thursday (29), 10:30-11 p.m. CST via WENR-TV, Chicago

Dr. Fixum has been bouncing around WENR-TV for two years, a low-budget, flexible show with a good home appeal. It was sustaining and was used both locally and on the ABC net. Show reviewed was the first under sponsorship of the Harvey Lumber Company.

As in the past, Dr. Fixum, who is Art Youngquist, a magazine writer, sat at a desk with Ed Prentiss, announcer, and demonstrated some "how-to-do-it's." In this session he showed how to wash windows, paint screens, make a lamp and home mechanics tricks with a coat hanger. Youngquist had an easy, friendly manner, used non-technical terms, and had a definite knack of making himself understood. Commercials for lumber company products used in the home, were easily blended into the show and were effective. The show is inexpensive, is perfect for such a sponsor, and dollar for dollar would seem to be about maximum value in a local TV show. *Jack Mabley.*

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

The 64-Dollar Question

NBC, 10 p.m., Sunday (25)

Phil Baker and The 64-Dollar Question were once in an enviable position on the Hooperatings. Baker was good for the show and the show was good for Baker. In fact, the program played a major part in building Baker as a radio attraction. Now Baker is back, and the chief speculation is whether he can again build the program to strong commercial status.

That Baker is a sound choice for the slot is undeniable. His manner is friendly and crisp, his conversation versatile, his interview style adroit. This, plus a good selection of questions, makes up a program with pace and relaxation. There's no tension, just listener interest on a reasonable adult level.

Budget-wise, it would appear to be a good buy, for Baker and announcer Ken Roberts are the entire talent roster. The format is unchanged, each of a half-dozen participants selecting one type of question and trying his luck. No misses bring the participant \$64. Then there's a pay-off question, worth \$80 on program caught. *Paul Ackerman.*

Lux Radio Theater

CBS, Monday (26)

Lux came up with a sock publicity stunt for Hollywood's Academy Award week, via the nostalgic booking of Janet Gaynor (winner of the first Oscar), and Charles Farrell, whose *Seventh Heaven* the film that made them both stars 26 years ago. As a production gimmick the idea was sure-fire, and Lux garnered a wealth of national publicity breaks before the broadcast.

However, the broadcast itself was still a question mark in the minds of many listeners, who wondered if a middle-aged couple could successfully portray the youthful roles they once made

Short Scannings

Brief but important video news

'Half Pint Party' to Half Hour on Film . . .

William Morris Agency. New York, is readying plans to put Al Gannaway's "Half-Pint Party" video show on film. The 15-minute kid series is currently aired live over the ABC-TV network at 4:45 p.m., Monday thru Friday, with Little Yankee Shoes picking up the tab on Wednesdays and Fridays. Gannaway's new film series will be packaged as a half-hour feature, and Yankee has indicated that it may extend its present sponsorship to cover the entire 30-minute period.

Gillett Joins Biow as Pepsi Pic Specialist . . .

Roland (Bill) Gillett last week joined the Biow Agency as film specialist on the Pepsi-Cola TV account. His first assignment will be to take over supervision of the Faye Emerson program for the agency. Gillett was formerly viceep in charge of TV production for Young & Rubicam.

Eagle-Lion Studios Turn Video Film Landlord . . .

Eagle-Lion Studios last week turned TV film landlord for the first time, renting a large sound stage to Frank Wisbar Productions. Firm moved from the Hal Roach lot in Culver City, where it produced Procter & Gamble's "Fireside" film series.

Hank Morgan Thru With Freaks . . .

Henry Morgan starts a new comedy show for Campbell Soups on NBC-TV April 18. It will replace the freak talent stanza he has been doing for the past two months.

Production Notes and Personnel Activities . . .

Dave Sutton, Columbia Broadcasting System TV sales head, and John Karol, CBS radio sales chief, last week took off for Florida vacations. . . Also off on a three-week pleasure jaunt is Fred Thrower, American Broadcasting Company viceep in charge of TV sales. . . Fuerst, Strady Productions has been formed to package live and film TV stanzas. The outfit's first package is "Musical Corner," featuring a six-man band headed by Gene Williams.

The American Weekly starts profiling top TV stars beginning April 1. Such video talent as Paul Winchell, Jerry Lester, Arlene Francis and Faye Emerson will get extra stacking in the *Hearts Sunday* magazine. Rex Marshall, Auto-Lite TV host, now addressing three sales conventions of the company. . . George Marion Jr. is the new script writer on "Holiday Hotel" for Packard and Chue's Peabody.

The second edition of Ben Duffy's book "Advertising Media and Markets," published by Prentice-Hall, is on the market. . . Copy writer Gordon Webber, of Benton & Bowles, is having his first novel, "Years of Eden," published by Little Brown. . . Frank Forester, weather prognosticator on WOR-TV, New York, will lecture at Brooklyn high schools on meteorology.

famous, particularly since the original movie was a silent. Neither performer had been active in show business for several years, and Farrell was known to have left Hollywood because his voice wasn't up to early mike requirements.

Thesping Tops

In view of these pitfalls, it is indeed gratifying to report that everything came off fine. Seemingly neither Miss Gaynor nor Farrell have aged a bit vocally, and both players have improved considerably in acting stature. The result was a smooth-running, genuinely touching performance, with Miss Gaynor capturing top thesping honors. The play's nostalgic quality was further emphasized by the inclusion of the wistful oldie Diane as a musical theme running thruout the drama. Farrell, whose voice is light, but certainly not unpleasant, also scored with his personable naturalness during the chatter session after the play. Most of Miss Gaynor's personal charm was devoted to the inevitable plug for Lux Soap. *June Bundy.*

Air Checks

Brief but important radio news

Werth Productions Prep Gabel Radio Pkg. . . .

Paul Werth Productions, newly formed package outfit, is readying a radio series featuring left-flicker actor Martin Gabel. The 15-minute show, tagged "Martin Gabel Speaking," is proposed as a thrice-weekly feature, with Gabel reading dramatic narratives and poetry. The package was edited and produced by Paul Werth, with Milton Bernard Kaye as director.

Personnel Moves in San Francisco . . .

Colin M. Selph has resigned as vice-president in charge of Station WPIX, effective June 1, to enter other business. . . Keith Kerby has replaced John Galbraith as program director of KGO. Galbraith resigned to enter the television and radio freelance field. . . Donald G. Shields, formerly with WLOB, Torrington, Conn., has joined the KCBS as weekly writer and overseas producer for Columbia Broadcasting System newscasts. . . Ray Barnett, formerly of the sales staff of KGO, has been named sales manager of KSMO, San Mateo, Calif. . . William Winter, news analyst, leaves April 9 for a six-week tour of Europe.

Herbert Marks To Fly To Europe in April . . .

Herbert Marks, toppler of the E. B. Marks pubbery, will fly to Europe April 21 on a business jaunt to search for new material and to inspect the handling of his catalog in the Continental countries. He will visit in Austria, Italy, Switzerland, France, Holland and the Scandinavian countries and England.

Lowe Takes MBS Allen For Summer Show . . .

Joe Lowe, Inc., New York, last week signed to sponsor a five-minute sportscast, three times weekly with Mel Allen over the Mutual Broadcasting System, beginning June 18. The series, which will be carried at 5:55 p.m. on Monday, Wednesday and Friday, will plug Lowe's popsicles. The seasonal time buy was placed by the Blaine-Thompson Agency. The Allen show replaces Victor Borge's five-minute ailer, which returns to its time spot in the fall.

WOR Hunts 'Folksy' Type As Cameron Sub . . .

Programming execs at WOR, New York, are looking for a "friendly, folksy type" personality with fem appeal to take over Dean Cameron's 4:30-5 p.m. time slot. Cameron (Arthur Van Horn) is scheduled to move into the same time period on WJZ, the American Broadcasting Company's New York outlet, the latter part of this month.

FCC Okays WSAI Sale; Haid Replaces Sampson . . .

Federal Communications Commission Thursday (29) approved the recent sale of WSAI, Cincinnati, by Marshall Field Enterprises to the Fort Industry Company. Allen L. Haid, current managing director of WMMN, a Fort Industry station in Fairmont, W. Va., takes over as vice-president and managing director at WSAI, replacing Robert Sampson, managing director during the Field ownership. Sampson recently resigned to become business manager for the Jon Arthur programs.

White Rock Sponsors Caravan of Stars . . .

White Rock Sparkling Beverages will sponsor a 15-minute seg of "American-Jewish Caravan of Stars" program over WMGM, New York, beginning Sunday (8). The show is aired from 1 to 2 p.m. Agency for White Rock is Kenyon & Eckhardt.

Top Speakers for Women's Radio Meet . . .

The newly organized American Women in Radio and Television Association has lined up a top list of speakers for its convention at the Astor Hotel, New York, next week-end (6-8). Roster includes FCC Commissioner, Frieda E. Henlock; Edward Barrett, assistant secretary of state; Madame Vijaya Lakshmi Pandit, ambas-

ador from India to the U. S.; Mary Margaret McBride; New York Times' Radio-TV Editor Jack Gould, and Clem Randau, executive director, Federal Civil Defense Administration.

Wood New Gen. Mgr. For Housewives' League . . .

Edward W. Wood Jr. takes over as general manager of CBS's Housewives Protective League effective immediately. He replaces Fleischer Wiley, who now becomes consultant to the HPL, but will devote the bulk of his time to developing foreign versions of the org.

Gisele De Fleisch on Campbell's Club 15 . . .

A new French singer, named Gisele De Fleisch, is reported slated for "Club 15," the Campbell Soup show on CBS-AM. She'll be the replacement for the Andrews Sisters, who recently left the program to go into video.

Production Moves and Personnel Intelligence . . .

Scribe Les Weinles has joined the continuity staff of WNEW, New York. . . Bob Mayo, WOR-TV sales head, returned to New York last week after a business trek to Chicago and Milwaukee. . . Natalie Flatow, national radio-TV director of the Girl Scouts, left last week for a six-week vacation in Peru and Bolivia. . . WOR-TV Director Mende Brown planes to the West Coast next Sunday (8) to vacation with his family in Santa Monica. . . Dorothy Mallinson Winn, formerly with Batten, Barton, Durstine & Osborn, has joined the radio-TV copy department of Compton Advertising, Inc., New York, as a supervisor.

Sam Searfoss, ex-commercial manager of WSAL, Logansport, Ind., and Bert Rosenberg are new sales reps with Harry S. Goodman Productions. Southern sportscaster Sam Aro takes over the "Giant Jottings" show over WMCA, New York, starting Monday (2) replacing Steve Ellis. . . WOR, New York, and The Herald Tribune will make their fourth annual high school journalism awards May 18. . . Ann Shepherd has snagged the role of Irene Maloney on CBS's "This Is Nora Drake." Harry Hennessy tees off a 15-minute across-the-board newscast next Monday (9) over WOR at 2 p.m. Chief announcer, Richard T. Hickox, WLAW, Boston, has been upped to acting program director, succeeding Capt. Frederick P. Laffey, who has been recalled to duty. Announcer Arthur Flynn has moved into Hickox's post. . . Lambert Besuwkes, general manager of WDAS, Philadelphia, left the station last week to take over as general manager of WBMS, Boston. . . Dr. Thomas B. Symons, retired dean of the College of Agriculture (University of Maryland), has been appointed director of public service by WBAL, Baltimore.

Staff announcer Bill McReynolds, WOAI and WOAI-TV, San Antonio, has moved into the station's farm and ranch director post, succeeding Bill Shometts, who was recently upped to assistant radio-TV program manager. Round-robin announcer shift in San Antonio had Ernie Hall, vacate KEYL for WOAI, succeeding Fred McCall who moved into Hall's ex-post at KEYL. Program Director Charles F. Payne has moved into the commercial manager post at KIXL, Dallas, and Martin Gudenberg has been named director of music for the same outlet. Olin Terry will act as assistant to the latter. . . Dick Akex, ex-WSAL, Logansport, Ind., is new program staffer at KDWT, Stamford, Tex.

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Opens a new 5 million market for 45's!



'O.C. 45'

SEE PAGES 14 & 15

Gray Market Hits Diskers; Pressing Prices Jittery

Big Firms Are Fair, Fast-S Guys Stick Up

NEW YORK, March 31.—Even the supplies of record-making materials from the legitimate prime sources are holding up, scare-buying, hoarding and the chance to make a fast buck have already created a gray market in vinyl and shellac.

At least indie record manufacturers are beginning to file strong beefs with government agencies over the high vinyl prices being quoted by second and third-line sources for the material. Added problem, the not related to gray market activities, is the rise in cost of plating materials.

A Billboard survey this week showed that diskers holding contracts with prime suppliers of vinyl materials are having little difficulty in getting the resin, and at the standard price of 36 cents per pound in 10,000-pound lots. At the same time, however, the fast buck operators are offering the same vinyl materials at 75 to 79 cents a pound, with the price still rising on an almost daily basis. Speculative buying and stocking of (Continued on page 41)

London Dispatch

By LEIGH VANCE

• Continued from page 2

of a documentary on a murder trial in the Court of Justice series. Written by staffman Duncan Ross and produced by Ian Atkins, the program had a cast of 77—TV's biggest yet—and sets covering 5,000 square feet of the newly opened studios at Lime Grove. Viewers were estimated at over 2,000,000, saturation figure for the 650,000 sets licensed.

On the same day came news that the defense program demands that frozen plans for expanding TV to the areas not already covered by the network. Stations at Newcastle-on-Tyne, Southampton, Aberdeen, Belfast and Plymouth, due to open in the next three years, are shelved. BBC estimates put 15,000,000 would-be viewers in the blind belt. "But," says Assistant Postmaster-General R. C. Hobson, whose department handles TV expenditure, "the 11,000,000 coverage station at Holme Moss near Huddersfield will certainly be open this year."

Beecham Loses Decca Tiff on Disking

Sir Thomas Beecham lost a court application to prevent British Lion Production Assets and the Decca Record Company from issuing disks taken from the sound track of the film *The Tales of Hoffman*. Sir Thomas had a contract with British Lion to conduct the Royal Philharmonic Orchestra during the film of Offenbach's opera. Unknown to him, Decca waxed recordings from the sound track, was proposing to put them on sale. Beecham's plea that the disks were not up to quality was rejected. They will go on sale with a "clear label" stating that they are "taken from the sound track."

Liverpool Longhair Ork Gets Help

To help out the Liverpool Philharmonic Orchestra's shaky finances for the next five years, the city council will make a grant of \$11,200 plus a lump sum of a further \$11,200. Condition is that the council will have a casting vote on the appointment of conductor. Present maestro—Hugo Rignold—gets a two-year extension of his three-year contract.

INGENUITY WILL WIN

NEW YORK, March 31.—Herewith are companion stories pointing out the parallel situations on both East and West coasts in regard to the supply of vinyl materials and other items necessary to disk production. Trade opinion, the cognizant of the possibility that supplies may get still shorter, is that disk industry ingenuity will maintain a constant flow of finished records. The vinyl shortage may be aggravating to diskers, but it is not expected to become acute.

During World War II, shortage of raw materials was met in many ways by the disk manufacturers, including concentration of efforts behind fewer releases but increased production on each record released.

Stability Seen Despite Short Vinyl Supplies

HOLLYWOOD, March 31.—Curtailed of vinyl on the Coast has kicked off a market activities in the procurement of flex materials and may lead to scare buying of platters. No acute situation is expected, however. Area milling plants in the past six months have suffered a 13 to 15 per cent drop in supplies. Shortage of corrugated paper, too, due to increasing government needs, has nicked the disk industry.

Currently, there are four vinylite mills here—Record Biscuits, Record (Continued on page 41)

Columbia May Test Juke Power on Hits

NEW YORK, March 31.—Just how much juke boxes help in putting over a hit disk may be tested here by Columbia Records. It's still in the planning stages, but if tried, the experiment will restrict promotion to coin phonographs. In the test area no disk jockeys will get samples of the new record. If they want to air it, they'll have to purchase it at retail.

The result may at long last provide statistical support, or give the lie, to operator claims that their machines, spotted in some half million locations around the country, outweigh all other promotional factors in pushing a tune into hit ratings.

That Columbia is seriously considering the experiment is one facet of a policy overhaul aimed at cutting more operator business (see separate story) was made clear at a meeting here this week. Jim Conkling, diskery president; Paul Wexler, sales man-

ager, and George Hayes, juke representative, disclosed the project before a selected group of operators Tuesday (27).

Conkling told the operators that the decision to make the test has not yet been made. But if the go-ahead is given, the pattern will be something like this:

The Columbia a. and r. department will select a number which their prognosticators feel has a good hit potential. An approach will then be made to an operator trade group, probably the Automatic Music Operators' Association (Continued on page 142)

Victor Surveys Its A.&R. Field

NEW YORK, March 31.—RCA Victor has embarked upon a detailed study of all phases of its artist and repertoire operation, with the exception of Red Seal. The survey will cover the past two years. Facets of the survey will cover all material entering into the making of a record. This will include an analysis of tunes, composers and publishers. The survey will also study disk sales in toto and in various markets, and seasonal factors.

According to Paul Barkmeier, chief of the record division, Victor's decision to analyze the operation in no way reflects upon the a. and r. department, which is now regarded as operating well. Victor, too, is not quite certain what the survey will indicate, but is hopeful that valuable information relative to the making of hit disks will come out of it all.

Morris Pacts Andrews Gals

NEW YORK, March 31.—The Andrews Sisters this week inked a management paper, only for representation in television with the William Morris Agency. The girls were previously associated with Century Artists for radio and TV. Lou Levy will continue to book the girls on personal appearances.

The girls are booked for two weeks at Calveva Lodge, Lake Tahoe, Nev., beginning July 4. The act will pull down \$25,000 for the two stanzas.

FOGGY DEW GAL MEETS WEAVER

NEW YORK, March 31.—While the Weavers were playing the Shamrock Hotel in Houston recently, they did a benefit appearance for the local Boy Scout organization. The exuberant lady in charge of the affair, apparently confused by memories of a well-known vaude team of another day, greeted Lee Hayes, one of the group, with:

"How nice of you to come, Mr. Weaver! Tell me, how's Elviry?"

Leyden Fills Bergman Job

NEW YORK, March 31.—Norman Leyden replaces Dewey Bergman on the RCA Victor artists and repertoire staff effective April 30. The company's pop a. and r. director, Charlie Green, made the change this week.

Before joining the RCA Victor popular a. and r. staff, Bergman was a. and r. director for King Records, and prior to that worked for many years as arranger, writer and musical director, notably with Guy Lombardo. Leyden has been doing free-lance arranging and conducting for several diskeries, particularly for Mitch Miller at Columbia and Steve Carlin, head of kidisk a. and r. for Victor.

Deutschman Heads Mercury Promotion

CHICAGO, March 31.—Ben Deutschman, former promotion manager in the Southern and Eastern territories for Capitol, joins Mercury Monday (2). He will head sales promotion for the diskery in the Eastern territory.

Deutschman, who also has done field work for RCA, reports directly to Morris Price, vice-president, in his new Mercury post.

Cap's '50 Sales, Net Click Off Big Gains

HOLLYWOOD, March 31.—Capitol Records, Inc., 1950 sales volume and earnings topped those of the previous year, according to Prexy Glenn E. Wallieth's report to the shareholders. Sales totaled \$12,316,319 during 1950 compared with \$11,496,359 in 1949. Net income for 1950, after all charges and provision for federal income taxes, was \$201,060. This was equal, after payment of dividends on the convertible preferred stock, to 26 cents a share on the 476,230 shares of common stock outstand-

ing. Earnings in 1949 amounted to \$60,477.

Gain in Capitol's earnings last year was accomplished despite rising costs of labor and materials. Also in December prices on some Capitol products were boosted, this had little effect on 1950 results.

Disk biz has settled down, according to Wallieth, who found the battle of the speeds at an end. Cap's prexy found consumers are no longer confused by the three speeds and have learned the values of each. He foresees a bright future for the platter biz on the basis of last year's upward biz trend.

Signature Plant Auctioned Off

NEW YORK, March 31.—Signature Records pressing plant and record masters were purchased this week by Samuel Rudolph Associates at a government auction held at Shelton, Conn., to satisfy the U. S. Collector of Internal Revenue tax lien for about \$70,000. The Rudolph firm, used machinery dealers, paid \$58,250 for Signature's 36 presses, 1,000 masters and plating and milling plants. The machinery is expected to be sold piece-meal, with the plant to be dismantled within a month.

Meanwhile, Bob Thiele, executive of the Signature diskery, announced the formation of a new record firm, Halco, which will turn out low-priced pop and standard singles for chain and syndicate stores.

Included in the Signature masters are a large group out by Ray Bloch, Alan Dale, Monica Lewis and Johnny Long.

OSCAR HAPPY

Param't Snags Two of Three Music Awards

HOLLYWOOD, March 31.—Paramount copped two of three Musical Academy Awards at this week's annual affair at the Pantages Theater. Best original score was *Mona Lisa*; best score of a drama or comedy, *Sunset Boulevard*; and *Annie Get Your Gun*, best score of a musical. *Mona Lisa* penned by Jay Livingston and Ray Evans, was from Paramount's *Captain Carey, U.S.A.* *Sunset Boulevard* scoring was by Franz Waxman, Paramount, and *Annie* by Adolph Deutsch and Roger Edens, MGM.

Other nominees were, for the best song, *Be My Love*, MGM; *The Toast of New Orleans*; *Bibbidi-Bobbidi-Boo*, from Walt Disney's (RKO) *Cinderella*; *Mule Train*, Republic's *Singing Guns*, and *Wahinehina*, 20th Century-Fox's *Wahinehina Avenue*. Best score from dramatic or comedy, *All About Eve*, 20th; *The Flame and the Arrow*, Warners; *No Sad Songs for Me*, Columbia, and *Sampson and Delilah*, Paramount. Best score musical, *Cinderella*, Walt Disney (RKO); *I'll Get By*, 20th; *Three Little Words*, MGM, and *The Weak Point Story*, Warners.

RCA To Ship "King" Albums

NEW YORK, March 31.—RCA Victor next week will ship an all-disk-star album of songs from the Rodgers and Hammerstein legist, *The King and I*, which opened on the Stem Thursday (29). The album, which will precede Decca's original cast album, features Dinah Shore, Tony Martin, Robert Merrill and Patrice Munsel, with the orchestras of Al Goodman and Henri Rene. Martin and Miss Munsel were recorded in New York, while Miss Shore and Merrill sliced their sides in Hollywood.

The album will be issued on three speeds in the special show series which Victor inaugurated with its original cast etchings of *Call Me Madam*. Nine songs and an overture were recorded and will cover five 10-inch 78 platters. The diskery will beat the original cast since of the show to the market by at least several weeks. Decca has the rights to King and is currently laying plans to get the cast into studios 10 days to two weeks after the opening. That diskery will probably pursue the same rush merchandising tactic it employed in the issuance of *Guys and Dolls* album. In the instance of the latter, Decca had waxings on the market less than a week after it was grooved, and was recorded in the second week of the show's run.

London Wins "Hoffman" Hassle, Pushes Promosh

NEW YORK, March 31.—Supreme Court Justice Valente this week turned down the Sir Thomas Beecham-Columbia Records motion for an injunction to restrain London Records from issuing the sound-track diskings of *The Tales of Hoffman* motion picture. The court, however, acted on the condition that London "co-operate to the fullest extent to facilitate an early trial of the issues." Meanwhile, London moved ahead with the largest promotion campaign the label has ever set for a single album release.

The legal hassle over the release of the sound-track album (*The Billboard*, March 17 and 31) was based on Columbia's exclusive artist contract with Sir Thomas Beecham and the Royal are featured in the film and in the London album. Justice Valente's decision was based on the fact that English Decca, London's parent firm, entered into a licensing deal with the film's producers in good

faith, that London and English Decca are not directly profiting from the Columbia contract with Beecham, and that English Decca and London did not wrongfully misappropriate either Beecham's or Columbia's "ingenuity, skill or investment."

The London promotion campaign will include special previews of the film for disk retailers in many large cities, easel blow-ups for window and counter displays, encailed album covers, counter flyers, window streamers, stuffed posters for disk listening booths and interior displays, track paper and campaign, and a contest advertising campaign including full pages in the *Schwann Catalog*, *American Record Guide*, *Review of Recorded Music* and *Saturday Review of Literature*, a large co-op campaign, and the supply of four sizes of ad mats. (For report on British court action in this case, see *London Dispatch*.)

Richmond Inks Ludlow, Hollis 50G BMI Deal

Contract In No Way Commits Publisher To Exclusivity

NEW YORK, March 31.—Howe Richmond has closed a deal with Broadcast Music, Inc. (BMI), for his Hollis and Ludlow pubberies, selling for better than \$50,000 a year. The deal, retroactive to March 1, is exclusive of accrued performance money due on such tunes as The Thing, Roving Kind and Goodnight, Irene and of some 17 tunes in Richmond's Folkways firm, for which he is on a straight performance basis with BMI. The Folkways catalog includes So Long, Old Smoky, John B and others. With the Hollis and Ludlow advance deal, accrued performances, and the Folkways tunes, BMI figures to pay Richmond in the neighborhood of \$100,000 in performances during the next year.

No Exclusivity

While the \$50,000 guarantee is an especially heavy one in view of the advances BMI hands (Continued on page 40)

MORGAN IS SET FOR DJ FLICKER

NEW YORK, March 31.—Russ Morgan is set to star in a Monogram flick tentatively titled *Disk Jockey*. Some 20 deejays are being lined up for feature parts, including Doug Arthur, Bill Anson, Dick Gilbert, Ed McKenzie and perhaps Martin Block. Cast will also feature performers in the music field, with Rudy Vallee, Herb Jeffries, Vera Lynn and others slated for parts. Morgan will do straight taping in addition to singing, playing and band-fronting.

MGM Joins in Terp Parade

NEW YORK, March 31.—MGM Records clambered aboard the terp bandwagon this week with the announcement that a series of dance albums are in the works. The first set, scheduled for the latter part of April, will have an album of rumbas with Nora Morales, tangos with Harry Horlick, fox trots with Raymond Scott and square dances with Carson Robinson. Albums will be merchandised in all three speeds. The diskery follows the pattern set by RCA Victor with last year's *Here Come the Dance Bands*. Columbia's *Dance Parade* and Capitol's *Arthur Murray* series.

Billy Rose, Saul Bourne In Tiff on Tune Renewal Right

Case May Set Precedent on Issue Revolving Around 1922 "Stutter"

• Continued from page 1

lawyers—John Schulman for Rose and Francis Gilbert for Bourne.

According to Rose, Bourne sent him a notification and an assignment form. No new contract was indicated—but Rose told *The Billboard* that he wants no contract with Bourne, old or new, but the copyright itself. Rose has a flock of copyrights with Bourne which are coming due in the next few years, and his object is to obtain all of them for publication himself. He has even interested several leading songwriters in pooling their renewals with him in a joint publishing venture. Some of Rose's Bourne publications coming due within the next few years include *Me and My Shadow*, *Rainbow 'Round My Shoulder* and *Back in Your Own Backyard*—these co-written with Al Jolson and Dave Dreyer—and *That Old Gang of Mine*, with Mort Dixon and Ray Henderson.

Bourne's claim to the renewal is based on the contract under which he first published *Stutter*, which stipulates that the writers assign renewal rights to the publisher. "I want to be fair about this," Bourne told *The Billboard*. "Billy thinks he owns the renewal—I think I do. If he's right, he'll get the copyright. All I know is that I have a contract under which he

is legally obliged to assign the renewal over to me."

Counter-Claim

Rose's stand will be that the stipulation to assign the renewal is not valid, basing his claim on three main principles. Absence of consideration in the contract, questionable legality of the conveyal and alleged failure by the publisher to live up to his part of the contract, thereby invalidating the rest of it.

"Consideration" refers simply to the legal principle of *quid pro quo*—a valid contract has to offer fair compensation for rights surrendered. Rose points out that the contract called for 2 cents a copy, one-third of mechanicals, no foreign royalties, no folio or song book royalties, and sync payments "on the publisher's sufferance."

The second point, the legality of a promise to assign, is more complex. One school of trade legalists points out that the contract (and many others like it) does not contain a transfer of renewal rights, but states that the writer gives the publisher the right to the renewal. Because the right is "statutory and personal," they reason, an author cannot convey his right to assign to a publisher.

The third ground has reference to the principle that both parties

to a contract must carry out their stated obligations in order for the contract to hold. Rose said that he is going to ask for an examination of Bourne's books, going back 28 years, to ascertain how the publisher met his obligations.

Insiders are watching the squabble, which has not yet reached court, with interest, because the outcome may determine the fate of thousands of copyrights signed up under the old contract form. The question of whether publishers can claim renewal rights via the old contracts has never been satisfactorily tested, some traders say.

There is a 1942 U. S. Supreme Court decision in the case of *Witmark vs. Fred Fisher* and *George Graft Bourne and Bourne made reference to it in talking with The Billboard*. The court found that Witmark was entitled to the renewal, in circumstances which appear to parallel the Bourne-Rose case. The tune involved was *When Irish Eyes Are Smiling*; the writer had made a separate agreement to convey the renewal right some years after he had signed the original contract. In this respect, the case differs from the Bourne-Rose situation, in which the right was conveyed in the original contract.

All that the court found in that case, a proponent of the Rose point of view noted, was that a writer, if living at the end of the first copyright term, can make an agreement to give his renewal right to a publisher. It does not necessarily follow that the conveyal may be made as part of the original contract on the tune, the Rose partisans maintain.

Disk Reps, AFRA Near Singer Pact

NEW YORK, March 31.—Reps of diskeries and the American Federation of Radio Artists, after prolonged negotiation, are now close to a pact covering scales and conditions for singers. Frank Reel, AFRA exec, stated after a confab Thursday (28) that he feels headway is being made and for the first time can see daylight ahead. *BB* knows that a spirit of compro-

mise prevails. This, too, was indicated by diskery execs, one of whom stated: "We've closed the doors and quit sparring... We have made no commitments or firm offer, but a deal is likely. This is the first time we have been able to speak on money matters in the same area."

Execs were loathe to reveal projected scales at this time, pointing out that either side could still pull out.

Group Question

It was indicated, however, that with regard to group singers, much thought is being given to setting the pay scale at a figure close to (Continued on page 41)

Flanagan Hot, Rolls in Dough

NEW YORK, March 31.—The Ralph Flanagan band this week compiled the best money week in its one-year history.

Last Saturday (24), Flanagan took out \$2,649 for his end of a promotion at Pottstown, Pa. On Easter Sunday the band played the Steel Pier, Atlantic City, for a flat \$2,250 and did excellent business. Easter Monday in Mahoney City, Pa., Flanagan tucked away \$2,217 for his end of a promotion in addition to drawing his for his weekly radio show, which that night emanated from the site of the dance. Tuesday (27) in Rhodes-on-the-Pawtucket, Providence, the orkster came out with \$1,564 for himself. Wednesday (28) at Totem Pole Ballroom Auburn, Mass., he made slightly better than \$1,500 and on Thursday (29) in Lewiston, Me., took out \$1,481.

"Optional Center" For Capitol's 45's

Permits Disk Use on Standard Spindle; See Wider Market; Jukes Protected

• Continued from page 1

Conventional 45-r.p.m. center carries a triangular filler with a standard (78) spindle hole. Triangle can be punched out easily, leaving a cleanly cut regular 45-r.p.m. spindle hole for use on 45 changers or can be retained for those using three-way changers. Center is expected to save disk buyers the trouble and expense of

getting fillers to convert the large 45-r.p.m. hole to standard spindle size.

Conversion problem. Capitol feels, has held off many disk buyers who own three-way changers from purchasing 45-r.p.m. platters. Majority in the three-way changer group have avoided 45's, sticking to LP's for album fare and 78 for singles. New device, Capfers, will swing millions of disk buyers to 45 r.p.m. This is expected to further diminish the 78-r.p.m. market.

Capitol execs told *The Billboard* the center will have no effect on 45's use in juke boxes, converted to the slower speed. Boxes using the regular large 45-r.p.m. spindle will be able to spin these platters, inasmuch as ops will only have to punch out the triangular center with the thumb.

According to Capitol, tests have shown centers to hold up well in three-way changer use. Development comes after 18 months' research. Chief problem was in perfecting center so that it would hold firmly for use on smaller spindle machines, and yet break away cleanly for use on 45-r.p.m. changers. Capitol's production vicepres. Bill Fowler, and plant superintendent, Sam Baynes, are credited with perfecting the center. Capitol has applied for a patent on it.

Diskery will start production on the triangle-centered platters soon. Label will not advertise the optional center disks to consumers until regularly centered 45's now on dealers' shelves have been moved.

come a demand that publishers pay their bills within a 30-day time limit. Printers point out they are being forced to adopt an attitude because the paper mills are now demanding immediate payment from printers.

"The mills are in the driver's seat," one printing exec stated, "and the demand for paper is great... Therefore, mills can afford to be dictatorial." He added that in normal times, printers could pay their bills in 60 or 90 days. These days, he added, are over, with paper mills assuming a take it or leave it point of view.

Government Use

An increasing amount of inferior gray paper is coming thru. This is owing to the shortage of bleaching materials. The paper supply, too, is short in certain sizes and weights, and this is affecting output of certain published items. Generally, tho, there is no acute shortage. The government is cur-

(Continued on page 41)

Printers Stiffen as Paper Gets Tight

May Stop Pubbers With 30-Day Limit To Pay Their Bills; Shortage Not Acute

NEW YORK, March 31.—Problems induced by the paper shortage are forcing the music printers to take a stiffer attitude with regard to publishers. Next week, the National Music Printers and Allied Trades will hold a special meeting to consider the matter. It is expected that out of this meeting will

Columbia Disks To Open Drive For Juke Trade

NEW YORK, March 31.—Frankly nettled by its relatively poor standing in the juke box market, Columbia Records is mulling a policy revamp, especially in a sad re-aimed at building operator sales.

Still in the preliminary stages, the plan calls for exploring the commercial value of trimming the play time of certain disks, shortening or eliminating introductions in others and a more careful pairing of back-to-back tunes to better meet the requirements of modern coin phonographs.

As companion moves, the diskery is considering publication of record listings for the specific use of operators and, as a further step, the assembling of albums suitable for the non-pop slots in high-capacity machines.

Columbia's new emphasis on operator relations came to light Tuesday (27) at a round-table confab hosted by Meyer Parkoff, of the Atlantic New York Corporation, the local Seaburg distributor. Columbia boss, Jim Conking, Paul Wexler and George Hayes, faced a selected panel of New York and New Jersey operators, with each group getting from the other a new insight into the special problems of disk production and play.

Conking told the operators they held a unique position in the record market, being a valuable source of income for the record companies as well as an exploitation medium for promoting sales thru retail outlets. In this connection, he disclosed tentative plans for an experiment to measure the promotion powers of juke boxes (see separate story).

The value of shorter play time on records was stressed by Jules Rusoff, of the Music Guild of New Jersey, who pointed out that income potential on the route rises from \$1 to \$1.50 an hour when a two-minute platter is substituted for one that runs three minutes. With television competition on (Continued on page 142)

LOTS A BEEF FOR ASCAP'ERS

Fisticuffs Whet Huddlers' Appetites for Annual Feed

NEW YORK, March 31.—The American Society of Composers, Authors and Publishers membership got off plenty of steam about the writer classification system at the Society's annual meeting at the Waldorf Tuesday (27), working up

a good appetite before tramping into the Refectory for rare roast beef.

The afternoon session was highlighted by one member's contribution of a crisp series of combination punches and another's nifty quotation from the Bible, ending characteristically with a grand exodus during Pinsky Herman's detailed chronicle of his long fight against evil.

Impartial Critic

The counter-puncher was Perry Alexander, a man who makes no bones about his poor opinion of licensing organizations. Alexander, who has been devoting his career of recent years to an enthusiastic series of lawsuits against Broadcast Music, Inc., went impartial Tuesday and unburdened himself against ASCAP, using a (Continued on page 40)

Levant Quits McC'key Agcy.

CHICAGO, March 31.—Phil Levant, McC'key band department tapper, this week resigned from the org. effective April 13.

During his tenure with the firm, Levant opened up several major hotel locations, including the Roosevelt, New Orleans; Baker, Dallas; Rice, Houston, and the Muehlbach, Kansas City, Mo.

SPA Charges Breach, Kills Spier's Pact

NEW YORK, March 31.—The Songwriters' Protective Association has canceled its agreement with Larry Spier, Inc. because Spier allegedly has refused to comply with a provision of the basic agreement requiring signatories to utilize the current (1947) SPA contract form. The cancellation is the first the SPA has effected since the institution of the 1947 basic agreement with publishers.

The action was taken following a complaint by elefter Marty Kalmanoff involving the tune *Just Say I Love Her*. According to SPA, Spier, who signed with the association in August, had taken the tune from Kalmanoff prior to that time. He was asked, first by Kalmanoff and then by SPA, to rewrite the contract using the 1947 form. Upon his refusal, according to SPA, he was canceled.

Spier's Version

Spier has a different version of the hassle. According to him, he (Continued on page 40)

NOW! VAUGHN

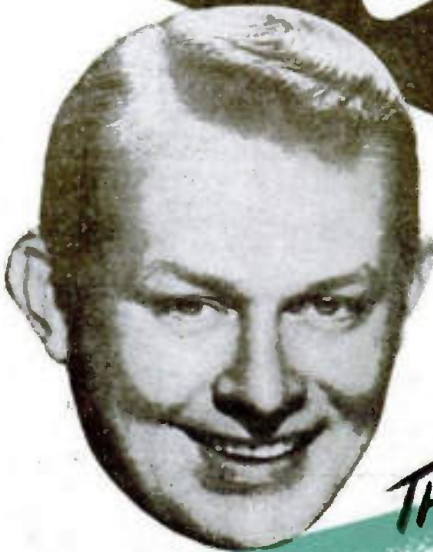
*Captures on Four
Hit Making Qualities
All Time Hits That
To The Top*

HIT

THE MARCHING SONG...

SOUND OFF

47-4113 (20-4113)



THE FOLK SONG...

**ON TOP
OF OLD
SMOKEY**

47-4114 (20-4114)

HIT

RCA

WEEK OF APRIL 9th IS VAUGHN

IN MONROE

*Great New Sides the Famed
of the Fabulous Monroe
Zoomed Him*

THE WALTZ... **HIT**

**OH MARRY
MARRY ME**

47-4113 (20-4113)



THE SHOW TUNE (FROM THE KING AND I)

**WE SHALL
DANCE** **HIT**

47-4114 (20-4114)

ARMSTRONG Records

MONROE WEEK COAST TO COAST

'O.C. 45'
ANOTHER FIRST FOR



'optional

OPENS A NEW



center 45'

5 MILLION MARKET FOR 45's!



**At last...play 45's on 3-speed
players without troublesome inserts!**

OR



**punch out center with thumb
to play on large spindle machines!**

This sensational development available on Capitol 45 records soon... More than *five million* owners of 3-speed changers will now be interested in 45 singles and albums. It's a big opportunity for new dealer profits!

ANOTHER FIRST FOR





DECCA
RECORDS

America's Fastest Selling Records

BING and GARY
CROSBY

TOGETHER AGAIN FOR THE FIRST TIME SINCE "SAM'S SONG"
and "SIMPLE MELODY"!

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

coupled with **"MOONLIGHT BAY"**

Both with
MATTY MATLOCK'S ALL-STARS

DECCA 27577 (78 RPM)
and 9-27577 (45 RPM)

Don't Delay... Wire Today!

DECCA
RECORDS

Coming up... Fast!

**SPARROW IN THE TREE TOP
and FORSAKING ALL OTHERS**
BING CROSBY and ANDREWS SISTERS
DECCA 27477 and *9-27477

**MOCKIN' BIRD HILL and
FLYING EAGLE POLKA**
RUSS MORGAN and His Orchestra
DECCA 27444 and *9-27444

**METRO POLKA and
CHARLIE IS MY DARLING**
RUSS MORGAN and His Orchestra
DECCA 27528 and *9-27528

**THE SYNCOPATED CLOCK
and THE WALTZING CAT**
LEROY ANDERSON
DECCA 40201 and *9-40201

**OH WHAT A FACE and
A NICKEL AIN'T WORTH A CENT TODAY**
GUY LOMBARDO and His Royal Canadians
DECCA 27487 and *9-27487

**ON TOP OF OLD SMOKY
and ACROSS THE WIDE MISSOURI**
THE WEAVERS and TERRY GILKYON
With Chorus and Orchestra Directed by Vic Schoen
DECCA 27515 and *9-27515

**WOULD I LOVE YOU and
I LOVE YOU MUCH TOO MUCH**
GORDON JENKINS and His Orchestra and Chorus
DECCA 27490 and *9-27490

**BEAUTIFUL BROWN EYES and
THAT'S HOW OUR LOVE WILL GROW**
EVELYN KNIGHT with the RAY CHARLES SINGERS
DECCA 27485 and *9-27485

**IT IS NO SECRET
and I HEAR A CHOIR**
BILL KENNY of the INK SPOTS and The Song Spinners
DECCA 27326 and *9-27326

**BRING BACK THE THRILL
and I APOLOGIZE**
DON CHERRY
DECCA 27484 and *9-27484

**SHENANDOAH WALTZ
and SYMPATHY**
BARON ELLIOTT OCTET with JIMMY CONFER
DECCA 27488 and *9-27488

**THE HOT CANARY
and JALOUSIE**
FLORIAN ZABACH
DECCA 27509 and *9-27509

**PRETTY EYED BABY and
I CRIED MYSELF TO SLEEP**
JANE TURZY and Her Trio
DECCA 27479 and *9-27479

**THAT'S THE ONE FOR ME
and THE SIDEWALK SHUFFLERS**
SONNY BURKE and His Orchestra
DECCA 27541 and *9-27541

**KENTUCKY WALTZ and
THE STRANGE LITTLE GIRL**
ERNEST TUBB and RED FOLEY
DECCA 46311 and *9-46311

GIVE ME AN R C COLA and A MOON PIE
and I'M MOVING ON #2
LONZO and OSCAR
DECCA 46312 and *9-46312

*Indicates 45 RPM Version

**DECCA
RECORDS**

*America's Fastest
Selling Records*

**DECCA
RECORDS**

**NEW RELEASES
AVAILABLE FOR
IMMEDIATE SHIPMENT
ORDER NOW!**

The Foot Foot Song RAY BOLGER
I'm Glad I'm Not A Rubber Ball Decca 27564 and *9-27564
Dancing In The Dark JERRY GRAY AND HIS ORCHESTRA
Smoke Gets In Your Eyes Decca 27450 and *9-27450
Let Me In PETER LIND HAYES
I'm On My Way Home Decca 27495 and *9-27495
Everybody Loves My Baby EDDIE CONDON AND HIS ORCHESTRA
A Hundred Years From Today Decca 27407 and *9-27407
Esto Es Felicidad CONJUNTO CASINO
Tumbale El Robo A Perico Decca 21341

*Indicates 45 RPM Version

NEW RELEASES—CHILDREN'S SETS

EVELYN KNIGHT
THE LOLLIPOP TREE and KATY (The Happiest Kangaroo)
Children's Set E-34 • 10-inch 78 RPM Detachable Record • Price \$1.95
Children's Set I-151 • One 45 RPM Unbreakable Record • Price 95c
Decca 27489 (78 RPM) and 9-27489 (45 RPM) • Price \$3c
Unbreakable Under Normal Use

NEW RELEASES—ALBUMS

HAWAIIAN FAVORITES
ALFRED AKA with DANNY STEWART'S HAWAIIANS
Selections include: The Moon Of Manakoa—Sleepy Legman—Lovely Hula
Hands—White Ginger Blossoms—I Will Remember You—Beyond The Reef—
The Hukilau Song—Hopa Hoale Hula Girl
Decca Album A-842 • Four 10-inch 78 RPM Records • Price \$4.15
also on Decca Album 9-229 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5321 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

SOUVENIRS OF HAWAII
GEORGE KAINAPAU with DANNY STEWART'S HAWAIIANS
and SAM KOEI and His Paradise Islanders
Vocal with Instrumental Accompaniment
Selections include: I Will Remember You—Beyond The Reef—Ke Kall Hei Au—
Mal Poine Oe Iou—Kealoha—E Kou Lei—Remember I Gave My Aloha—
E Nuli Hoi Mai
Decca Album A-840 • Four 10-inch 78 RPM Records • Price \$4.15
also on Decca Album 9-229 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5319 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

WESTERN SQUARE DANCES
With Calls—CHUCK ROGERS, Caller
With ZEE WILLIAMS' STRING BAND
Selections include: Split The Ring and Round Just One—Houston Star—
Double The Dose—El Paso Star—The Merry Go Round—
Wagon Wheel—With Denver Wagon Wheel
Decca Album A-794 • Three 10-inch 78 RPM Records • Price \$3.75
also on Decca Album 9-121 • Three 45 RPM Unbreakable Records • Price \$2.90

NEW ON 45 RPM

NIGHT AND DAY
CARMEN CAVALLARO
Piano Solos with Rhythm Accompaniment
Selections include: Night And Day—Body And Soul—Temptation—Day
Dreaming—I Kiss Your Hand, Madonna—You're Just From An Old
Souquet—If I Could Be With You—The Most Beautiful Girl In The World
Decca Album 9-182 • Four 45 RPM Unbreakable Records • Price \$2.75
also on Decca Album A-643 • Four 10-inch 78 RPM Records • Price \$4.15
DL 5095 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

MILLS BROTHERS
Souvenir Album
Vocal with Guitar
Selections include: Paper Doll—I'll Be Around—You Always Hurt The One
You Love—Till Then—Too Many Irons In The Fire—I Guess I'll Get The
Papers (And Go Home)—You Never Miss The Water
Till The Well Runs Dry—After You
Decca Album 9-172 • Four 45 RPM Unbreakable Records • Price \$3.75
also on Decca Album A-648 • Four 10-inch 78 RPM Records • Price \$4.15

Themes from the Musical Score of
Cecil B. DeMille's
SAMSON AND DELILAH
A Paramount Technicolor Picture—Music Composed by Victor Young
VICTOR YOUNG Conducting
THE PARAMOUNT SYMPHONY ORCHESTRA
Selections include: Samson's Call—Miriam And The Dance To Dagon—The
Valley Of Zorah—The Feather Dance—Delilah's Theme—Blind Samson—The
Philistine March—Delilah's Remorse—The Feast Dance—Bacchanale—
Delilah's Harp—Samson And Delilah
Decca Album 9-178 • Four 45 RPM Unbreakable Records • Price \$3.75
also on Decca Album DA-747 • Four 10-inch 78 RPM Records • Price \$4.15
DL 6087 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.35

MAN WITH A HORN
Trumpet Solos By Famous Jazzmen
LOUIS ARMSTRONG • RANDY BROOKS • BOBBY HACKETT
ROY ELDRIDGE • BILLY BUTTERFIELD • MUGGSY SPANIER
Selections include: The Man With The Horn—More Than You Know—Sweet
Heart's On Parade—Star Dust—What's New—Heating Blues
Decca Album 9-184 • Three 45 RPM Unbreakable Records • Price \$2.90
also on Decca Album A-719 • Three 10-inch 78 RPM Records • Price \$3.30
DL 5191 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00
(Also includes: Top Tack Advantage Of Mr. McGee Special)

FAVORITE HAWAIIAN SONGS
Sung by DOROTHY LAMOUR
with DICK MCINTIRE and His Harmony Hawaitians
Selections include: Hawaiian Hospitality—Lovely Hula Hands—Little Brown
Gal—My Little Grass Shook In Keolakekua Hawaii—The One Rose (That's
Left In My Heart)—A Song Of Old Hawaii—
The Moon Of Manakoa—Malihini Mela
Decca Album 9-185 • Four 45 RPM Unbreakable Records • Price \$3.75
also on Decca Album A-821 • Four 10-inch 78 RPM Records • Price \$4.15
DL 5115 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

YE OLD TIME DANCE NITE
(A Collection of Old Time Dances)
Played by BYRON WOLFE'S ORCHESTRA
(Ye Old Time Dance Orchestra)
Selections include: Rye Waltz—Duchess—Tuxedo—Oxford Minuet—Voleto
—Vorschuven—Spanish Waltz—Three Step
Decca Album 9-185 • Four 45 RPM Unbreakable Records • Price \$3.75
also on Decca Album A-825 • Four 10-inch 78 RPM Records • Price \$5.00
DL 5131 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

Ballroom Ops Request Rider To Clarify Cabaret Tax Law

WASHINGTON, March 31.—A campaign by the National Ballroom Operators' Association for congressional enactment of a law exempting ballrooms from cabaret tax payments is being intensified here as aftermath of the Supreme Court's refusal this week to review court decision in the case of Larry V. Geer Ballroom operators of the Laramar Ballroom at Fort Dodge, Ia. The high court Monday (26) rejected a writ entered by the Geer firm to contest a decision by the Federal Court of Appeals for the Eighth District which held that the ballroom comes under the cabaret tax provisions. The NBOA contends that present originally set by the Bureau of Internal Revenue excludes ballrooms from this tax payment, and is asking Congress to clarify this once and for all in the tax laws by inserting an amendment.

The NBOA drive currently is being centered on the House Ways

and Means Committee which is deliberating on the administration's tax program. A plea for a clarifying amendment to the tax law was formally submitted by J. A. Osherman, a member of the firm of Gallagher, Osherman, Connor and Butler, Washington counsel for NBOA, and by Thomas B. Roberts, of Des Moines, legal counsel for NBOA and principal attorney for Geer ballroom operators in the case of Geer vs. Birmingham. Osherman has registered on Capitol Hill as a lobbyist to wage the fight for the amendment. Osherman and Roberts in their statement reminded the House committee that it sent a clarifying amendment to the floor of the House last session and the House approved it. The bill was about to get Senate concurrence when Korean hostilities broke out and diverted Congress, the statement points out. The proposed amendment specifies that the cabaret tax "in no case" will include coverage of "any ballroom, dance hall or other similar place where the serving or selling of food, refreshment or merchandise, is merely incidental, unless such place would be considered, without the application of the preceding sentence, as a roof garden, tabaret or other similar place."

The Osherman-Roberts statement went on to remind the House committee of its favorable report for the tax amendment which, the statement declared, confirmed "the undisputed fact that Congress had never intended to tax ballrooms as cabarets." Osherman and Roberts asserted that this "had always been the law" prior to the Avalon case in which a court held against ballrooms. The NBOA legalists told the committee that the Bureau of Internal Revenue had always recognized ballrooms as not coming

under the tax until the Avalon case.

Osherman and Roberts asserted that clarification of this point thru new legislation would have the effect of raising more tax revenue as an incentive to greater business volume. The NBOA legalists declared:

"Ballrooms, as they are commonly known, are not cabarets, never have been cabarets and never will be. No better indication of the correctness of this (Continued on page 42)

Coast Locals Switch Policy

HOLLYWOOD, March 31.—Musicians' Local 47 and 767 have reversed policy on bands playing six-nights a week. Orks who work a club with a show and do not play for dancing, will now be allowed to perform seven nights a week. Local 47 previously held fast to its ruling on six days, while Negro Local 767 has permitted bands to work a full week, if they properly appealed to its board.

New edict stems from a hassle over Charlie Barnett's two-week stint at the Oasis. Local 47 charged Barnett could only work his ork six days. Oasis countered showing that Local 767 had okayed full week skeids for bands that had played the Oasis before. Negro union made overtures this week to Local 47, pointing out that in clubs where the acts are of a show nature, and there is no dancing, orks should get the go-ahead on full skeids. Local 47 agreed.

Associated Booking Corporation, stymied by the ruling limiting work of orks reports that Louis Armstrong and George Shearing will now be able to fulfill dates at the Tiffany on a full-week basis.

Conkling on Distrib Tour

NEW YORK, March 31.—Jim Conkling, proxy of Columbia Records, was to leave for the Coast this week-end, stopping off to visit distributors in the larger cities en route. His plans call for confabs with distributors in Baltimore, Pittsburgh, Detroit, Chicago, Milwaukee, Spokane, Portland, San Francisco and Los Angeles. The trip is one of several he has projected to meet as many Columbia distributors as possible to acquaint himself with field conditions.

Conkling will spend from 10 days to two weeks on the Coast to chin with the diskery's reps and artists there, and then will return here with his family, when he will move into a house he has bought in Bronxville.

Camarata Pop Chief as Fox Resumes Them

NEW YORK, March 31.—Kelly Camarata has been appointed general manager of the newly activated popular division of the Sam Fox Music Company and Fox affiliates, Movietone Music and Hollywood Songs. Camarata has been disk promotion chief for the Big Three bubbly. Before that, he had an interest in Abbey Records, and has served as field promotion man for London Records.

Fox practically cut out pop activity when Professional Manager Frank Hennings resigned last year. Plan now is to develop new pop material as well as standards and pic tunes out of the Fox catalogs. Arnold Adams continues as contract man here, with Harry Coe the Coast rep, and Jack Goodwin as Chicago staffer.

Radio, Phono Sets Boost US Tax Gain

● Continued from page 3

first time in several months, but the decline hardly made a dent in the surplus so far this fiscal year over the total registered by the tax in the corresponding period last fiscal year. Gains were registered in excise yields from theater and concert admissions, cabaret and roof gardens admissions, musical instruments, radio-TV-phono sets and tobacco. The monthly yield from the tax on coin-operated devices dropped.

The most thumping gain was registered in the yield from the tax on radio sets, phonographs and components. Soaring more than three times higher than the previous February, the yield from this tax was \$11,349,880. This was a gain of \$7,976,015.08 over the previous February figure.

Internal Revenue Bureau attributes the unusual rise not only to heavy sales volume but also to the fact that tax hikes took place since the previous February. Total for the fiscal year thus far is almost \$60,000,000, which is two and a half times higher than the previous fiscal year's total.

Theater-concert admissions tax

produced \$23,108,456.32 for Uncle Sam last month, a gain of \$1,556,459.83 over the previous February's yield. However, the current fiscal year's total is running far behind the previous fiscal year.

The tax yield from admissions to cabarets and roof gardens last month was \$3,003,317.56, which is \$634,920.52 ahead of the previous February's. Collections from this tax so far this year are running almost \$1,000,000 ahead of last fiscal year's.

Collections from the excise on phono disks last month totaled \$502,679.02, a drop of \$79,099.54 from the previous February figure. But the disk tax yield so far this fiscal year has hit a total of \$4,615,935.14, which is \$1,005,885.21 ahead of the total for the corresponding period in the previous fiscal year.

Tax on coin-operated devices yielded \$224,644.39 last month, \$43,595.84 below the previous February return. The tax's yield so far this fiscal year is \$18,757,857.29, a gain of \$1,535,967.84 over the same period in the previous fiscal year.

TV-Phono Merchandising

NEW YORK, March 31.—Further frantic promotional activity continued this week as television manufacturers, distributors and retailers came up with varied gimmicks aimed at taking the business out of the oldrums. Emerson, for example, announced a million-dollar ad campaign and reintroduced a 14-inch table model at a price \$40 lower than originally set a year ago. Philco is set to embark on a special summer ad campaign for video sets. RCA Victor is also preparing a special advertising promotion.

Many manufacturers admit to reducing prices on new models. Dealers and distributors are co-operating on big trade-in campaigns, clearances and sales of used models. Signpost of the probable future is that one of the largest department store chain users of private label sets this week asked for and got a lower price schedule from its supplier. Unless sales picture changes drastically in the next two months—an unexpected possibility—major price breaks are looked for at the July show of the National Association of Music Merchants (NAMM) in Chicago.

RTMA, Canadian Group Set 8th Joint Confab

Officers and directors of the Radio-Television Manufacturers' Association and the Radio Manufacturers' Association of Canada will hold their eighth joint conference Thursday and Friday, April 12-13, at the Seaview Country Club, Absecon, N. J. Chairman Robert C. Spague and other members of the RTMA board of directors, together with President Glen McDaniel, will be hosts

Musicians Get Double Rates For Simulcast

NEW YORK, March 31.—As a result of an inequity pointed out by Firestone, sponsor of The Firestone Hour, simulcast on the National Broadcasting Company and NBC-TV, the scale for musicians on such commercial programs has been changed. Musicians performing on a simulcast are to get double scale (AM and TV scales are equal). According to a provision of the contract recently worked out by the American Federation of Musicians and the networks, musicians on commercial simulcasts were to be paid \$25 in addition to the AM rate. Firestone pointed out that as a result of this clause, salaries for musicians totaled more than if the AM and TV broadcasts were done separately.

AFM consulted Local 802, New York, on the matter and agreed to make the change.

The rate on sustaining simulcasts remains as agreed upon in the new contract, that is, musicians get \$10 additional for such a program.

802 To Vote On Bldg. Fund

NEW YORK, March 31.—Local 802, American Federation of Musicians, will hold a membership meeting Monday (2) to vote upon a resolution of the executive board calling for a special assessment to create a fund to buy or lease a building to house the local. Executive board suggests that the assessment amount to \$2 per member per quarter, starting July 1. The reason for the projected assessment is that the local's current set-up, with the exchange headquarters at Houston Street, has proved unsatisfactory.

The local's dues scale cannot be raised until the by-law meeting in September. In view of the condition of the local's finances, it was stated that the special assessment would be the best way to handle the matter.

Members queried feel a building is necessary. They believe, however, that an assessment should be used solely for such a purpose rather than to replenish general finances.

The meeting is scheduled to be held at Palm Garden at 11 p.m.

to the Canadian radio manufacturers at the two-day session.

V-M Corp. Restyles Its Phonograph Line

In a complete switch from typical design of portable phono units made to look like luggage, V-M Corporation this week announced that the firm's new line would be made to look less like luggage and more like a wooden-table model (Continued on page 40)

Meyerson to Remington as Sales Topper

NEW YORK, March 31.—Jack Meyerson, at one time president of Musicraft Records and general manager of the World Broadcasting System, was this week named general sales manager of Remington Records. At the same time, Don Gabor, president of the low-priced LP diskery, named Joe Takacs as vice-president in charge of administration.

According to Gabor, the two moves signal the label's opening steps in a continuing expansion program, which will see the firm issuing low-priced classical and pop disks in both the 3 1/2 and 45 r.p.m. speeds. The company also is planning to reactivate the Continental children's record catalog. Remington this week made a deal with the RCA Victor custom division for additional production (Continued on page 41)

Rich Disbands For Baker Job

NEW YORK, March 31.—Buddy Rich will give up his band to join Josephine Baker as musical director for the much-lauded performer's American tour, which is due to run thru June. He will return to the Continent with her for at least several months. Rich's deal with La Baker is for a minimum of six months, in which period he will be paid a basic guarantee whether he works or not. Part of the deal calls for Rich to retain the services of trumpeter Harry Edison and a bass player.

Rich, who is booked by Shaw Artists Corporation, was slated for several months' work with a sextet in a number of jazz miteries. The deals were mainly verbal, and Rich and the agency reps are skeddled to huddle with the American Federation of Musicians (AFM) to cancel the dates without stepping on operators' toes. The Baker deal came up as the result of Rich's supporting work for her during the recent New York Strand date.

Miller Guiding 1st Laine Wax

NEW YORK, March 31.—Mitch Miller, Columbia records pop a. and r. chief left by plane for the Coast Friday (30) night to supervise Frankie Laine's first recordings for the label. Plans call for two sessions with Laine, with most of the tunes understood to be special material and exclusives.

Miller may also wax other Columbia artists who base on the Coast, perhaps Jo Stafford and Doris Day.

Bing and Kid Bang Again at Decca

NEW YORK, March 31.—One of 1950's leading wax duos have been reunited for another crack at the best-seller lists. Gary Crosby and his "friend," Bing, have been teamed anew by Decca Records after the pere-fils combine managed to produce the coupling of Sam's Song and Simple Melody, which sold better than a million platters.

The new Crosbys' platter couples the oldie, Moonlight Bay, with a modernized version of a standard, When You and I Were Young Maggie Blue. Disking was cut early last week, and was rushed to the market for an April Decca promotion which kicked off Friday (30).

"FIVE BY SIX"

That's Decca Teaser Drive For Dog Days

NEW YORK, March 31.—Decca Records this week began a teaser promotion campaign pegged on the slogan "Five by Six." Promotion is a mass exploitation of five single pop disks made by six of the label's top artists. The intent is to create an impact in the pop market at a point of the year when traditionally the business level tapers off.

Promotion includes a salesman's contest, an innovation for Decca. Prizes will be handed the salesman who sells the greatest volume of the five platters, and secondary prizes will be awarded the leading peddler in each of the company's territorial outlets.

The firm will not unveil the titles of the big five platters until April 9, but the artists featured on them include Gordon Jenkins, the Andrews Sisters, Hoagy Carmichael, Tommy Dorsey, Bing Crosby and Russ Morgan. Campaign is being started via a teaser day-to-day post card series, and will be followed with a national deejay push as well as the salesman's incentive contest, special streamers, etc.

Kidisk Labels Go All Out on "Alice" Tunes

NEW YORK, March 31.—The forthcoming release of Walt Disney's Alice in Wonderland flick has created heavy recording activity among major and indie children's record firms. When the film is released in August, it is expected that every kidisk label will have issued some of the tunes from the full-length film. Rights for the "official" original-cast diskings already are set with RCA Victor.

In addition to the Alice album, RCA Victor will record six dramatized-episode song stories with the flick's star, Kathy Beaumont. The latter will be released as single records. Simon & Schuster's Little Golden label already has released eight six-inch records, Mayfair has put out a 10-inch package with four of the flick's songs. Columbia will probably cover in the same way and other kidisk execs report similar plans.

Hotel Astor Sets Martin

NEW YORK, March 31.—The Hotel Astor roof, a long-standing summer name band location, will resume with top orks this season. Management is considering a scheme to convert the large room into a theater-in-the-round proposition. Season will open May 21, and Freddy Martin's ork will hold forth for the first six weeks. Martin currently is headlining in the Cafe Rouge of the Hotel Statler here.

**Power
packed!**

Cider Night

(A Columbia First!)

and

BY THE Moonlight



played by
**MITCH
MILLER**
and his orchestra

Vocal by Burt Taylor

78 rpm 39300
45 rpm 4-39300

COLUMBIA
RECORDS

First, Finest and Foremost in Recorded Music



The Fabulous Singing Rage

Miss

PATTI PAGE

With A NEW Hit
(HER FOURTH IN A ROW!)

"DOWN THE TRAIL OF ACHIN' HEARTS"

"EVER TRUE — EVERMORE"
MERCURY 5579 5579X45

Some time ago Patti Page received from Mercury Records a gold medallion signifying the sale of 1,000,000 records of "Tennessee Waltz". We are proud to announce that a diamond has been added signifying the sale of 2,000,000 records of "Tennessee Waltz". Billboard magazine states "... it's the phenomenon of this generation".

Mercury
RECORDS



CURRENTLY:

"WOULD I LOVE YOU"
"Sentimental Music"
MERCURY 5571 • 5571X45



"MOCKIN' BIRD HILL"
"I Love You Because"
MERCURY 5595 • 5595X45

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



BILLY DANIELS

SINGS A GREAT RENDITION OF A NEW POP HIT

"I'LL NEVER KNOW WHY"

COUPLED WITH A GREAT STANDARD WITH BILLY AT HIS BEST AND ASSISTED ON THE VOCAL BY BENNY PAYNE

"I NEVER KNEW I COULD LOVE ANYBODY"

BENNY PAYNE AT THE PIANO, LEW DOUGLAS ORCHESTRA

MERCURY 5614 • X45

HIS FIRST "POP" RELEASE

ALFRED NEWMAN

AND HIS ORCHESTRA



FROM THE NEW BROADWAY SHOW

"THE KING AND I"

"SOMETHING WONDERFUL"

AND

"WE KISS IN THE SHADOW"

WITH THE KEN DARBY SINGERS

MERCURY 5617 • X45

EXTRA SPECIAL

RAY BARBER

with RUSS CASE ORCHESTRA

"LOVE ME"

COUPLED WITH

"I HAVE NO HEART"

MERCURY 5624 • X45

WATCH THESE GO

- REX ALLEN
SENTIMENTAL FOOL
TEN MORE MILES TO GO
Mercury 5619 - X45
- FRANKIE LAINE
METRO POLKA
JALOPY SONG
Mercury 5581 - X45
- DORIS DREW
MY SENTIMENTAL HEART
SOMEBODY ELSE
Mercury 5625 - X45
- ROBERTA QUINLAN
GOTTA FIND SOMEBODY TO LOVE
ALICE IN WONDERLAND
Mercury 5616 - X45
- RICHARD HAYES
FAST FREIGHT
MY PRAYER
Mercury 5603 - X45
- EDDY HOWARD
HOW THOUGHTFUL OF YOU
ONE KIND WORD
Mercury 5623 - X45

Music as Written

Ina Ray Hutton In Hollywood Nitty . . .

Ina Ray Hutton and her all-girl band will play the Cashab, Hollywood, South Side nitty, the next of two successive week-ends, thus becoming the club's second attraction since its reversal to live talent. This is the fem orkster's first nitty work on the Coast. Miss Hutton is limiting her appearances to a weekly TV show on KTLA, various Coast one-nighters and theater dates.

Modern, Shapiro Tangle In Royalties Dispute . . .

Modern Records last week (28) was sued by Ted Shapiro, Inc. for an accounting of royalties. This is the first such suit thrown at the indie rhythm and blues diskery. Shapiro, in a deal with the label's former blues topper, Austin McCoy, gave four Edna Broughton masters to Modern for release. Shapiro claims Modern failed to issue a quarterly statement on the sides, "Two Years of Torture," "Too Many Women," "Trouble, Trouble, Trouble" and "Go-Wee Baby." Diskery, thru its attorney, Joseph Dachowny, will try to show that Shapiro agreed via a telephone conversation earlier

this year to waive royalty statements until there was a substantial amount of money collected.

Ear Jones Sued Vs. Craig & Geall . . .

Infringement suit brought by Thelma Jones against Supreme Music, Francis Craig and Kermit Geall went on trial in Southern District Court, New York, last week before Judge Cogan. She charges that "Near You" written and pubbed by the defendants, infringes on Miss Jones' "Just an Old-Fashioned Mother and Dad."

Week Booked for Month In Santa Monica Aragon . . .

Orkster Lawrence Welk is tagged for a four-week stand at the Aragon Ballroom, Santa Monica, Calif., starting April 28. This is Welk's third engagement at the ballroom. Batener bowed at the ballroom in the fall of 1946, going in for two weeks and being held over for two months. He last played the Aragon in August, 1947.

Jack Harris Dies at 59 In Philadelphia . . .

Jack Blumenthal, known in the trade as Jack Harris, Philadelphia representative for Robbins-Fest-Miller, died following a heart attack Saturday (24) in Philadelphia at the age of 59. He is survived by his widow, Nora.

RCA Scraps, Recuts Cameo's "King" Sides . . .

RCA Victor scrapped two Perry Como recordings of tunes from "The King and I" which took a five-hour session to do Tuesday (20). Nothing especially wrong; they just thought they could do better. The sides were recorded Tuesday (26) to everyone's satisfaction. The tunes: "Hello, Young Lover" and "We Kiss in a Shadow."

New York

Flack Henry Okun severed his connection with the J. J. Robbins pubbery and will concentrate on his free-lance accounts.

Freddy Martin recovered three instruments that were stolen from the band room at the Stalter last week. The horns were located in a New Jersey hock shop. . . . Contactman Dave Bernstein has left Bourne Music; Eddie Shaw comes in from the Coast to replace him. . . . Cleffer Selma has got back 12 copyrights on kidside material from Adam Records; she has an option to sell the 12 masters, eight of which feature Arnold Stang.

Phyllis Sommers left General Music to go into personal management; her first client is the Jose Louis Monero rumba band, currently at El Tropicana Club in the Bronx. . . . Hal Miller is moving his Allen Music firm to Nashville.

The Sam Fox pubbery has arranged for J. Albert & Son to handle the score of "Brigadoon" for Australia; the show opened in Melbourne March 17. Arrangements have also been made with Charles Egg and Company for publication of the score in New Zealand. . . . Sid Mills resigned Slim Gaillard to a three-year cleffing pact with Mills Music; Gaillard is currently drawing attention for his "Soony Rooney" Mercury diskery, a take-off on Yma Sumac.

Rainbow Records has signed Bill and Doreen Post, Midwestern vocal duet. The husband-and-wife act will record together and singly. The first release has Bill Post soloing on his own tune, "Home, Home, Home." The label also signed the Dave Appel Trio for novelty diskings. . . . Bob Easter, Mercury's newest vocal find, cut his first two sides last week. . . . Andy Wiswell, Muzak's vice in charge of recording, and Les Biobl, program director of Muzak's Associated Program Service subsidiary, have written a tune, "Recipe for Happiness," theme of the APS transcribed show of the same name. Hollis Music has picked up pubbing rights.

Chicago

Albert Nye, ork leader at the Club Hollywood, celebrated his second anniversary there March

22 and two days later became a father for the third time when his wife, Marge, gave birth to a girl, Julia Vivian. . . . Tito Guizar, after closing a stint at the Empire Room in the Schroeder Hotel, Milwaukee, goes to the Biltmore Hotel, Kansas City, Mo., for two weeks, then starts a one-nighter tour opening in Duluth. . . . Joe Bennett, Midwest rep for Bregman, Vocco and Conn, back on the job after being bedded for several months by illness.

Phil Levant, who exits the McConkey org April 13, last week set Leo Peeper in the Cavalier, Virginia Beach, Va., for two weeks starting May 18, and Don Reid into the same spot for four weeks following Peeper's stand. Levant is now mulling over several offers. . . . Doris Drew, who has been under contract to General Artists Corporation for the past two years, last week signed a release with Music Corporation of America. Her first Mercury release, "Beautiful Brown Eyes," is now hitting the jukes here. . . . Armed forces recruiting in the Chicago area due for a hypo via a daily sponsored deejay show over WCFL, with Myron Barg emceeing and spinning the platters.

Hollywood

Alexander Brothers (George and Nick) sliced additional sides for Mercury. Latest release in the "Professor Spoons" . . . Tempo Records ballhoop for the Columbia pic, "Harlem Globetrotters," which features the label's diskery of "Sweet Georgia Brown," was stymied last week when it learned the basketball flicker will not be released until fall. New York cage scandal blamed. . . . Red Norvo Trio waxed "Zing Went the Strings of My Heart" and "September Song." . . . Spade Cooley plays a one-nighter at the Trianon, San Diego, Calif. April 6. . . . Orkster Sandy Stanton negotiating with KLCATV for a half-hour TV show. . . . Ken Darby was pacted to pen "The Ballad of Chuck-a-Luck" and other musical numbers for Fidelity's "Chuck-a-Luck," starring Mariene Dietrich, Arthur Kennedy and Mel Ferrer. Song will be used as theme. . . . Dorothy Kinston will make her television bow April 27 on the Edgar Bergen program.

Deejay George Sanders, KFVD, finished work in "Kentucky Jubilee," a Lippert musical production. Jockey turns thesp in another pic, "Wild Bill Hickok." . . . Doris Day cut a special Armed Forces Radio Service disk jockey shortwave, following her being named most popular by the G.I.'s in Korea. . . . Warner's "Painting the Clouds With Sunshine" changed to "Goldiggers in Las Vegas." . . . A 26-year-old Japanese Monochord piano is being used in "Sunny Side of the Street," at Columbia. Frankie Laine, Terry Moore and Jerome Cowand used the upright in a sequence. . . . Contralto Eula Bass and USC music school topper, Dr. Raymond Kendall, join Alfred Wallenstein in judging L. A. Bureau of Music's Artists of the Future contest. . . . Sonny Burke-Jack Elliot ditty, "Mambo Man," makes bow in WB's "Goldiggers."

Hartford, Conn.

Mike Rogers, president of Local 400, Hartford musicians' union, is back on the job after a short stay in Mount Sinai Hospital. . . . The Paul McGeary Quintet is providing music at the Orchid Room, Ryan's downtown eatery, on week-ends, with Muriel Day as vocalist.

DJ Block To Air Goodman 3 Swing

NEW YORK, March 31.—The original Benny Goodman Trio, featuring Gene Krupa and Teddy Wilson, are skedded for a single shot on deejay Martin Block's program on WNEW tomorrow (1). Block, who recently took to Sunday afternoon broadcasting, has been touting and playing swing music as the peg for this particular seg.

The live presentation will be pitched as the keynote for Block's effort to bring back swing. Incidentally, B. G. is a brother deejay to Block on WNEW; Goodman runs a longhair spin-spiel on Sunday afternoons.

Kaye's Docket Reads 1-Niters, 2 Hoss Dates

NEW YORK, March 31.—Sammy Kaye will take out his organization for 11 weeks of one-nighters beginning April 11. With the exception of two five-day horse show dates, Kaye will primarily work one-night promotional dances as well as a smattering of college and private dates. His nightly guarantee for the tour is set at a minimum of \$1,750 and is applicable against 60 per cent of the gross of each date.

Kaye will draw \$8,000 each for the two horse shows. One is slated for late May in Tulsa, Okla., and the other is due in the early part of June in Houston. The tour will kick off in the Midwest with the first date skedded for the Melody Mill outside of Chicago on April 11.

Name Parade In Palladium

HOLLYWOOD, March 31.—Return engagement of the Jerry Gray ork to the Palladium Tuesday (3) gets under way a parade of top dance orks for the customary four-week run. Skedded to follow Gray are Woody Herman, May 15; Jimmy Dorsey, June 12; Les Brown, August 7; Ray Anthony, September 4; Sonny Burke, October 2, and Dick Jurgens, January 22, July date is still open.

Tommy Dorsey and Palladium's Earl Vollmer are reportedly dickering for a date for the orkster. TD last played the teryery about 10 years ago, prior to his buying the Casino Gardens in Santa Monica. Dorsey has announced plans for the reopening of his Ocean dancery on a week-end basis. What change in plans a Palladium date would have on the re-lighting of the Gardens is not yet known.

Discovery Drops 78 R.P.M. Albums On Light Demand

HOLLYWOOD, March 31.—Coast indie Discovery Records has abolished 78 r.p.m. albums. Reason for the move was blamed on requests by distributors who apparently have greater demand for 45 and LP albums. Diskery will continue to press 78 singles. Label also announced that forthcoming LP and 45 albums will have a standard designed cover. Discovery formerly used different color schemes and designs for each album. Switch is expected to save time and money. New covers are made of imitation leatherette with a six by six-inch square in the middle. Center piece will be changed for each album.

State Court Will Ponder Song Suit

NEW YORK, March 31.—Comic Sam Levenson has brought suit in New York Supreme Court against record jockey Aaron Eccler, of this city, charging Eccler with allegedly conspiring to "bootleg" recordings of two Levenson tunes, "Story of a Bar Mitzvah Boy" and "The Family Goes to Coney Island." According to the complaint, the numbers were recorded for Apollo Records in 1947; in December, 1949, recording rights reverted to Levenson. About June, 1950, the complaint continues, the defendant allegedly entered into a conspiracy with "persons unknown" to sell bootleg recordings of the tunes, using an imitation of the Apollo label. Levenson is asking for an injunction and order showing the number of platters of the tunes bearing the Apollo label, source of defendant's right to such records and other information.

Eccler told The Billboard that he had no comment at this time other than a categorical denial of Levenson's charges. Apollo exec Dess Berman said that she had no knowledge of the alleged bootlegging.

DIAMOND MEDAL GIVEN TO PATTI

CHICAGO, March 31.—Patti Page, who received a gold medalion when her Mercury waxing of Tennessee Waltz passed the 1,000,000 sales mark, had the medalion recalled by the diskery so that a diamond could be inserted. Occasion was the sale of the 2,000,000th copy of the platter to be sold. Before she got the medalion back, however, Patti was advised sales are now 2,060,000 and still climbing.

Aides Named To Columbia Bally Staff

NEW YORK, March 31.—Columbia Records has added three men to its promotional department, all reporting to Paul Wedler, national sales manager. They are Danny Stephens, formerly in the New York sales department for Capitol Records; Jack Duwane, ex-Sammy Kaye road manager; and Vic McAlpin, who has been active in promotion of country disks and tunes. Stephens will handle Eastern promotion, Duwane will take charge of country exploitation, headquartering in Nashville.

"I WON'T CRY ANYMORE"

United Music CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

MUSIC BOURNE TO LIVE

"FAITHFUL" VAUGHN MONROE

VICTOR 20-4859

ABC MUSIC CORP FROM A. J. MYERS

TWO HITS!

"BOUTONNIERE" and "LET ME IN"

OXFORD MUSIC CORPORATION
1619 Broadway, New York 19, N. Y.

SO DEEP MY LOVE

Recorded by TONI ARDEN (Columbia)

J. J. ROBBINS & SONS, Inc.

WHAT??

"NEVER BEEN KISSED"

GENERAL PAXTON, INC.
1619 E. Hudson - New York 19, N. Y.

A TRULY GREAT SONG!

TOO YOUNG

JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N. Y.

ABA DABA HONEYMOON

Featured in the M-G-M Musical Smash "TWO WEEKS WITH LOVE"

DORIS REYNOLDS-CARLETON CARPENTER
M-G-M
RICHARD HAYES-JIMMY KALLER
MCA
FREDDY MARTIN
RCA VICTOR
HELEN KANE
Decca
CLIFF STEWARD-SAN FRANCISCO BOYS
Coral
LEO FEIST, INC.

Another BMI Plus-Up Hit!

"ON TOP OF OLD SMOKEY"

Pathways
The Weavers (Decca)
George Strain (Mercury)

Licensed exclusively by BROADCAST MUSIC, INC.

"BEAUTIFUL BROWN EYES" AND "CHRISTOPHER COLUMBUS"

AMERICAN MUSIC, INC.
1576 Broadway, New York
CO 5-7400
9109 Sunset Blvd., Hollywood
CA 1-2264

THE LITTLE GENERAL presents

"OH YOU SWEET ONE" "LITTLE SMALL TOWN GIRL" "LITTLE WHITE BUCK" "SOMEBODY STOLE MY HOUSE AND WAGON" "HAR, ORDER KISSES" "IT'S SO LONESOME I COULD CRY"

GENERAL MUSIC
360 Madison Ave., N. Y. C., Pt. 3-7342

Stanley Black

and Orchestra with

Dick James

singing

STANLEY
BLACK

"LIFE'S DESIRE"
backed by

"THEATRE"
LONDON 1013 (78 rpm) and 45-1013 (45 rpm)

"IF I DIDN'T MISS YOU"
backed by

"IF I WERE A BLACKBIRD"
with The Stargazers and the George Mitchell Choir
LONDON 845 (78 rpm) and 45-845 (45 rpm)

"IF"
backed by

"LONG, LONG AGO"
with The George Mitchell Choir
LONDON 833 (78 rpm)

"NIGHT AFTER NIGHT"
backed by

"ROSY APPLES"
with The Stargazers
LONDON 822 (78 rpm) and 30309 (45 rpm)

Beautiful, commercial recordings featuring the famous "STANLEY BLACK SOUND" and the rich warm vocals of DICK JAMES... a great combination matchlessly captured on LONDON RECORDS.



Of the BIG FIVE

only LONDON has ffr

The finest sound on record

Ca 804 4724

Beautiful Rosemary
with the number one
record of

Beautiful brown eyes

ROSEMARY CLOONEY

78 rpm.—39212
45 rpm.—4-39212
33 1/3 rpm.—3-39212



Columbia Records

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received March 28, 29 and 30.

Last Week

This Week

1. **1. If**
By Robert Margerum, Stanley Damerell and Toichard Evans—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: P. Coma, V 20-3997; J. Garber, Cap 1331; Vic Damone, Mer 5545; Joe Spots, Dec 27391; J. Stafford-P. Weston Ork, Cal 39082; D. Vaughan, Coral 80355; B. Eckstein, MGM 10876; D. Martin, Cap 1342; G. Lombardo, Dec 2949; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Long-Worth; David L. Winter, Standard; Larry Folke, World; Vincent Lopez, Thebanus.
2. **2. Mockin' Bird Hill**
By Vaughn Horton—Published by Southern (ASCAP)
RECORDS AVAILABLE: R. Allen, E. Britt, V45348-0394, (78121-0394); Martha Sifers D. Miles, London 851; A. Miller, Corcoran GRS 1148; K. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1333; Pinetoppers, Coral 81003; P. Page, Mer 5593, 14515592X45; Clark and McMullen, R.F.O. 5075; T. Hill Ork, Mer 5552.
The information on electrical transcription libraries available in The Billboard goes to press.
3. **3. Be My Love**
By Sammy Cahn and Nicholas Brody—Published by Miller (ASCAP)
From the MGM film "Toots of New Orleans."
RECORDS AVAILABLE: E. Eckstein, R. Case Ork, MGM 10799; M. Lonsa, V. (45339-1353, 178130-1363); V. Young, Decca 27346; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Cal 39157; G. Auld Quintet, Royal Royal 524; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Long-Worth; Tex Beneke Ork, Thebanus; Bob Eberle, World.
3. **4. Aba Daba Honeymoon**
By Arthur Fields and Walter Donnan—Published by Pelet (ASCAP)
From the MGM film, "Two Weeks With Love."
RECORDS AVAILABLE: M. Solar-M. Leyden Ork, Cal 38802; R. Hayes-K. Kalish, Mer 5586; D. Reynolds-E. Carpenter, MGM 30282, 1451K-30282; H. Carmichael-C. Deller, Dec 27474; P. Martin, V 20-4505; H. Kane, Cal 39205; P. Fisher, Dec 27510.
ELECTRICAL TRANSCRIPTION LIBRARIES: Music Hall Varieties Ork, Thebanus.
7. **5. Would I Love You?**
By Bob Russell and Harold Spina—Published by Walt Disney (ASCAP)
RECORDS AVAILABLE: J. Gray Ork, Dec 27402; D. Day-H. James, Cal 178139159, 14514-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1348; P. Page, Mer 55713; E. Young-J. Pella, London 8932; B. Clooney, King 15102; G. Jenkins, Dec 27490; M. Davis, Coral 65048.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.
5. **6. Tennessee Waltz**
By Pee Wee King and Red Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Cal 178120551, 43312-150; Cowboy Copas, King 696; Fontaine Sisters, V 20-3979; E. Hawkins Ork, Coral 40312; Wynona King, V 20-3431; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5539; Jimmy and Lewie Stern, Dec 46122; Jo Stafford-P. Weston Ork, Cal 39065; G. Lombardo, Dec 27338; Les Paul, Cap 1318; J. Johnson-G. Bajan, Dana 718; T. Tucker Ork, MGM 10884; Cowboy Copas-Ruby Wright, King 8179; Milt Larkin, Royal 3303; S. Kaye, Cal 39113; Solja Jones, V 20-4011; Jo Stafford, Cal 39129; S. Beckwith-S. Messoff, Banner 2386; Gov. G. Browning, Mer 6331; J. "Schooner" Porter, Chance 1303.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duxon and Red Raven Ork-L. Rohan, Thebanus; Spade Cooley, Standard; Leon Payne, Long-Worth; Alvin Helmer, Associated; Ernest Jubel, World.
6. **7. My Heart Cries for You**
By Carl Sigman and Percy Farns—Published by Mercury Music (ASCAP)
RECORDS AVAILABLE: E. Mitchell-M. Miller, Cal 39072; Al Morgan, London 877; D. Shore-H. Reno Ork, V 20-3978; J. Walcott, Cap 1338; V. Young Ork, Dec 27338; B. Fennell, MGM 10808; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Aultry, Cal 39084; D. Washington, Mer 6204; Lulu Belle and Scotty, Mer 6306; All Stars, Parade 1031; K. Griffin, Cal 39142; 39142.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Long-Worth; Tex Beneke, Thebanus; Spade Cooley, Standard.
9. **8. Sparrow in the Tree Top**
By Bob Merrill—Published by Sashy-Jay (ASCAP)
RECORDS AVAILABLE: L. Baxter Ork-L. Downey, Cap 1440; B. Crosby-Andrew Sisters, Dec 27477; G. Mitchell, Cal 39190; A. Mooney, MGM 10924; L. Murray, Coral 60401; R. Allen, Mer 5592, 14515527X45.
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thebanus.
8. **9. You're Just in Love**
By Irving Berlin—Published by Berlie (ASCAP)
From the musical, "Call Me Madam"
RECORDS AVAILABLE: R. Case Ork-A. Carroll-E. Drake, MGM 10845; B. Chappel-B. LeVander Ork, Mer 5585; P. Conno-Parsons Sisters, V 20-3940; M. Martin & Sam, Lary, Cal 39815; E. Merman-Dick Wynn Ork, Dec 27317; G. Mitchell-P. Faith Ork, Cal 39052; R. Stevens-R. Murray, V45348-39052; M. Tilson H. Bobbitt, Coral 60235; L. Armstrong-V. Middleton, Dec 27481.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck Foster, Long-Worth; Vincent Lopez, Thebanus; Monica Lewis, World.
- **10. It Is No Secret**
By Stuart Hamblen—Published by Duchet (BMI)
RECORDS AVAILABLE: J. Allison, Cap 1308; E. Britt-R. Allen, V45348-0005; B. "Sugarfoot" Garland, Dec 46283; S. Hamblen, Cal 178120724, 13312-20724; E. Karen-H. Hayes, Mer 5544; E. Kenny-Sony Spinnery, Dec 27534; Ernie Lee, Mer 6294; Marjorie, Cal 39073; R. Smith, London 14051; J. Stafford-P. Weston, Cal 39082; Three Suns, V 20-3976; O. Waters-Kenneth, Coral 81006; D. Woodall, Bullet 723; Homeland Harmony Quartet, Bristol 6018; H. McAlister-Beth-A. Smith, Singalong 3-3073; Campus Christian Hour Television Ork, International 1049; B. Carlisle-Kennedy Gentry, Athenian 802; W. Fawcay, Bullet 731.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Eberle, World; Texas Jim Lewis, Standard.

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- 78 45**
rpm rpm
- "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford.....1451 F1451
 - "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole1449 F1449
 - "MY PRAYER," "ELEANOR" Ray Anthony1438 F1438
 - "YOU ARE THE ONE," "SING, YOU SINNERS" Margaret Whiting1417 F1417

HOT SELLERS!

POPULAR

- "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford.....1451 F1451
- "MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford.....1373 F1373
- "I TAUT I TAW A PUDDY TAT" Mel Blanc.....1360 F1360
- "BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely.....1393 F1393
- "CHEW TOBACCO RAG," "LET ME IN" Red Ingle.....1431 E1431
- "ALWAYS YOU," "DESTINATION MOON" Nat "King" Cole.....1401 F1401
- "TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul.....1316 F1316
- "JET," "THE MAGIC TREE" Nat "King" Cole.....1365 F1365
- "YEAH YEAH YEAH," "ROCK ME TO SLEEP" Peggy Lee.....1428 F1428
- "SUGAR BLUES," "CAROLINA IN THE MORNING" Pee Wee Hunt.....1418 F1418
- "THE HOT CANARY" Jan Garber, Paul Nero, violin, Ewing Sisters.....1430 F1430

WESTERN & FOLK

- "THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie.....1295 F1295
- "WHERE IS YOUR HEART TONIGHT?" "THOSE THINGS MONEY CAN'T BUY" Hank Thompson.....1444 F1444
- "SHEMANGOAN WALTZ," "JUST LIKE TWO DROPS OF WATER" Budky Tibbs and Jimmie Dale.....1425 F1425
- "HOT ROD RACE," "WALKIN' WITH THE BLUES" Ramblin' Jimmie Dolan.....1322 F1322
- "SMOKE! SMOKE! SMOKE! (THAT CIGARETTE)," "THAT'S WHAT I LIKE ABOUT THE WEST" Tex Williams.....1437 F1437



Week ending
APRIL 7, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

4 of a kind... and all "KING'S!"

LITTLE CHILD

backed by **RED SAILS IN THE SUNSET**
78 rpm No. 1468 • 45 rpm No. F1468

TOO YOUNG

backed by **THAT'S MY GIRL**
78 rpm No. 1449 • 45 rpm No. F1449

ALWAYS YOU

backed by **DESTINATION MOON**
78 rpm No. 1401 • 45 rpm No. F1401

JET

backed by **THE MAGIC TREE**
78 rpm No. 1365 • 45 rpm No. F1365



Nat "King" COLE

NEW RELEASES ON Capitol

		78 rpm	45 rpm
NAT "KING" COLE	LITTLE CHILD (backed by RED SAILS IN THE SUNSET)	1468	F1468
MARGARET WHITING	WE KISS IN A SHADOW MAKE THE MAN LOVE ME	1469	F1469
TENNESSEE ERNIE	THE STRANGE LITTLE GIRL KENTUCKY WALTZ	1470	F1470
GORDON MacRAE	I'M YOURS TO COMMAND I'LL BUY YOU A STAR	1471	F1471
JIMMY WAKELY	DID YOU WRITE A LETTER TO YOUR SWEETHEART CRYIN' JUST FOR YOU	1472	F1472
THE DINING SISTERS	PLEASE DON'T TALK ABOUT ME WHEN I'M GONE SAN ANTONIO ROSE	1473	F1473
TEX WILLIAMS	I LOST MY GAL FROM MEMPHIS ONE WAY TICKET	1475	F1475
JIMMIE SKINNER	IT'S ALL THE SAME TO ME FALLING RAIN BLUES	1476	F1476
BUCKY TIBBS & DEBBIE SPRIGGINS	DON'T KINDLE THE FLAME THIS SUSPENSE IS KILLIN' ME	1477	F1477
WESLEY TUTTLE	TOO BAD ABOUT YOU BEFORE I'M THROUGH	1478	F1478
ST. PAUL CHURCH Choir	I COULDN'T HEAR NOBODY PRAY MY FATHER WATCHES OVER ME (I trust in God)	1474	F1474
BURCHFIELD Brothers	LET'S RIDE THAT PLANE MAY THE CIRCLE BE COMPLETE	1479	F1479

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

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received March 28, 29 and 30

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly surveys among disk jockeys throughout the country. Unless shown to the right other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 3. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical.

POSITION	Weeks (Last) This to date/Week/Week	Title	Artist	Label
13	1	1	IF	P. Como
7	2	2	MOCKIN' BIRD HILL	L. Paul-M. Ford
16	3	3	BE MY LOVE	M. Lanza
9	4	4	WOULD I LOVE YOU	P. Page
10	5	5	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter
5	6	6	MOCKIN' BIRD HILL	P. Page
18	8	7	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller
6	11	8	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller
4	22	9	I APOLOGIZE	B. Eckstine
10	14	10	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin
6	9	11	ABA DABA HONEYMOON	R. Hayes-K. Kallen
15	10	12	YOU'RE JUST IN LOVE	P. Como-Fantane Sisters
2	19	13	WOULD I LOVE YOU	D. Day-H. James
20	7	14	TENNESSEE WALTZ	P. Page
6	14	15	BEAUTIFUL BROWN EYES	R. Crooney
12	16	16	IF	J. Stafford
4	17	16	WOULD I LOVE YOU	H. O'Connell
1	—	16	HOW HIGH THE MOON	L. Paul-M. Ford
11	13	19	BE MY LOVE	R. Anthony
1	—	20	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson
8	23	21	IF	B. Eckstine
1	—	21	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters
15	28	23	MY HEART CRIES FOR YOU	V. Damone
17	18	24	ROVING KIND	M. Miller-G. Mitchell
18	19	25	MY HEART CRIES FOR YOU	D. Shore
1	—	26	BE MY LOVE	B. Eckstine
2	—	27	MOCKIN' BIRD HILL	Pinetoppers
1	—	28	ALWAYS YOU	Nal "King" Cole
3	—	29	IF	D. Martin
2	12	30	ABA DABA HONEYMOON	F. Martin

Songs With Most TV Performances (RH Tele-Log)

The Richard Heiber (RH) Tele-Log is based on the monitoring of all programs selected by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are earned in the following manner: Every time a song is performed on a sustaining show, automatically it receives 9 credit; if 5 points; when performed weekly on a sustaining it receives 10 points; when done instrumentally on a commercial show it receives 13 points and, when done vocally on a commercial show it gets 20 points.

Rank	Title	Points
1	Be My Love—Miller	185
2	ABA DABA HONEYMOON—Feist	120
3	IF—Shapiro	110
4	Peter Cottrell—Hill & Range	110
5	You're Just in Love—Berlin	105
6	Nevertheless—Crawford	105
7	My Heart Cries for You—Massey	85
8	Mockin' Bird Hill—Peer	80
9	A Bushel and a Peck—Morris	70
10	A Penny a Kiss—Shapiro	70
11	Sprucedown—Hill & Range	65
12	Tennessee Waltz—Acuff-Rose	50
13	Bring Back the Thrill—Maysell	50
14	Sparrow in the Tree Top—Santley	45
15	And You'll Be Home—Sammy Van Heusen	40
16	It's a Lovely Day Today—Berlin	40
17	We Never Been in Love Before—Morris	40
18	Sammy the Barony—BMI	40
19	World I Love You—Dixey	40
20	Zing! Zing! Zing!—Raboin	40
21	Boatman—Santley	40
22	Children Song—Leach	20
23	Every Night at Seven—Miller	20
24	Get Back Those Old Records—Lombardi	20
25	Harbor Lights—Chappell	20
26	I Am Lonesome—Chappell	20
27	I Apologize—Crawford	20
28	If I Were a Bell—Berlin	20
29	Loneliest Night of the Year—Berlin	20
30	My Impression—B.V.C.	20

VOX JOX

Ad Lib Cuttings

Carrie Boyd, WBEX, Chilli-cothe, O., attended Broadcast Music, Inc., program directors' meet in New York recently, and taped interviews with recording artists while in Manhattan. Tapes are now being used on WBEX's disk jockey programing line-up... Jimmy MacDowell, WHFB, Benton Harbor, Mich., says his listeners are strongest for an "Honor Roll Hit Songs" feature on Monday and "information about recording artists"... Interesting name department: Saber Tweel, WBEX, Chilli-cothe, O., Larry (Doc Jive) Shields, WFRP, Savannah, Ga., has completed his teaching chore on a 12-week course in "functional radio" for the University of Georgia extension department at Armstrong Junior College... Bill Fountain, WKY, Oklahoma City, Okla., has a new missus, the former Joyce Davenport... Ray Barron, WVOM, Boston, is known as "Mr. Music Business" in New England where, in addition to his disk jockey chores, he functions as a personal manager, music publisher, press agent, TV producer and proxy of his own diskery, Barron Records... Bill Harvey, KRUC, Lewiston, Idaho, reports that the station's recent March of Dimes drive topped returns of any previous campaign, with the station going all out for promotional gimmicks.

Preems

Tom Gadwa, ex-WMOC, Covington, Ga., has joined WPCF, Panama City, Fla. Leo Ross is now piloting "Lucky Lager Dance Time" seven nights a week over KRUX, Phoenix, Ariz. Bill Carberry, same station, is conducting an all night session, "K R U X Nightwatch," Monday thru Saturday. George Skinner, WPTZ, Philadelphia, will bow a nitery act this month at Ciro's, a local night spot... Lee Stauffer, ex-WCPA, Clearfield, Pa., is now managing WNCC, Barnabro, Pa. Ed Menke, former WEDO, McKeesport, Pa., has joined WISR, Butler, Pa. Ernie Marks is new program director for WVSC, Somerset, Pa. Bob Howard is new staffer at WDSU, New Orleans... Ditto for Phil Gordon at same station... Jack Davis has joined WHLS, Berkeley, W. Va. Harold Lee, WHNC, Henderson, N. C., was tapped to chief announcer post. Tom Johnson has left WHNC to join WGBR, Goldsborough, N. C. Earl Carlton has resigned his program director-disk jockey post at WCAV, Norfolk, Va. Dudley Dase, KFAY, St. Cloud, Minn., will shortly resume his nightly remote from the Press Bar & Cafe, a local nitery... Jean Shepherd, WSAI, Cincinnati, jock, has left the station for a similar job with KYW, Philadelphia.

Gimmix

Paul Scott, WBIS, Bistol, Conn., is running a mystery mindy contest, offering himself as the prize (baby-sitter for a night)... Dick Alliger, WBUX, Doylestown, Pa., uses good local high school talent on his "Saturday Song Shop"... Dick says it "builds up a large teen-age audience"... Pim Brokaw, WCOB, Boston, has an interesting line-up of programming gimmicks for his daily "High Five at 5" show. Every day he plays the top five tunes of that day as determined by a different poll (including surveys by local record dealers, The Billboard, local juke boxes and listeners). Rest of his 5-8 p.m. airer is filled with various other wax categories—a jazz classic, "hall of fame" and "an all-time tops disk."

Best Selling Sheet Music

Based on reports received March 28, 29 and 30

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

POSITION	Weeks (Last) This to date/Week/Week	Title	Publisher	
7	1	1	MOCKIN' BIRD HILL (R)	Southern
11	2	2	IF (R)	Shapiro-Bernstein
19	3	3	TENNESSEE WALTZ (R)	Acuff-Rose
14	4	4	IT IS NO SECRET (R)	Duchess
5	5	5	ABA DABA HONEYMOON (F) (R)	Feist
15	6	6	MY HEART CRIES FOR YOU (R)	Massey
4	12	7	SPARROW IN THE TREE TOP (R)	Santley-Joy
15	9	8	BE MY LOVE (F) (R)	Miller
6	8	9	WOULD I LOVE YOU (R)	Walt Disney
8	11	10	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
13	7	11	YOU'RE JUST IN LOVE (M) (R)	Berlin
9	10	12	A PENNY A KISS (R)	Shapiro-Bernstein
2	14	13	I APOLOGIZE (R)	Crawford
1	—	14	BEAUTIFUL BROWN EYES (R)	American
3	—	15	ON TOP OF OLD SMOKY (R)	Folkways

England's Top Twenty

POSITION	Weeks (Last) This to date/Week/Week	Title	English	American	
10	1	1	TENNESSEE WALTZ	Columbia	Acuff-Rose
15	2	2	PETITE WALTZ	Duchess	Duchess
8	3	3	MY HEART CRIES FOR YOU	Massey	Massey
4	4	4	THE ROVING KIND	Leeds	Mollin
9	5	5	SEPTEMBER SONG	Chappell	Chappell
11	6	6	IF	Leeds	Shapiro-Bernstein
9	7	7	I'LL ALWAYS LOVE YOU	Chappell	Famous
7	8	8	C'M I CANOE YOU UP THE RIVER	Leeds	Leeds
5	10	9	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Coco
20	12	10	NEVERTHELESS	Chappell	Chappell
14	9	11	BELOVED BE FAITHFUL	Pickwick	Pickwick
3	15	12	BE MY LOVE	Francis Day	Rapalino
16	11	13	FERRY BOAT INN	Chappell-Coveilly	Southern-Bernstein
26	14	14	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	Coco
5	23	15	PATRICIA	New World	Bingma-Vaccaro
2	18	16	PENNY A KISS, PENNY A HUG	Leeds	Shapiro-Bernstein
16	14	17	ALL MY LOVE	Massey	M.H.S.
5	17	18	TIPPERARY SAMBA	Beane	Leeds
20	19	19	AUTUMN LEAVES	Massey	M.H.S.
3	20	20	TEASIN'	Pickwick	Artmore

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. Postman's Audience Coverage Index. The index is prepared from radio logs made available to Postman's ACI by the Acoustic 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 tied tunes alphabetically). This music checked is approximately (aver 40 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 listening agency controlling performance rights on the tune is indicated.

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(Beginning Friday, March 23, 8 a.m., and ending Friday, March 30, 8 a.m.)

ABA DABA HONEYMOON (F) (R)	Feist—ASCAP
Be My Love (F) (R)	Miller—ASCAP
Bottomless (R)	Gordon—ASCAP
Bring Back the Thrill (R)	Massey—ASCAP
Bushel and a Peck, A (M) (R)	E. H. Morris—ASCAP
Dear, Dear, Dear (R)	Dodson—BMI
Down in Nashville, Tennessee (R)	Witmark—ASCAP
Get Out Those Old Records (R)	Lombardi—ASCAP
I Am Lonesome (R)	Chappell—ASCAP
I Apologize (R)	Crawford—ASCAP
I Love the Way You Say Goodnight (R)	America—ASCAP
If (R)	Shapiro-Bernstein—ASCAP
If I Were a Bell (M) (R)	E. H. Morris—ASCAP
It Is No Secret (R)	Duchess—BMI
Let Me Be (R)	Gifford—ASCAP
May the Good Lord Bless and Keep You (R)	Peterson—ASCAP
Mockin' Bird Hill (R)	Southern—ASCAP
My Heart Cries for You (R)	Massey—ASCAP
My Impression (R)	Columbia—ASCAP
Penny a Kiss, a Penny a Hug (R)	Shapiro-Bernstein—ASCAP
Peter Cottrell (R)	Hill & Range—BMI
Bringin' Kind (R)	Hollis—BMI
So Long (R)	Folkways—ASCAP
Sparrow in the Tree Top (R)	Santley-Joy—ASCAP
Tennessee Waltz (R)	Acuff-Rose—BMI
Too Late Now (F) (R)	Feist—ASCAP
Use Your Imagination (M) (R)	Chappell—ASCAP
Walk for Me (R)	Algonquin—BMI
Would I Love You (R)	Walt Disney—ASCAP
You and Your Beautiful Eyes (F) (R)	Paramount—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP

Once Again! RCA Victor springs the big show hits on hot, new singles just recorded by the stars who make the hits!

THE BIG NEW HITS FROM

The King and I

by **COMO**



Remember his hit coupling of *Some Enchanted Evening* and *Bali Hai*? This one's even better!

**HELLO, YOUNG LOVERS
WE KISS IN A SHADOW**

#20-9112 (47-4112)

by **MONROE**



He does the *K. & I.*'s show stopper

**SHALL WE
DANCE**

#20-4114 (47-4114)

by **THE THREE SUNS: I Whistle a Happy Tune**



Their version is one of the hoppy surprises of the year

#20-4122 (47-4122)

And Here, in one fantastic album the RCA Victor production of

**RODGERS and
HAMMERSTEIN'S**

The King and I

Perfectly cast...
Perfectly sung



ORDERS
BEING
TAKEN

NOW

BY
RCA VICTOR
DISTRIBUTORS

- OVERTURE — Al Goodman and his ork.
- SHALL WE DANCE — Dinah Shore and Bob Merrill.
- I WHISTLE A HAPPY TUNE — Dinah Shore, Henri Rene ork.
- I HAVE DREAMED — Patrice Munsel and Tony Martin.
- MY LORD AND MASTER — Patrice Munsel, Al Goodman ork.
- SOMETHING WONDERFUL — Patrice Munsel, Henri Rene ork.
- HELLO, YOUNG LOVERS — Dinah Shore, Henri Rene ork.
- WE KISS IN A SHADOW — Patrice Munsel and Tony Martin.
- A PUZZLEMENT — Bob Merrill, Henri Rene ork.
- GETTING TO KNOW YOU — Dinah Shore, Henri Rene ork.

K-30 (Five 10-in. 78 rpm records)
WK-30 (Five 45 rpm records)
LK-1022 (One 12-in. Long Play record)

RCA VICTOR Records



THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

Based on reports received March 28, 29 and 30

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 3,400 largest dealers, representing every important market area. Survey reports are selected according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last This To Date/Weeks	Title	Artist	Label
13	1	IF	P. Como	V-78120-3997; 45547-3997-ASCAP
17	2	BE MY LOVE	M. Lanza	V-78110-1363; 45549-1353-ASCAP
8	4	MOCKIN' BIRD HILL	L. Paul M. Ford	Cap(78)1373; 4517-1373-ASCAP
9	3	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)3022; 451N-3022-ASCAP
7	5	MOCKIN' BIRD HILL	P. Page	Mercury(78)5995; 4515-5995-ASCAP
2	20	HOW HIGH THE MOON	L. Paul M. Ford	Cap(78)1451; 4519-1451-ASCAP
9	8	WOULD I LOVE YOU	P. Page	Mercury(78)5571; 4515-571-ASCAP
2	13	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	De(78)27525; 4519-27525-BMI
18	6	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Cap(78)39067; 4514-39067-ASCAP
21	7	TENNESSEE WALTZ	P. Page	Mercury(78)5995; 4515-5995-ASCAP
6	10	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Cap(78)39190; 4514-39190-ASCAP
6	11	APOLOGIZE	B. Eckstine	MGM(78)10903; 451N-10903-ASCAP
14	9	YOU'RE JUST IN LOVE	P. Como	V-78120-3945; 45147-3945-ASCAP
5	12	BEAUTIFUL BROWN EYES	R. Clooney	Cap(78)39212; 4514-39212-BMI
10	14	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V-78120-4016; 45147-4016-ASCAP
2	25	SYNCPATED CLOCK	L. Anderson	De(78)18005; 4519-18005-ASCAP
4	16	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Cap(78)27477; 4519-27477-ASCAP
11	25	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; 4519-1360-ASCAP
18	18	ROVING KIND	G. Mitchell-M. Miller	Cap(78)39067; 4514-39067-BMI
9	15	PENNY A KISS PENNY A HUG	O. Shore-T. Martin	V-78120-4019; 45147-4019-ASCAP
2	27	HOT CARMAY	F. Zebach	De(78)27509; 4519-27509-ASCAP
5	22	MOCKIN' BIRD HILL	Pinetoppers	Cap(78)10461; 4519-10461-ASCAP
13	23	SO LONG	G. Jenkins-Weavers	De(78)27376; 45147-27376-BMI
1	24	ACROSS THE WIDE MISSOURI	H. Winterhalter	V-78120-4017; 45147-4017-ASCAP
5	28	WOULD I LOVE YOU	D. Day-H. James	Cap(78)39159; 4514-39159-ASCAP
2	25	WOULD I LOVE YOU	T. Martin	V-78120-4056; 45147-4056-ASCAP
2	19	PETER COTTONTAIL	G. Aulry	Cap(78)39750; 4514-39750-BMI
9	24	IT IS NO SECRET	B. Kenny-Song Spinners	De(78)27356; 4519-27356-BMI
4	27	BEAUTIFUL BROWN EYES	J. Wakely-I. Baxter Chorus	Cap(78)13933; 4519-1393-BMI
1	30	ABA DABA HONEYMOON	F. Martin	V-78120-4065; 45147-4065-ASCAP
1	30	YOU'RE JUST IN LOVE	E. Merman-D. Haymes-G. Jenkins	De(78)27355; 4519-27355-ASCAP

• Best Selling Classical Titles

Based on reports received March 28, 29 and 30

Last This Week	Title	Artist	Label
1	Best Selling 33 1/3 R.P.M.		
1	Caruso (Treasury of Immortal Performances), E. Caruso	V-3313CT-1007	
2	Stravinsky: Die Fledermaus, L. Popp, L. Weickh, R. Tecker, G. Hollman, M. Lipman	V-415WDM-1506	
3	J. Brownie, Metropolitan Opera Association Chorus and Ork. E. Dransky, conductor	Cap(33)51-108	
3	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callahan, conductor	V-3313LM-1127	
4	Back Prods. Festival, Vol. 5 (Sonata for Cello and Piano No. 3), P. Casals, cello	Cap(33)51-439	
5	P. Boagangaly, piano	Cap(33)51-439	
5	Stravinsky: Die Fledermaus, J. Pappas, H. Gonsky, A. Demme, A. Pardi, M. Lipan, A. Jarech, S. Wagner, K. Preger, Vienna Philharmonic Ork., Vienna State Opera Chorus	London(33)ILL-281-82	
1	Best Selling 45 R.P.M.		
1	Caruso (Treasury of Immortal Performances), E. Caruso	V-415WDM-11	
2	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callahan, conductor	V-415WDM-1506	
3	Thalbach: Swan Lake, St. Louis Symphony Ork., Vladimir Guletskians, conductor	V-415WDM-1028	
3	Tosti of New Orleans, M. Lanza, RCA Victor Ork., C. Callahan, conductor	V-415WDM-1395	
5	Stravinsky: Highlights From Die Fledermaus, R. Stevens, J. Pierce, P. Merrill, J. Walton, H. Pirsch, R. Merrill, J. Silver, H. Thompson-P. Lechner, R. Shaw (Doris) Chorus	V-415WDM-1457	
5	Verdi: Highlights From La Traviata, B. Albanese, A. Pirsch, R. Merrill, RCA Victor Ork., F. Weissman, conductor	V-415WDM-1423	

• Advance Classical Releases

Mozart: Overture to A Major and Quartet in E Flat Album—Aurelius Dances—Arnold Edges—Emmanuel Green—London Zis—George Hertz—Orlando De-Rosa—Anthea Lynn (E-32) Standard (33) 519-661

Mystère: Sinfonia Dei Mare Album—Sunshine State Symphony-Tor Hans, Cond. (E-32) (33) 519-661

Year Stravinsky: Maria-Opera Buffa Album—New York Vitrol Enrichment and Arts-Robert Carl (E-32) Cond. D'Alisi (33) 32

Samuel Barber: Knoxville, Summer of 1915 and Four Encantations Album—Eleanor Steiber-William Strickland-Dorothy Chadwick-Or-Robert Furman (E-32) Cap(33)ML-2174

Beehoven: Concerto No. 5 in E Flat Album—Rudolf Serkin-Philadelphia Ork. E. Dransky, Cond. (E-32) Cap(33) ML-54573

Beehoven: Sonata in D Major (Tempest) Album—Byron Janis (E-32) V-45NLM-50

Beehoven: Three Famous Overtures Album—Manch Philharmonic Ork-Robert Heger & Rudolf Albert, Cond. (E-32) V-45NLM-1508

Stravinsky: Paris Song for Mixed Chorus Album—Bazarian Choir & Ork-J. Kester, Cond. (Verdi) (E-32) Mer(33)MC-1901

Debussy: Iberia Album—Grand Symphony Ork of the National Institute Radio-Phonon, Brice (Ravel) Valdes (E-32) Cap(33)P-8132

DEALER DOINGS

Lanza Happy

According to sales figures of the J. L. Hudson record department, Detroit, the first five best-selling 45 r.p.m. classical disks are all by **Mary Lanza** recordings. Department store disk department staff insists this is the first time that a single artist has swept the top five positions in any category. In addition, Lanza's 33 1/3 r.p.m. album on RCA Victor also is in the first five LP sellers in the store. Promotional tie-ins on the forthcoming "Great Caruso" film, in which Lanza stars, has two Caruso re-issue albums also in the first among LP sales.

Retailers Honored

Among the retail dealers to be honored next week as "brand names retailers of the year" are **Price's**, Norfolk; **G. C. Murphy Company**, McKeesport, Pa.; **Woolworth**, New York; **Davidson & Company**, Miami; **Morr Farr**, Upper Darby, Pa.; **the Radio Center**, New Orleans; **San Antonio Music Company**, San Antonio.

News and Chatter

According to Music Makers, Bronx, Monday has of late replaced Saturday as the best day of the week. ... **Melody B. Harmony Shops**, Columbus, O., report the following sales breakdown on the three speeds: 50 per cent on 78 r.p.m., 40 per cent on 45 r.p.m. and 10 per cent on LP disks. Shops' statistics are based on a six-week check of sales slips during the peak Christmas season. ... **Archib's Record Shop**, Richmond, Va., proposes to increase radio advertising in order to hype the business slump felt during the past five or six weeks. ... **Melody Shop**, Jefferson City, Mo., complains that RCA Victor disregards the best interests of its regular disk dealers in advocating that appliance retailers stock records to take up the slack in appliance sales. ... **House of Music**, Stockton, Calif., shop which caters mostly to Country and Western disk buyers writes, "We're very happy when these Western tunes go pop. We then get a good 'in-between' trade." ... **Arguson Records**, Memphis, reports that albums and LP's are accounting for less and less business, as single disks appear to be moving in greater proportion than ever before. ... **The Music Shop**, Greenwood, Miss., claims that both RCA Victor and Columbia are losing additional business by not taking a more realistic approach to the two new speeds. Shop claims that disk buyers are clamoring for more Columbia Masterworks on 45 r.p.m. and RCA Victor pops on LP.

Trade Talk

"As old a gimmick as it may be, we've found that in one out of 15 cases it works fine. We mean using the old gag of telling a customer that the price of pop records is \$10.99 per dozen. Amazing how you do get dozen buyers." **Picks Print Shop**, New York. ... **All the Columbia**, London and Decca do not service the disk jockeys on our local station, we feel that this is to our advantage. We supply the station with the records and get five plugs for our service. This eliminates plenty of confusion, because when a listener hears one of those records we have it in stock." **White's Record Shop**, Livingston, Mont. ... "What can be done about the customer who squawks about the charge for the album when buying a set?"—**Clifford Barnhart**, Retail Record Sales, Deposit, N. Y. ... "We cut out the 'best selling pop singles' chart from The Billboard and tape it to our counter so that the customer has to see it. It increases sales considerably."—**M. H. H. Electric**, Belleville, Mich.

• Best Selling Children's Records

Based on reports received March 28, 29 and 30

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks Last This To Date/Weeks	Title	Artist	Label
1	1	PETER COTTONTAIL (One Record)	G. Aulry	Cap(78)M-V-68; 451N-V-4-68; 43304-727
2	2	I TAUT I TAW A PUDDY TAT (One Record)	M. Blanc	Cap(78)1360; 4519-1360
27	2	TWEET TWEET (Two Records)	M. Blanc	Cap(78)CAS-3074; 451CAS-3074
3	9	SONBY THE BUNNY	G. Aulry	Cap(78)M-V-103; 451N-V-4-103
4	4	GINDERELLA (Two Records)	G. Aulry	V-7819-394; 451WY-399
19	7	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)BDS-3077; 451BDSF-3077
30	6	BUGS BUNNY MEETS HIWATAMA (One Record)	M. Blanc	Cap(78)CAS-3072; 451CAS-3072
144	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)1045; 451104-3065
25	5	BOZO ON THE FARM (Two Records)	Coleman-B. May	Cap(78)100X-3078; 45100X-3078
25	10	HOPALONG CASSIDY AND THE SQUARE DANCE WOLFPUP (One Record)	B. Boyd	Cap(78)100X-3075; 45100X-3075
6	13	LITTLE WHITE DUCK (One Record)	B. Boyd	Cap(78)100X-3076; 45100X-3076
141	11	BOZO ON THE FARM (Two Records)	B. Boyd	Cap(78)100X-3075; 45100X-3075
1	12	BOZO ON THE FARM (Two Records)	B. Boyd	Cap(78)100X-3076; 45100X-3076
1	12	BOZO ON THE FARM (Two Records)	B. Boyd	Cap(78)100X-3075; 45100X-3075
1	12	PETER COTTONTAIL (One Record)	G. Aulry	Cap(78)M-V-68; 451N-V-4-68; 43304-727
57	13	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	S. Jones	V-78120-4055; 45147-4055
4	13	PETER COTTONTAIL (One Record)	G. Aulry	Cap(78)M-V-68; 451N-V-4-68; 43304-727
14	14	PETER AND THE WOLF (Two Records)	Sterling Holloway	V-7819-386; 451WY-386

• Best Selling Pop Albums

Based on reports received March 28, 29 and 30

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

Last This Week	Title	Artist	Label
1	Best Selling 33 1/3 R.P.M.		
1	SOUTH PACIFIC	Mary Martin-Elio Piza	Cap(78)M-B-850; 433ML-4180
2	VOICE OF THE XTABAY	Yma Sumac	Cap(78)10-244; 433M-244
2	CARNEGIE HALL JAZZ CONCERT, Vol. I and II	J. Goodwin	Cap(33)5L-160
4	GUYS AND DOLLS	Original Cast	De(78)DA-825; 433DL-8036
5	TWO WEEKS WITH LOVE	J. Powell-C. Carpenter-D. Reynolds	MGM(78)MGM-61; 433L-530
6	CALL ME MADAM	E. Merman-D. Haymes-E. Wilson-G. Jenkins	De(78)10-818; 433DL-8035; 433DL-813; 433DL-5304
7	OUT OF THIS WORLD	Original Cast	Cap(78)M-960; 433ML-5439
8	LULLABY OF BROADWAY	Doris Day	Cap(78)10-235; 433DL-6168
8	THREE LITTLE WORDS	Original Cast	MGM(78)MGM-61; 433L-516
9	CALL ME MADAM	D. Shore and Original Cast	V-78100-1; 433DL-1000
1	Best Selling 45 R.P.M.		
1	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)10-244; 4510DF-244
2	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V-415WDM-1427
2	SOUTH PACIFIC (Seven Records)	M. Martin-E. Piza	Cap(78)M-B-850; 451A-850
4	THE GREAT CARUSO (Four Records)	M. Lanza	V-781DM-1506; 451WDM-1506
5	GUYS AND DOLLS (Seven Records)	Original Cast	De(78)DA-825; 4519-203
5	TWO WEEKS WITH LOVE (Three Records)	Original Cast	MGM(78)MGM-61; 451A-61
7	THREE LITTLE WORDS (Four Records)	Original Cast	MGM(78)53; 451K-53
8	LULLABY OF BROADWAY (Four Records)	D. Day	Cap(78)10-235; 451B-235
8	CALL ME MADAM (Six or Four Records)	E. Merman-D. Haymes-E. Wilson-G. Jenkins	De(78)10-818; 4519-166; 4519-161; 4519-153
9	YOUNG MAN WITH A HORN (Four Records)	M. James-Doris Day	Cap(78)10-198; 451B-198

• Classical Reviews

BRANNS: Concerto in D Major for Violin and Orchestra—Osg. Bernardy with Concertgebouw Orchestra of Amsterdam under Charles Münch (11-12) (London 55) LP-1

The first recording is the first in London LP catalog, actually this is the first occasion on which the performance, heard previously on 78's, has been available in the long play form. The new, the 45 Minch, he extracts and makes every nuance of the score in a loving manner which makes it plainly evident that the arranger's role in the work is much more than that of accompaniment for the soloist.

BERLIOZ: DAMNATION OF FAUST—ORCHESTRAL EXERCISES AND TANGELIKOVSKY: OVERTURE SOLENNELLE (1812)—and—Mozart: Concerto for Piano, Op. 25, No. 12 (1811) (London 55) LP-1

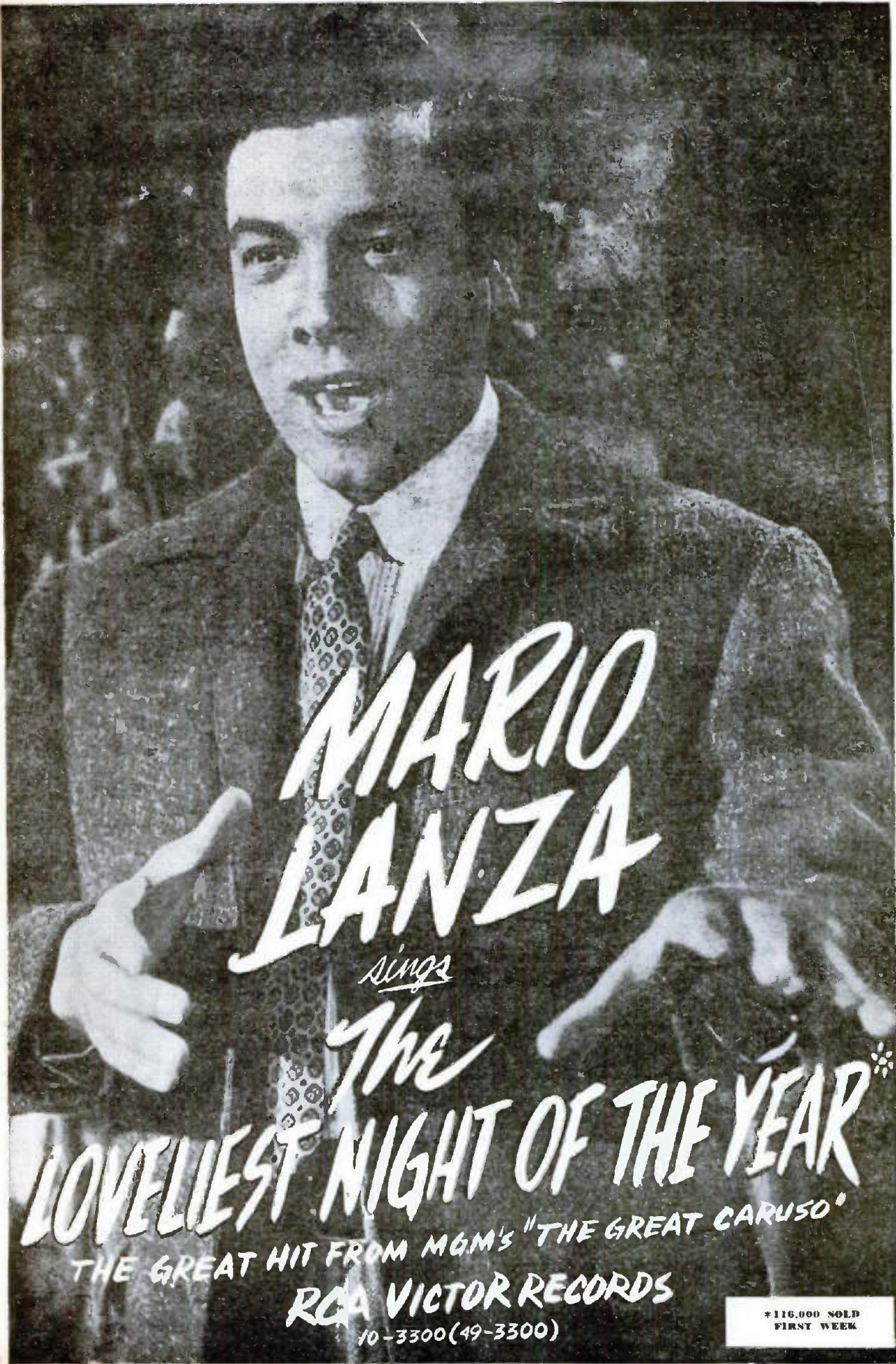
The 1812 Overture done by Hengleberg is now available on both Capitol and Mercury LP's—Capitol obtained its master direct from Telefunken of Germany; Mercury its from Ultraphone of Greece—Soyuzdetfilm. In every case, it's the identical recording, a standard orchestral performance and an inspired reading. Choice will hinge on the preference for backing—on this recording it's a little, spirited reading of the three sets includes under Hans Von Eschenburg—Merrill & Fox-Follows, Decca set Strydom and Rahway March. The Mercury offers Stravinsky's tone poem Don Juan.

MOZART: Symphony #32 AND WOLFF: 73 Italian Serenade—Berlin Philharmonic under Hans Von Eschenburg and German Philharmonic of Proser under Joseph Keilberth (11-10)

Capitol-Telefunken (33) H-8131

Mozart's 32d was one of the composer's last works written in the mold of the Italian Symphony, from this he moved into the classical style which produced the series of brilliant symphonies which followed. It is brief, fresh and almost destined to last and is plainly delightful to hear. The Wolf piece, a rare orchestral selection by this master of leader writing, is almost prophetic of modern Romantics. The piece is light and charming. Both works are played spiritedly and with understanding. Recordings are excellent considering the vintage.

(Continued on page 146)



MARIO LANZA

sings

The LOVELIEST NIGHT OF THE YEAR

THE GREAT HIT FROM MGM'S "THE GREAT CARUSO"

RCA VICTOR RECORDS

10-3300 (49-3300)

*116,000 SOLD
FIRST WEEK

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

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

Each week, The Billboard in co-operation with Western Union, secures best minute sales reports from top dealers in the nation's largest record markets. Although the number of stores reported in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

KING - DELUXE FEDERAL

best sellers DE LUXE

Federal RECORDS

FOLK-WESTERN

*** ZEP TURNER**
CHEW TOBACCO RAC
NO MORE NORTON (BUT GET-
TIN' YOU OFF MY MIND)
950 and 45-950*

*** COWBOY COPAS**
THE STRANGE LITTLE GIRL
YOU'LL NEVER EVER SEE ME
CITY
(with KATHY COPAS)
951 and 45-951*

*** MOON MULICAN**
TOO MANY IRONS IN THE FIRE
SHORT BUT SWEET
931 and 45-9114

*** SHORLY LONG**
COONNIGHT CINCINNATI,
GOOD MORNING TENNESSEE
JUST LIKE TWO DROPS OF
WATER
953 and 45-958*

*** CLYDE MOODY**
BEAUTIFUL BROWN EYES
WHAT CAN I DO?
952 and 45-952*

*** DELMORE BROS.**
FIELD HAND MAN
COTTA HAVE SOME LOVIN'
935 and 45-935*

*** GRANDPA JONES**
SEND IN YOUR NAME AND
ADDRESS
TROUBLE, TROUBLE, TROUBLE
934 and 45-934*

POPULAR

*** BETTIE CLOONEY**
WOULD I LOVE YOU (LOVE
YOU LOVE YOU)
FAITHFUL 15102

*** GENE WILLIAMS**
CLOUDS
BUT DOES THAT MAKE YOU
MINE? 15100

SEPIA-BLUES

*** LUCKY MILLINDER**
CHEW TOBACCO RAC
GEORGIA ROSE
4449 and 45-4449*

*** WYNONIE HARRIS**
JUST LIKE TWO DROPS OF
WATER
TREMBLIN' 4448

*** BULL MOOSE
JACKSON**
MY LITTLE BABY
FORGET AND FORGIVE
4433

*** EARL BOSTIC**
I CAN'T GIVE YOU ANYTHING
BUT LOVE
ROCKIN AND REELIN' 4437

Federal

*** THE DOMINOES**
DO SOMETHING FOR ME
CHICKEN BLUES
12001 and 45-12001*

*** LITTLE ESTHER**
OTHER LIPS, OTHER ARMS
IN THE DEACON MOVES IN
(with THE DOMINOES)
12016 and 45-12016*

DELUXE

*** ROY BROWN**
SWEET PEACH
GOOD MAN BLUES
3312 and 45-3312*

ANOTHER KING BRANCH
NOW OPEN
374 S. W. 8TH ST. MIAMI, FLA.

45 R.P.M.

distributors

King DE LUXE FEDERAL

RECORDS INC.

NEW YORK

Best-Selling Pop Singles

1. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
2. SYNCRATED CLOCK
A. Jay, Dec78120-005, (45)9-2605
ASCAP (The Waltzing Cat)
3. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
4. NOT CANARY
F. Zebach, Dec78120-509, (45)9-27509
ASCAP (Auntie)
5. BRING BACK THE THRILL
E. Fisher-H. W. Heller, V78120-4016,
(45)47-4016 ASCAP (I'll Never Love You)

Best-Selling Albums

1. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
2. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
3. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
4. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180
5. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331
CL-6168

CHICAGO

Best-Selling Pop Singles

1. SPARROW IN THE TREE TOP
G. Mitchell-M. Miller, Col78120-1100, 1331
3-9190, (45)A-39190 ASCAP (Christopher
Columbus)
2. ON TOP OF OLD SMOKY
Weavers-T. Gibson-V. Schorn Orl, Dec78120-
27515, (45)9-27515 BMI (Across the Wide Missouri)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM78120282,
(45)K-30282 ASCAP (Rom, Rev, Row)
4. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
5. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)

Best-Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
2. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
3. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM
78120M-81, (45)K-81, 1331E-530
4. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180
5. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331
CL-6168

LOS ANGELES

Best Selling Pop Singles

1. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap78120-1451, (45)F-1451
ASCAP (Whitell and Whittell Blues)
3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)
4. IF
P. Como, V78120-3997, (45)47-3997
ASCAP (2mg 2mg-Zoom Zoom)
5. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM78120282,
(45)K-30282 ASCAP (Rom, Rev, Row)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
2. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
3. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
4. ROYAL WEDDING
F. Astaire-J. Powell, MGM78120M-70, (45)
K-70, 1331E-543
5. CALL ME MADAM
E. Norman-D. Haymes-E. Wilson-G. Jenkins,
Dec78120-818, (45)9-745, 1331L-8035

PITTSBURGH

Best-Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap78120-1451, (45)F-1451
ASCAP (Whitell and Whittell Blues)
2. APOLOGIZE
B. Eckhart, MGM78120M-80, (45)K-10903
ASCAP (Bring Back the Thrill)

3. BE MY LOVE

1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
2. TOAST OF NEW ORLEANS
M. Lanza, V78120M-1417, (45)WDM-1417
3. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331CL-
6168
4. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
5. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180

PHILADELPHIA

Best Selling Pop Singles

1. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
2. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
3. SHOTGUN BOOGIE
Tennessee Ernie, Cap78120-995, (45)F-1295
BMI (I Ain't Gonna Let It Mopra No More)
4. HOW HIGH THE MOON
L. Paul-M. Ford, Cap78120-1451, (45)F-1451
ASCAP (Whitell and Whittell Blues)
5. SPARROW IN THE TREE TOP
G. Mitchell-M. Miller, Cap78120-1100, 1331
3-9190, (45)A-39190 ASCAP (Christopher
Columbus)

Best Selling Albums

1. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
2. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331
CL-6168
3. ROYAL WEDDING
F. Astaire-J. Powell, MGM78120M-70, (45)
K-70, 1331E-543
4. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180
5. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127

WASHINGTON, D. C.

Best-Selling Pop Singles

1. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
2. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
3. ON TOP OF OLD SMOKY
Weavers-T. Gibson-V. Schorn Orl, Dec78120-
27515, (45)9-27515 BMI (Across the Wide Mis-
souri)
4. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)
5. I'NRESSE WALTZ
P. Page, Mercury7815571, (45)5571245
ASCAP (I Love You Because)
6. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)

Best-Selling Albums

1. CALL ME MADAM
E. Norman-D. Haymes-E. Wilson-G. Jenkins,
Dec78120-818, (45)9-745, 1331L-8035
2. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
3. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
4. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180
5. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331
CL-6168

DALLAS AND FORT WORTH

Best-Selling Pop Singles

1. ON TOP OF OLD SMOKY
Weavers-T. Gibson-V. Schorn, Dec78120-27515,
(45)9-27515 BMI (Across the Wide Mis-
souri)
2. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)

5. ABA DABA HONEYMOON

- D. Reynolds-C. Carpenter, MGM78120282,
(45)K-30282 ASCAP (Rom, Rev, Row)

Best-Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
2. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
3. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180
4. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM
78120M-81, (45)K-81, 1331E-530
5. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127

ATLANTA

Best-Selling Pop Singles

1. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
2. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap78120-1451, (45)F-1451
ASCAP (Whitell and Whittell Blues)
4. WOULD I LOVE YOU
P. Page, Mercury7815571, (45)5571245
ASCAP (I Love You Because)
5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)

Best-Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
2. ROYAL WEDDING
F. Astaire-J. Powell, MGM78120M-70, (45)
K-70, 1331E-543
3. MUSIC FOR ROMANCING
P. Weston, Cap78120-1451, (45)CDF-1451,
1331L-1451
4. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331CL-
6168
5. YOUNG MAN WITH A HORN
Doris Day-M. James, Col78120-190, (45)B-
190, 1331CL-6168

ST. LOUIS

Best-Selling Pop Single

1. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)
2. APOLOGIZE
B. Eckhart, MGM78120M-80, (45)K-10903
ASCAP (Bring Back the Thrill)
3. ON TOP OF OLD SMOKY
Weavers-T. Gibson, Dec78120-27515, (45)9-
27515 BMI (Across the Wide Missouri)
4. WOULD I LOVE YOU
P. Page, Mercury7815571, (45)5571245
ASCAP (I Love You Because)
5. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM 78120282,
(45)K-30282 ASCAP (Rom, Rev, Row)

Best-Selling Albums

1. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
2. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331
CL-6168
3. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
4. ROYAL WEDDING
F. Astaire-J. Powell, MGM78120M-70, (45)
K-70, 1331E-543
5. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180

BOSTON

Best Selling Pop Singles

1. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
2. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)
4. I APOLOGIZE
B. Eckhart, MGM78120M-80, (45)K-10903
ASCAP (Bring Back the Thrill)
5. HOW HIGH THE MOON
L. Paul-M. Ford, Cap78120-1451, (45)F-1451,
ASCAP (Whitell and Whittell Blues)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
2. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331
CL-6168
3. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
4. TOAST OF NEW ORLEANS
M. Lanza, V78120M-1417, (45)WDM-1417
5. CALL ME MADAM
E. Norman-D. Haymes-E. Wilson-G. Jenkins,
Dec78120-818, (45)9-745, 1331L-8035

SEATTLE

Best Selling Pop Singles

1. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
2. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM78120282,
(45)K-30282 ASCAP (Rom, Rev, Row)

4. MOCKIN' BIRD HILL

- L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)

Best Selling Albums

1. CARNEGIE HALL JAZZ CONCERT, VOL. 1
AND II
B. Goodman, Col13315L-360
2. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
3. KISS ME, KATE
Original Cast, Col78120-200, (45)A-200, 1331
CL-4180
4. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM
78120M-81, (45)K-81, 1331E-530
5. LULLABY OF BROADWAY
Doris Day, Col78120-235, (45)B-235, 1331
CL-6168

NEW ORLEANS

Best Selling Pop Singles

1. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
2. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)
4. MY HEART CRIES FOR YOU
G. Mitchell-M. Miller, Col78120-1304, 1331
3-1907, (45)A-3907 ASCAP (Romancing
King)
5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
2. TOAST OF NEW ORLEANS
M. Lanza, V78120M-1417, (45)WDM-1417
3. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
4. ROYAL WEDDING
F. Astaire-J. Powell, MGM78120M-70, (45)
K-70, 1331E-543
5. CALL ME MADAM
E. Norman-D. Haymes-E. Wilson-G. Jenkins,
Dec78120-818, (45)9-745, 1331L-8035

DETROIT

Best Selling Pop Singles

1. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
2. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM78120282,
(45)K-30282 ASCAP (Rom, Rev, Row)
4. SPARROW IN THE TREE TOP
G. Mitchell-M. Miller, Cap78120-1100, 1331
3-9190, (45)A-39190 ASCAP (Christopher
Columbus)
5. ON TOP OF OLD SMOKY
Weavers-T. Gibson, Dec78120-27515, (45)
9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. CARNEGIE HALL JAZZ CONCERT, VOL. 1
AND II
B. Goodman, Col13315L-360
2. TWO WEEKS WITH LOVE
J. Powell-C. Carpenter-D. Reynolds, MGM
78120M-81, (45)K-81, 1331E-530
3. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
4. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180
5. PRESENTING DICK CONTINO
Dick Contino, V78120-303, (45)9P-103

DENVER

Best Selling Pop Singles

1. BE MY LOVE
M. Lanza, V78120-1561, (45)49-1353
ASCAP (I'll Never Love You)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap78120-1373, (45)F-1373
ASCAP (Chicken Reel)
3. WOULD I LOVE YOU
P. Page, Mercury7815571, (45)5571245
ASCAP (I Love You Because)
4. IF
P. Como, V78120-3997, (45)47-3997 ASCAP
(2mg 2mg-Zoom Zoom)
5. YOU'RE JUST IN LOVE
P. Como, V78120-3945, (45)47-3945 ASCAP
(It's a Lovely Day Today)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM
"THE GREAT CARUSO," RCA Victor Orl
M. Lanza-C. Callinicos, V78120M-1506, (45)
WDM-1506, 1331L-1127
2. SOUTH PACIFIC
Original Cast, Cap78120M-850, (45)A-850,
1331L-4180
3. GUYS AND DOLLS
Original Cast, Dec78120A-825, (45)9-203,
1331L-8036
4. VOICE OF THE XTABAY
Yma Sumac, Cap78120-244, (45)CDF-244,
1331L-244
5. TOAST OF NEW ORLEANS
M. Lanza, V78120M-1417, (45)WDM-1417

"LET'S GO" POLKA

Good Time Number sung by Bobby
Baker. This record and 3 others, \$1.00
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WITH MUSIC BY

SERGE PROKOFIEFF

Another Sure-Fire Children's Hit by the Composer of "PETER AND THE WOLF"

WALK INTO just about any home where there are children and children's records and you'll find a cherished album of Prokofieff's "Peter and the Wolf"! Yes, you'll remember this great album enjoyed the longest and most profitable sale in the history of the children's record business. NOW, GOOD NEWS! ... another two-record Prokofieff album, the magnificent "Cinderella"! You know that a new Prokofieff album must be a red hot money-maker — that tens of thousands of parents who gave their children "Peter and the Wolf" are sure-fire customers.

Children's Guild records have been voted finest for children 2 to 8 years of age. Each record is pre-tested in nursery and primary schools to make sure it is loved and understood by children. These great records are endorsed by child guidance specialists, approved by Boards of Education and used daily in more than 1,000 nursery and primary schools. And they are sold by leading department stores and record retailers in all 48 states! Children's Guild records sell fast... they make money for you! And now — to give you the biggest profits ever, we offer...



ONE "CINDERELLA" ALBUM FREE

WITH EVERY DOZEN PURCHASED
— OR WITH EVERY 24 SINGLE "GUILD" RECORDS PURCHASED!

AND NOW—45s' TOO!

- | | |
|-----------------------------------|------------------------------|
| 2-4 AGE GROUP | 5-8 AGE GROUP |
| CRG 1001-45 TRAIN TO THE ZOO | CRG 5001-45 RIDE 'EM COWBOY |
| CRG 1002-45 EENSIE BEENSIE SPIDER | CRG 5002-45 THE GOLDEN GOOSE |
| CRG 1003-45 CARROT SEED | CRG 5003-45 SHIP AHOY! |
| CRG 1014-45 MARY DOODLE | CRG 1004-45 LITTLE RED WAGON |

List Price: 98¢ Tax Incl. Dealer Discount 40%

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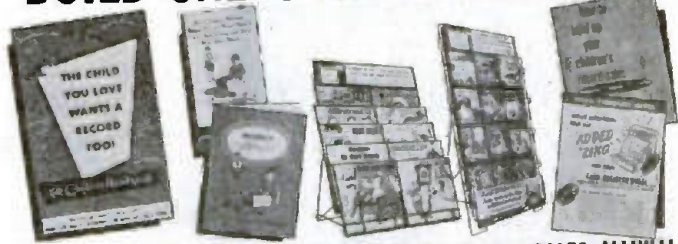
- | | |
|--------------------------------------|--|
| 2-4 AGE GROUP | 5-8 AGE GROUP |
| CRG 1001 TRAIN TO THE ZOO | CRG 1004 LITTLE RED WAGON |
| CRG 1002 EENSIE BEENSIE SPIDER | CRG 5001 RIDE 'EM COWBOY |
| CRG 1003 THE CARROT SEED | CRG 5002 THE GOLDEN GOOSE |
| CRG 1005 SKITTERY SKATTERY | CRG 5003 SHIP AHOY! |
| CRG 1006 I WISH I WERE | CRG 5004 GRANDFATHER'S FARM |
| CRG 1007 ME, MYSELF AND I | CRG 5005 HOT CROSS BUNS |
| CRG 1009 THE FOUR BEARS | CRG 5006 ON LEMMER LEMMER ST. |
| CRG 1010 SUNDAY IN THE PARK | CRG 5007 MR. GRUMP |
| CRG 1012 NOTHING TO DO | CRG 5008 BILLY RINGS THE BELL |
| CRG 1014 MARY DOODLE | CRG 5010 BRING A SONG JOHNNY |
| CRG 1015 DRUMMER BOY | CRG 5011 SILLY LIES! |
| CRG 1016 LITTLE PUPPET | CRG 5013 LONESOME HOUSE |
| CRG 1018 DADDY COMES HOME | CRG 5016 THE CLOCK THAT WENT BACKWARDS |
| CRG 1017 A VISIT TO MY LITTLE FRIEND | CRG 5021 LET'S DANCE |

List Price: \$1.15 Tax Incl. Dealer Discount 40%

NOT ONLY are we giving you a chance to stock a sure-fire best-seller, but to get you started we will give you one two-record Prokofieff "Cinderella" album FREE with each dozen "Cinderella" albums you buy or with each two dozen single 78 RPM Guild records you buy. There's an extra profit of \$2.30 on each order! No matter what combination of 78 RPM Records you choose — you'll be stocking the biggest-

selling, fastest-moving children's records in the field. But you'd better hurry, this deal is good only for orders received from now until May 15th! And our high-powered national advertising campaign for "Cinderella" is ready to break. Newspapers — magazines — radio will cooperate to send new customers to your store and bring old customers back. Don't miss out on this profit-loaded deal — rush your order today!

HERE'S HOW WE HELP YOU BUILD SALES AND PROFITS!



DISPLAY CARDS
Colorful displays call attention to Children's Guild records, provide valuable and useful information for every parent — boost sales!

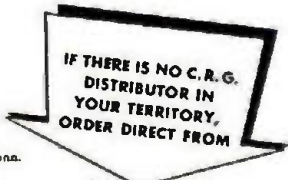
DIRECT-MAIL
Attractive envelope stallers to enclose with your bills or mail to your customer list. A proven, tested way to build good will and repeat!

DISPLAY RACKS
Send either of these hand-some, lightweight racks where customers can see & touch — you'll see a miracle of sales-magnetism at work!

SALES MANUAL
16 pages of POINT OF SALE GUIDANCE for clerks and dealers. New, used ideas for selling children's records.

ORDER THROUGH YOUR NEAREST DISTRIBUTOR

- All State New Jersey, Inc., 30 Warren Place, Newark 2, N. J.
 Benart Distributing Co., 327 Franklin Ave., Cleveland, Ohio
 Binkley Distributing Co., 504 Delaware Ave., Jacksonville, Fla.
 Bennett Distributing Co., 360 Center St., Jamaica Plain, Mass.
 Eason Associates, Inc., 945-47 W. George St., Chicago 14, Ill.
 Burns Distributing Co., 828 N. Walnut St., Oklahoma City, Okla.
 F & F Enterprises, 913 1/2 So. Clarkson St., Charlotte, N. C.
 Gramophone Enterprises Inc., 1917 N. Harwood St., Dallas, Texas
 Gramophone Enterprises Inc., 604 Baronne St., New Orleans, La.
 Kay Gee Distributing Co., 211 E. Mount Royal Ave., Baltimore, Md.
 Main Distributing Co., 216 E. Main Street, Richmond, Va.
 Malverne-New England, Inc., 735 Connecticut Blvd., East Hartford, Conn.
 Malverne Distributors, Inc., 424 West 49th St., New York 19, N. Y.



- Marcell Distributing Co., 1622 Fairmount Ave., Philadelphia 30, Pa.
 Melody Sales Co., 369 Sixth St., San Francisco 3, Calif.
 Mercury Record Distributors of Minn., 1313 3rd Ave. South, Minneapolis 4, Minn.
 Musimart of Canada, 906 St. Alexander St., Montreal, Canada
 Pan-American Distributing Co., 3731 Woodward Ave., Detroit 1, Mich.
 Robert's Record Distributing Co., 2234 Olive St., St. Louis 3, Mo.
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 Leonard Smith, Inc., 406 North Pearl St., Albany, N. Y.
 Supreme Distributing Co., Court & Broadway, Cincinnati 3, Ohio
 Rridar Tolsen, 32 Page St., San Francisco 2, Calif.
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DECCA

BOBBY WAYNE
LONDON

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MERCURY

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HENRY RENE
REACTOR

A NEW NOVELTY... THE LAND OF HATCHY MILATCHEY

by HUGH E. PERETTE and HERB PINE
with ROSEMARY CLOONEY
with Percy Faith Orchestra

COLUMBIA
Records

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by JOHNNY MARKS

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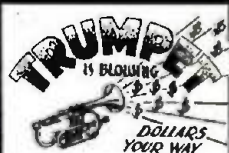
THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received March 28, 29 and 30

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 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 title. Unless shown in this chart other available records of titles listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks Last This	Title	Artist	Label
12	1	1.	IF	P. Como
				V-178120-3997; (45)47-3997—ASCAP
7	4	2.	MOCKIN' BIRD HILL	L. Paul-M. Ford
				Cap(78)1373; (45)17-1373—ASCAP
17	3	3.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller
				Col(78)39067; (45)14-39067—ASCAP
20	2	4.	TENNESSEE WALTZ	P. Page
				Mercury(78)5534; (45)5534X45—BMI
8	5	5.	WOULD I LOVE YOU	P. Page
				Mercury(78)5571; (45)5571X45—ASCAP
6	7	6.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter
				MGM(78)30282; (45)14-30282—ASCAP
7	6	7.	MOCKIN' BIRD HILL	P. Page
				Mercury(78)5595; (45)5595X45—ASCAP
14	8	8.	BE MY LOVE	M. Lanza
				V-178110-1561; (45)49-1353—ASCAP
5	9	9.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller
				Col(78)39190; (45)14-39190—ASCAP
6	12	10.	MOCKIN' BIRD HILL	Pinetoppers
				Coral(78)64061; (45)19-64061—ASCAP
13	10	11.	ROVING KIND	G. Mitchell-M. Miller
				Col(78)39067; (45)14-39067—ASCAP
				(Walters, Dec 27332; D. Brand, Crest CR-20552-1; Melodians, MGM 12879; R. Allen, Mer 5973; L. Baxter, Cap 1381)
14	11	12.	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como
				V-178120-3945; (45)47-3945—ASCAP
9	15	13.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin
				V-178120-4019; (45)47-4019—ASCAP
				(E. Howard, Mer 5967; T. Brown-S. Linton, London 878; Mary Mayo, Al Han, Cap 1350)
4	13	14.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters
				De(78)27477; (45)19-27477—ASCAP
4	13	14.	BEAUTIFUL BROWN EYES	R. Clooney
				Col(78)39212; (45)14-39212—BMI
				(J. Wakely-L. Baxter Chorus, Cap(78)3393; (45)19-3393; Lisa Kell, V(45)47-4062; (78)120-4062; Arthur Smith, Del & Don, MGM 10914; A. Smith & His Doolittleers, Cap 3428; D. Brown, Douglas Ore, Mer 5910; E. Knight-R. Charles Singers, De(78)27485; T. Martin Ore, De(78)27485; Al. Monney, MGM 10924; The Lee Monney, Cap 6074; G. Barry & His Boys, Col(78)1; 66th Zach, Dec 46302)
16	16	14.	MY HEART CRIES FOR YOU	D. Shore
				V-178120-3978; (45)47-3978—ASCAP
1	—	14.	ON TOP OF OLD SMOKY	Weavers-T. Giffysan
				De(78)27515; (45)19-27515—BMI
11	28	18.	SHOTGUN BOOGIE	Tennessee Ernie
				Cap(78)1295; (45)17-1295—BMI
				(Rosemary Clooney, Col 39212; H. Hawkins, King 932)
17	20	19.	TENNESSEE WALTZ	G. Lombardo
				De(78)27336; (45)19-27336—BMI
7	23	19.	PENNY A KISS, PENNY A HUG	E. Howard
				Mercury(78)5567; (45)5567X45—ASCAP
1	—	19.	ABA DABA HONEYMOON	C. Steward
				Coral(78)60374; (45)19-60374—ASCAP
13	18	22.	ROVING KIND	Weavers
				De(78)27336; (45)19-27336—BMI
3	20	22.	I APOLOGIZE	B. Eckstine
				MGM(78)10903; (45)19-10903—ASCAP
				(D. Washington, Mer 8209; D. Cherry-D. Terry Ore, Dec 27484; T. Martin, V 20-4056; Aisha O'Day, London 949)
4	24	22.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus
				Cap(78)1393; (45)17-1393—BMI
2	24	22.	ABA DABA HONEYMOON	F. Martin
				V-178120-4065; (45)47-4065—ASCAP
13	16	26.	SO LONG	G. Jenkins-Weavers
				De(78)27376; (45)19-27376—BMI
				(Lee Baxter, Cap 1381; Red Foley-Ernie T. De(78)27376; B. Marley Ore, Mer 5970; Lyn Murray, Coral 60366; Syracuse Orchestra-Sam Mendel Ore, Warner B-2584; Paul Weston, Col 59340; Ken Griffin, Col(53) 3-54121)
6	20	26.	PENNY A KISS, PENNY A HUG	Andrews Sisters
				De(78)27493; (45)19-27493—ASCAP
7	24	26.	BRING BACK THE THRILL	E. Fisher-R. Winterhalter
				V-178120-4018; (45)47-4018—ASCAP
				(V. De Campo, London 949; Billy Eckstine, MGM 10903; E. Fisher, V 20-4018; T. Fontaine-L. Douglas Ore, Mer 5973; Mary Mayo-Al Han, Cap 1350; D. Cherry-D. Terry Ore, Dec 27484)
1	—	26.	LET ME IN	Blue Barton
				V-178120-3992; (45)19-3992—ASCAP
				(P. Weston Ore, Col 59250; Fontane Sisters-Jim Robinson, V 20-4077; Red Ingle, Cap 1831; Lyn Murray, Coral 60402; Peter Lind Hayes, Dec 27493; Bobby Wayne, London 973)
1	—	26.	HOW HIGH THE MOON	L. Paul-M. Ford
				Cap(78)1451; (45)17-1451—ASCAP
				(C. Brown, Atlantic 3071; Eroll Garner, Col 59143)



★ Western-Country
RUM-RUN HOLLOW
#133
(Backed By)
JAM-SESSION BOOGIE
By CURLEY LEE

I'LL SEND YOU ROSES
(WHEN YOU'RE GONE)
#134
(Backed By)
NO ONE ELSE
(CAN HEAL MY BROKEN HEART)
By ROY HARRIS
AND
"BUZ" BUSBY

LOVE, STAY AWAY FROM MY HEART
#128
(Backed By)
WHEN I GET BACK
By KAY KELLUM
and His Dixie Ramblers

★ Rhythm-Blues
SONNY BOY WILLIAMSON
WITH A REAL MONEY MAKER
EYESIGHT TO THE BLIND
#129
(Backed By)
CRAZY ABOUT YOU, BABY

Watch the public get chilled and
loosen up with the cold cash
when they hear

SLOW DYING BLUES
#135
(Backed By)
AIN'T GONNA KEEP ON BEGGING YOU
By EARL REED
Vocal—Micheal Gwyn

(SHE'S GOT A)
DIRTY DISPOSITION
#132
(Backed By)
1951 BLUES
By LUTHER HUFF

★ Spirituals
MY GOD IS A MIGHTY MAN
#131
(Backed By)
GOD WILL ANSWER PRAYER
By The Famous
SOUTHERN SONS
QUARTET

ARGO GOSPEL SINGERS
WHISPER A PRAYER
#351
JESUS DIED ONE DAY

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an RCA Victor 20-4084
(47-4084)*

A Fox Trot Ballet
based on Chopin's
Waltz in G Sharp
Minor.

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New Releases
... on **RCA Victor**

Release 31-14

Ships Coast to Coast, Week of April 8

POPULAR

- PERRY COMO** with Mitchell Ayres and His Orchestra
Hello, Young Lovers
We Kiss in a Shadow 20-4112—(47-4112)*
- VAUGHN MONROE** and His Orchestra
Sound Off (The Duckworth Chant)
Oh, Marry, Marry Me 20-4113—(47-4113)*
- VAUGHN MONROE** and His Orchestra
Shall We Dance
On Top of Old Smoky 20-4114—(47-4114)*

COUNTRY

- CHARLIE MONROE** and His Kentucky Partners
I'm Gonna Sing, Sing, Sing
Gold Star Mother 21-0456—(48-0456)*
- WILE CARTER** (Montana Slim, the Singing Cowboy)
Let's Go Back to the Bible
She'll Be There (What a Friend We Have in Mother) 21-0457—(48-0457)*

WESTERN

- AM BOYD** and His Men of the West
Waxahachie Dishwasher Boy
When I'm Beside You 21-0455—(48-0455)*

RHYTHM

- SIXIE CRAWFORD** with Ernest A. Freeman and His Orchestra
Please Let Me Be
Tonight of All Nights 22-0119—(50-0119)*

*6 C.P.M. Inc. Dist.

Going Strong...

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

- \$ **IF/Zing Zing—Zoom Zoom**
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)*
- \$ **Tumbling Tumbleweeds/You Don't Know What Lonesome Is**
Perry Como and the Sons of the Pioneers 20-4081—(47-4081)*
- \$ **Be My Love**
Mario Lanza 10-1561—(49-1561)*
- \$ **Kentucky Waltz**
Eddy Arnold 21-0444—(48-0444)*
- \$ **Rhumba Boogie**
Hank Snow 21-0431—(48-0431)*
- \$ **Down the Trail of Achin' Hearts**
Hank Snow 21-0441—(48-0441)*
- \$ **Good-By, G. I. Al**
Eddie Fisher with Hugo Winterhalter Ork and Chorus 20-4100—(48-4100)*
- \$ **The Loveliest Night of the Year**
Mario Lanza 10-3300—(49-3300)*
- \$ **Would I Love You**
Tony Martin 20-4056—(47-4056)*
- \$ **Never Been Kissed**
Freddie Martin 20-4099—(47-4099)*
- \$ **A Penny a Kiss/In Your Arms**
Tony Martin-Dinah Shore 20-4019—(47-4019)*
- \$ **Bring Back the Thrill**
Eddie Fisher and Hugo Winterhalter Ork 20-4016—(47-4016)*
- \$ **Poison Love**
Johnnie and Jack 21-0377—(47-0377)*
- \$ **I'll Never Know Why**
Hugo Winterhalter Ork 20-4087—(47-4087)*
- \$ **The Last Round-Up**
The Four Tunes 20-4102—(47-4102)*

Coming Up...

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

- ★ **Lonesome Gal**
Dinah Shore 20-4080—(47-4080)*
Disk Jockey Pick, Billboard, March 24 issue.
- ★ **Let Me In**
Texas Jim Robertson and the Footlane Sisters 20-4077—(47-4077)*
Records Most Played by Disk Jockeys, Billboard, March 24 issue.
- ★ **Solo**
Buddy Morrow 20-4084—(47-4084)*
Disk Jockey Pick, Billboard, March 24 issue.
- ★ **Without a Song**
Perry Como 20-4083—(47-4083)*
Operators Pick, Billboard, March 24 issue.

TIPS FOUR GREAT SIDES BY VAUGHN MONROE See column at left

THIS WEEK'S MAILBAG

Record dealers ordered nearly 2,000 ad mats on RCA Victor records during the first two months of 1951—the biggest ad barrage in over ten years... Means dealers are selling plenty of RCA Victor discs and that the ads are pulling in the business...

Mario Lanza's LOVELIEST NIGHT OF THE YEAR first week sales—118,000... WOWIE!

RCA Victor dealers have contracted for nearly 484 spots on the 242 radio stations around the country carrying Wayne Howell's immensely popular disc jockey show, THE STARS REVIEW THE HITS... An imposing number of guest stars have and are appearing on the show. For example: John Garfield, Jimmy Durante, Richard Conte, Billy Rose, Perry Como, Vaughn Monroe, Mario Lanza, Phil Spitalny and Evelyn and Walt Disney...

RCA Victor record dealers are now conducting one of the biggest direct mail campaigns ever with over one million record buyers receiving a specially printed 16-page booklet covering RCA Victor merchandise represented in the company's first quarter sales program... The booklet presents the complete RCA Victor show album series on all three speeds, the complete Treasury of Immortal Performances series and the complete Singers' Series... Dealers interested in circulating their mailing lists with this direct mailer should contact RCA Victor distributors.

Several dealers have written this column to say they are getting wonderful consumer interest out of displaying the RCA Victor record ads from VARIETY and BILLBOARD and displaying them in their store windows... Great, we say... Look through the music section of this issue of BILLBOARD and have your scissors handy.

The stars who make the hits are on

RCA VICTOR Records

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

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received March 28, 29 and 30

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

POSITION	Weeks (Last) This To date/Week/Week	Title	Artist	Label
6	1-1	RHUMBA BOOGIE	Hank Snow	V-78121-0431; 46546-0431—BMI
13	2-2	THERE'S BEEN A CHANGE IN ME	E. Arnold	V-78121-0412; 46546-0412—BMI
17	3-3	SHOTGUN BOOGIE	Tennessee Ernie	Cap-781295; 46546-1295—BMI
19	4-4	GOLDEN ROCKET	H. Snow	V-78121-0400; 46546-0400—BMI
4	6-5	COLD, COLD HEART	Hank Williams	MGM-7810904; 46546-10904—BMI
5	7-6	POISON LOVE	Johnnie & Jack	V-78121-0371; 46546-0371—BMI
13	—	I LOVE YOU A THOUSAND WAYS	Lefly Frizzell	Cap-78120739; 46546-20739—BMI
40	5-8	I'M MOVIN' ON	H. Snow	V-78121-0328; 46546-0328—BMI
3	8-8	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter	Cap-7811393; 46546-1393—BMI
3	10-10	MOCKIN' BIRD HILL	PINETOPPERS	Cap-7814061; 46546-04061—ASCAP

WATCH FOR
Two New Songs

"Sick, Sober and Sorry"
and
"Tennessee Walking Horse"

RED RIVER SONGS
1001 N. Lincoln St. Burbank, Calif.

• Folk Record Releases

Arkansas Traveler—W. Mazzymer-Saddle Kings (Maxhamer-Ross) MacGregor 651
Big Luck Bites—Jimmy Lusk (Sownday, Darin) Royal 3314
Boogie Woogie on a Saturday Night—Wardell Gray (Hamm-Ross) Dec. 40306
Cable of Love—Shorewood Valley Trip (Little-Sawhorse) Cal 20794
Chew Tobacco Rag—Zeb Turner (The Mory) King 950

(Continued on page 38)

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Billy Jack Wills, brother of Bob Wills, has signed with 4-Star. He and Tiny Moore, ex-Wills mandolin player, have an eight-piece Western swing band. . . . Jimmie Short and His Silver Saddle Ranch Boys will make a series of personal appearances in Pennsylvania and Ohio in late spring. . . . Kenny and Gladys and their band begin their tour in Western Pennsylvania for the Manor Theaters in April. Their band includes Kenny and Gladys, guitar and accordion; Merle and Sally, singing duo; Jack Squires, vocal and bass; Ray Linsenbarger, steel guitar, and Johnny Hixenbaugh, comedy.

Nancy Lee and Hilltoppers will play for square dancing again this summer at Foster Park, Fort Wayne, Ind. They are sponsored by the park board and a department store. . . . Red Kirk has a new band on the air (WIMA, Lima, O.) called The Sugar Mountain Boys; Ted Raines, steel and vocal; Oscar Woollam, bass, and Jimmy Oueda, accordion. . . . Jack Swanson has resigned with his personal manager, Sidney Prosen. Deal calls for latter to handle all recording, picture and radio deals. Jack formerly was with Cozy, Owl & Elgin.

Sid Kessell has collaborated with Beasley Smith on a new tune titled "Down in Gravel Switch," cut by Red Foley (Decca). . . . Herald (Cus) Goodman reports that he and Georgia Slim Rutland (Mercury) are booking personal appearances in Texas, making their first date April 3. . . . Johnny Rion is opening a h. b. park at the end of May near Okawville, Ill. He plans continuous Sunday engagements featuring h. b. artists.

(Continued on page 145)

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

... Based on reports received March 28, 29 and 30


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

POSITION	Weeks (Last) This To date/Week/Week	Title	Artist	Label
16	1-1	SHOTGUN BOOGIE	Tennessee Ernie	Cap-781295; 46546-1295—BMI
11	2-2	THERE'S BEEN A CHANGE IN ME	E. Arnold	V-78121-0412; 46546-0412—ASCAP
8	5-3	MOCKIN' BIRD HILL	Pinetoppers	Cap-7814061; 46546-04061—ASCAP
5	4-4	RHUMBA BOOGIE	Hank Snow	V-78121-0431; 46546-0431—BMI
3	7-5	COLD, COLD HEART	H. Williams	MGM-7810904; 46546-10904—BMI
22	3-6	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefly Frizzell	Cap-78120739; 46546-20739—BMI
4	8-6	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter	Cap-7811393; 46546-1393—BMI
6	9-8	DEAR JOHN	H. Williams	MGM-7810904; 46546-10904—ASCAP
19	6-9	GOLDEN ROCKET	H. Snow	V-78121-0400; 46546-0400—BMI
16	10-10	I LOVE YOU A THOUSAND WAYS	Lefly Frizzell	Cap-78120739; 46546-20739—BMI


Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from juke box operators (516 jukeboxes) but do not have strength as yet listed in best selling (small played) category.


1. I WAS SORTA WONDERIN'	M. Mullican	King 917—BMI
2. I CAN'T TELL MY HEART THAT	Johnnie and Jack	V-78121-0415; 46546-0415
3. DON'T STAY TOO LONG	E. Tubbs	Dee-78146296; 46546-46296—BMI




4 RINGERS...




HANK THOMPSON
sings
"Where Is Your Heart Tonight"
backed with
"Those Things Money Can't Buy"
Capitol 1444




CARL BUTLER
sings
"Shake Rattle AND Roll"
Capitol 1454



LEON PAYNE
sings
"FAREWELL WALTZ"
backed with
"EMPTY DREAMS"
Capitol 1463



JIMMIE SKINNER
sings
"Falling Rain Blues"
backed with
"It's All The Same To Me"
Capitol 1476



Acuff-Rose PUBLICATIONS

the stirring voice of...



GEORGE BEVERLY SHEA

*the Greatest Singer of Sacred Songs
in America featured with the
Great Evangelist*

BILLY GRAHAM
is NOW EXCLUSIVELY on...



RCA VICTOR Records



WITH HIS FIRST RELEASE...

"I'D RATHER HAVE JESUS"

backed by

"THE KING OF ALL KINGS"

45 rpm.—47-4085 ————— rpm.—20-4085

"THE HOUR OF DESTINY" ABC Coast to Coast

Advance Rhythm & Blues Record Releases

Alibi Nobody's Business But My Own—Dinah Washington (Please Send) Mer 8231
 Chair Sona—The Ida James (Shake Your) Col 39248
 Chew Tobacco Rag—Lucky Millinder (Georgia Rose) King 4449
 Dog House Blues—Jim Wynn (Strange Low) Mer 8226
 Georgia Rose—Lucky Millinder (Chew Tobacco) King 4449
 How Do—Red Mack (My Baby's) Mer 8224
 Jamboree—The Boogie—Piano Red (Just Right) V 22-0118
 Just Right Boogie—Piano Red (Jumpin' the) V 22-0118
 My Baby's Goin'—Red Mack (How Doo) Mer 8224
 Please Send Me Someone to Love—Dinah Washington (Alibi's Necessary) Mer 8231
 Shake Your Can—Ida James (The Chair) Col 39248
 Strange Love—Jim Wynn (Dog House) 8226

THE BILLBOARD Music Popularity Charts

RHYTHM AND BLUES NOTES

Shaw Artists Corporation has completed an arrangement with heavyweight boxing champion **Exzard Charles** whereby the agency will book him for a tour of r. and b. theaters. The champ currently is working up an act with a midget for the presentation houses. Shaw is awaiting the go-head for the tour from the boxer's manager, **Jack Minix**. It is likely that he will break in the act at the Apollo Theater, Chicago. **Celebrity Club**, Providence, is not booked exclusively by Irving Siders as was reported in this column last week. The **Lynn Hope Quintet** is playing its fifth engagement in a year at the **Ebony Club**, Cleveland.

Atlantic Records has changed the title of the **Joe Morris-Laurie Tate** disk, "Don't Take Your Love From Me," to "Don't Take Your Love Away" to avoid confusion with a standard tune of the former's. The disk has been resting comfortably on the best-seller lists. . . . **Trumpeter Roy Eldridge** is skedded to return from his European jaunt April 12 and will probably go with **Norman Granz** and his **Jazz** at the **Philharmonic** until in the fall. . . . Three new r. and b. clubs have opened in San Diego, Calif.: **Creole Club**, **Cobra** and **Tops**.

Bob Astor, former band leader, has joined the **Shaw Artists Corporation** one-night booking department as assistant to **Jack Archer**. . . . Astor brought with him into the agency's fold arranger-conductor-composer **George Williams**, who will be handled by the office as a conductor. . . . **Slim Gaillard** will take his "Sings in Voul" and trio into the **Blue Note**, Chicago, for four weeks beginning April 2. . . . **Larry Newton**, topper of **Derby Records**, last week renewed **Freddie Mitchell** to a five-year paper. Same diskery signed **Ennice Davis** to a term paper, as well as **Honey Brown**, a Detroit thrush, and **Joe Lutcher**, band-leader brother of **Nellie Lutcher**.

National Records inked **Miss Sharecropper** and **Helen Page**. . . . **Ella Fitzgerald** goes into the **Regal Theater**, Chicago, for the week of April 20 and following that will fly to the Coast. . . . **Amos Milburn's** band took out \$1,981 on a one-night promotion in **Stockton, Calif.**, March 23. . . . **Joe Higgins** and his **Honeysippers** will head into the Eastern territory and is slated for an April 2d opening at the **421 Club**, Philadelphia. . . . **Dizzy Gillespie's** sextet will work the **Showboat**, Philadelphia, for a week beginning April 29.

Count Basie, currently finishing out the week at the **Apollo Theater**, Chicago, with a big band, will take the crew out for a couple of one-nighters directly after the theater. He then will return to his sextet formula for a couple of weeks at **Chi's Birdland** nitery, with opening set for April 27. Basie follows that with a one-weeker at the **400 Casino**, Albany, N. Y., opening May 14. . . . **Louis Bellson**, **Juan Tisol**, and **Willie Smith** have joined **Duke Ellington's** band as the replacements for **Sonny Greer**, **Lawrence Brown** and **Johnny Hodges**. The latter three now are working in their own small unit which is headed up by **Hodges**.

Modern Records has skedded wax dates with **Roy Hawkins** and **Little Willie Littlefield**. . . . **Bill Culver**, **Norbert Sales Company** rep, flies his own five-passenger plane while making deliveries in Western territory. **Norbert** handles, among other items, r. and b. platters. . . . **Specialty's Earl Rupe** is on an extended biz junket in the East. . . . **Mercurey's** latest talent acquisition is fem chirper **Meredith Howard**. **Edward Music** last week became the latest pop pubby to enter the rhythm and blues field. **Firm** took over the pub outfit, **Monmouth Music**, operating it as a subuid. **Dev** was made **Ed** by **Edward's Earl Schuller** and **Monmouth's Pat Moran**, on a percentage basis. **Monmouth's** initial property is "Hungry Man Blues" already cut by **Eddie Beal Trio** on **Rim Records**.

Best Selling Retail Rhythm & Blues Records

Based on reports received March 28, 29 and 30

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.

POSITION
Weeks Last This To date/Weeks

8	1	1.	BLACK NIGHT	C. Brown	Atlantic 3076—BMI
14	2	2.	ROCKIN' BLUES	J. Otis M. Walker	Savoy 766—BMI
2	—	3.	I'LL WAIT FOR YOU	Ruth Brown	Atlantic 950—BMI
23	4	4.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 781375; 1451375-45—BMI
7	—	4.	RED'S BOOGIE	Piano Red	1173122-0099; 145150-0099—BMI
4	6	6.	DON'T TAKE YOUR LOVE FROM ME	J. Morris	Atlantic 923—BMI
1	—	6.	LET'S ROCK AWHILE	A. Milburn	Aladdin 3088
7	3	8.	LOST LOVE	P. Mayfield	Specialty 781390; 1451390-45—BMI
19	7	9.	BAD, BAD WHISKY	A. Milburn	Aladdin 3088
1	—	9.	MAMBO BOOGIE	J. Otis M. Walker	Savoy 777—BMI

Most Played Juke Box Rhythm & Blues Records

Based on reports received March 28, 29 and 30

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 using automatic jukebox rhythm and blues records.

POSITION
Weeks Last This To date/Weeks

9	1	1.	BLACK NIGHT	C. Brown	Atlantic 3076—BMI
15	3	2.	ROCKIN' BLUES	J. Otis M. Walker	Savoy 766—BMI
2	6	3.	DON'T TAKE YOUR LOVE FROM ME	Joe Morris-L. Tate	Atlantic 923—BMI
23	2	4.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 781375; 1451375-45—BMI
5	8	5.	LITTLE RED ROOSTER	M. Day-Griffin Brothers	Oct 1019
3	—	6.	I'LL WAIT FOR YOU	Ruth Brown	Atlantic 950—BMI
8	4	7.	LOST LOVE	P. Mayfield	Specialty 781390; 1451390-45—BMI
4	—	7.	ONCE THERE LIVED A FOOL	J. Grisman	Milbrook 143—BMI
1	—	7.	GEE, BABY	J. Otis M. Walker	Savoy 777—BMI
19	8	10.	BAD, BAD WHISKY	A. Milburn	Aladdin 3088

ATLANTIC HITS

MAKE ANY WEATHER CLEAR SALE-ING . . .

"TEARDROPS FROM MY EYES"

RUTH BROWN #919

"I'LL WAIT FOR YOU"

RUTH BROWN #930

"TENNESSEE WALTZ BLUES"

STICK Mc GHEE #926

"MY LOVE MY DESIRE"

JOE MORRIS - BILLY MITCHELL # 933

"DON'T TAKE YOUR LOVE AWAY"

JOE MORRIS - LAURIE TATE # 923

"I'VE GOT YOU UNDER MY SKIN"

FRANK CULLEY # 931

ATLANTIC RECORDS

301 West 54th Street, New York, N. Y.

A Natural Hit!

WHISKEY, GIN AND WINE

backed by

ONE SWEET LETTER

by JOE LIGGINS #402

Specialty

8508 Sunset Blvd Hollywood 45 Calif

SOON #1 ON ALL POLLS!

OUR HIT PARADE!

I. OTIS ORCH. MEL WALKER

ROCKIN' BLUES

SAVOY #766

WATCH THIS ONE CUMBI!

THE FOUR BUDDIES

I WILL WAIT

SAVOY #769

COMING UP STRONG!

JOHNNY OTIS ORCH. WITH MEL WALKER

MAMBO BOOGIE-GEE BABY

SAVOY #777

BILLY WRIGHT DOES IT AGAIN!

BILLY WRIGHT

KEEY YOUR HANDS ON YOUR HEART

SAVOY #776

A NEW HIT BY A NEW ARTIST!

I. OTIS ORCH. LINDA HOPKINS

DOGGIN' BLUES

SAVOY #780

Savoy RECORD CO., INC.

58 Market St., Newark 1, N. J.

Dot

RECORDS, INC.

Gallatin, Tennessee Phone 880 831

LITTLE RED ROOSTER

MARGIE DAY WITH GRIFFIN BROTHERS' ORCHESTRA 1019

'O.C. 45'

SEE PAGES 14 & 15

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

- It's So Lovable—Doris Day (Very) Col 39295
Jalopy Song, The—Frankie Laine (Metro) Mer 5581
Just Think of Me—Don Roth Trio (Daddy's) Citation 146
Kentucky Waltz—Bob Connally (Chapel) Mer 5609
La Donna E Mobile—Mario Lanza (The Loveliest) V 10-3300
Let Me Look at You—Ted Straeter (Chante) MGM 10943
Lies—Fran Allison (Too Young) V 20-4105
Love Like Yours, A—Tony Fontane (No One) Mer 5611
Love Me—Herb Jeffries (I'm Yours) Coral 60425
Lowest Night of the Year—Mario Lanza (La Donna) V 10-3300
Lullaby of the Leaves—Benny Goodman Sextet (Temptation) Col (33) 3-39121
Mama—Johnny Desmond (My Yiddish) MGM 10939
Merry Polka—Frankie Laine (The Jalopy) Mer 5581
Mexican Grasshopper—Irving Fields Trio (Titina) V 20-4103
Moon of Manakoa, The—Harry James (Theme) Col 39289
My Love and My Mule—Tex Beneke (Parladium) Mer 5613
My Mom—Dick Brown (Pray) Jubilee 4020
My Yiddish Mama—Johnny Desmond (Mama) MGM 10939
No One But You—Tony Fontane (A Love) Mer 5611
No One But You—Tony Martin (Faithfully) V 20-4098
Notwin' Else Will Do—Johnny Long (Sociability) King 15104
Parladium Patrol—Tex Beneke (My Love) MGM 10936
Please Don't—Frank DeVol (Theme) Cap 1460
Please Don't Talk About Me When I'm Gone—Tiny Hill (You're) Mer 5605
Pray for Me—Dick Brown (My Mom) Jubilee 4020
Pretty Babe—Bill Darnell (And Whose) Coral 60431
Pretty, Pretty Baby—Al Trace (That's) Mer 5609
Pretty Little Bells—Leroy Holmes (You) MGM 10941
Pretty Little Bells—Benny Strong (Arc) Cap 1462
Rain Is the Tearsdrops of Angels—Chiff Ayers (A Love) Rainbow 105
Red Red in the Sunset—Les Brown (Blue) Coral 60424
She Made a Monkey Out of Me—Tommy Tucker (I Sate) MGM 10935
Smoke Gets in Your Eyes—Jerry Gray (Dancing) Dec 27450
Sociability—Johnny Long (Notwin') King 15104
Something Wonderful—Doris Day (Who Kissed) Col 39293
Take Time to Pray—Lorry Raine (Where) London 10940
Temptation Rag—Benny Goodman Sextet (Lullaby) Col (33) 3-39121
That's the One for Me—Al Trace (Pretty) Mer 5609
Theme for Cynthia—Harry James (Moon) Col 39289
Theme for John and Martha—Frank DeVol (Play) Cap 1460
Titina—Irving Fields Trio (Mexican) V 20-4103
Too Young—Fran Allison (Lies) V 20-4105
Very Good Advice—Doris Day (It's) Col 39295
We Kissed in a Shadow—Doris Day (Something) Col 39293
What Will I Tell My Heart—Billy Eckstine (I'm Yours) MGM 10944
When Banana Skins Are Falling—Slim Galliard (Bongo) MGM 10938
Where the Red Shoes Grow—Lorry Raine (Take) London 998
Who'd Ever Dream?—Phil Brito (You) MGM 10942
Who's Sorry Now—Dean Martin (Beside) Cap 1458
You and Your Beautiful Eyes—Leroy Holmes (Pretty) MGM 10941
You Know You Belong to Somebody Else—Phil Brito (Who) MGM 10942
Young Man's Fancy, A—Art Lund (From) MGM 10940
You're a Real Sweetheart—Tiny Hill (Please) Mer 5605
Zooma, Zooma, Bacallá—Louis Prima (Good) Robin Hood 106

Music at Midnight Album—Morton Gould Disk (1-10") Col (33) ML-2171; Caravan; Moonlight; Song of the Bayou; Devered Ballroom; Mood Indigo; Serenade in the Night; Deep Purple; Swamp Fire
Night in Manhattan Album—Lee Wiley-Bobby Hackett-Joe Buskin (1-10") Col (33) CL-6169; Street of Dreams; A Woman's Intuition; Sugar; Any Time, Any Day; Anywhere; Manhattan; I've Got a Crush on You; A Ghost of a Chance; Oh! Look at Me Now
Frankie Yankovic Polka Parade Album—(1-10") Col (33) FL-9528; Beer Barrel Polka; Copper Range Polka; Tchin Boon Da Ray; Who'd Ya Like To Love Ya; Hoop De Do; Lucy Polka My Wife Is Happy; Ely Polka

RELIGIOUS

- And Then I Prayed—Ink Spots (Somebody Bigger) Dec 27494
Beautiful Life of Somewhere—Randy Blake (Pass Me) Cap 1448
From the Manger to the Cross—Carl Story (The Old) Mer 6315
Good Old Way, The—Sister Wynona Carr (See) Specialty 395
He Bought My Soul at Calvary—S. Hambles (King of) Col 20795
He'll Understand and Say Well Done—Red Foley (Milky) Dec 14553
I'd Rather Have Jesus—G. Shea (The King) V 20-4085
I'll Make It Tomorrow—Sallie Martin Singers (Oh, Yes) Specialty 399
In a Land Where We Never Grow Old—Night-impales (Our Father) Dec 48205
King of All Kings—S. Hambles (He Bought) Col 20795
King of All Kings, The—George B. Shea (I'd Rather) V 20-4085
Lead Me to That Rock—Jordanaires (Swing) Dec 14555
Listen to the Lambs—Golden Gate Quartet (Nicodemus) Col (33) 3-39216
Looking for a City—Seer Family (O, Rock) Bullet 130
Lord, I Wish I Had Heard You—Trumpeteers (Till He) Score 5026
Lord Protect My Soul—Bill Monroe (River) Dec 46305
Milky White Way—Red Foley (He'll Understand) Dec 14553
My Desire—Morton Downey (When) Dec 14554
Nicodemus—Golden Gate Quartet (Listen to) Col (33) 3-39216
O, Rock of Ages, Hide Thou Me—Seer Family (Looking) Bullet 130
Oh, Yes—He Set Me Free—Sallie Martin Singers (Till Make) Specialty 399
Old Country Preacher, The—Carl Story (From) Mer 6315
On Revival Day—Marie Knight (Sending) Dec 48203
Our Father—Nightimpales (In a) Dec 48205
Pass Me Now, O Gentle Savior—Randy Blake (Beautiful) Cap 1448
Pray for Me—Kings Men (Who Else) Dec 14551
River of Death—Bill Monroe (Lord) Dec 46305
Sending Up My Timber—Marie Knight (On Re- vival) Dec 48203
See His Blessed Face—Sister Wynona Carr (The Good) Specialty 395
Somebody Bigger Than You and I—Ink Spots (And Then) Dec 27494
Swing Low, Sweet Chariot—Jordanaires (Lead) Dec 14555
Till He Come—Trumpeteers (Lord I) Score 5026
When I've Done My Best—Morton Downey (My Desire) Dec 14554
Who Else But God—King's Men (Pray for) Dec 14551

CHILDREN

- Hoopalong Cassidy & the Square Dance Holdip Album—William Boyd-California-Lucky Billy May (2-10") Cap 1781/CSX-3075
Teed the Laughing Hyena—Billy May-Alan Livingston (Sides 1 & 2) Cap DAT 3086
Whistler and His Dog, The—Billy May-Jerry Marlowe (The Song) Cap CAS 3089

POPULAR ALBUMS

- Gordon Jenkins for You Album—G. Jenkins Ork and Chorus (1-10") Dec (33) DL-5307; For You; On the Painted Desert; Maybe You'll Be There; Dark Eyes; Again; Skip to My Lou; Temptation; My-Funny Valentine
Moonlight Album—Lionel Hampton and His Sextet (1-10") Dec (33) DL-5297; Moonlight; Pent-house Serenade; The Man I Love; You Go to My Head; Easy to Love; Memories of You; Time on My Hands; I'll Remember April



LATCH ON TO EILEEN BARTON'S NEW HIT!

OPS AND DISTRIBUTORS ARE ORDERING LIKE MAD "THE SYNCOPATED CLOCK" by AMERICA'S SINGING SWEETHEART FLIP "LOCK THE BARN DOOR" NATIONAL #9152 also available on 45 rpm

NATIONAL'S LATEST IN RHYTHM & BLUES MISS SHARECROPPER "I'VE TRIED" "HOW LONG" NATIONAL #9151 HELEN PAGE "GOOD FOR NOTHING BLUES" "HE'S JUST MY KIND" NATIONAL #9149 JOE TURNER "ROCKS IN MY BED" "HOWLIN' WINDS" NATIONAL #9144

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO NATIONAL RECORDS 41 BROADWAY NEW YORK 23, N. Y.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

SMASH BALLADS BY THE SMITH BROTHERS! "There's No Return" backed with "How Thoughtful of You" London NO. 988

Pick Up the Tab!! "MESSIN' AROUND" By Tab Smith Premium #874 RECORD Corp. 3334 So. Michigan Chicago 16, Ill. CALUMET 1-9202-3

ATTENTION, DEALERS AND OPERATORS ONLY SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses. GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS We Ship in 24 Hours—No Substitutes—No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Anyone Else Can Offer You. TRY OUR SERVICE AND YOU WON'T USE ANY OTHER UPTOWN MUSIC ONE-STOP RECORD SERVICE 4956 DELMAR AVE. (Phone: FOrest 2602) ST. LOUIS, MO.

WESTERN UNION W. P. MARSHALL, PRESIDENT Check the class of service desired; whenever this message will be sent at the following: FULL RATE DEFERRED CODE NIGHT LETTER TIME FILED TO: ALL OUR SOUTHERN DISTRIBUTORS AND TO UNITED RECORDS DISTRIBUTING COMPANY IN CHICAGO. MANY THANKS FOR YOUR WONDERFUL CO-OPERATION IN MAKING "HOPEFULLY YOURS" AND "WHEN I LEAVE THESE PRISON WALLS" (RECORD #1180) BY "THE LARKS" A HIT RECORD. GRATEFULLY BESS BERMAN APOLLO RECORDS 457 WEST 45TH STREET NEW YORK, NEW YORK

M-G-M's batting out the Hits!!!!

BILLY ECKSTINE

I'M YOURS TO COMMAND
WHAT WILL I TELL MY HEART

78 RPM—MGM 10944 • 45 RPM—MGM K10944

I APOLOGIZE
BRING BACK THE THRILL

78 RPM—MGM 10903
45 RPM—MGM K10903



DAVID ROSE

and his Orchestra

THE SYNCOPATED CLOCK
THE MASK WALTZ

78 RPM—MGM 30353
45 RPM—MGM K30353



FRED ASTAIRE · JANE POWELL

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

78 RPM—MGM 30316
45 RPM—MGM K30316



TOMMY TUCKER

and his Orchestra

I STOLE YOU FROM SOMEBODY ELSE
SHE MADE A MONKEY OUT OF ME

78 RPM—MGM 10935 • 45 RPM—MGM K10935

SHENANDOAH WALTZ
BY HECK

78 RPM—MGM 10897 • 45 RPM—MGM K10897

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- THE LOVELIEST NIGHT OF THE YEAR..... Mario Lanza..... Victor 10-3300
Ballad from Lanza's "The Great Caruso" flick is an adaptation of "Ovee the Waves." It gets the full tolling from Lanza here in his best bravura manner.
- ON MOONLIGHT BAY..... Bing & Gary Crosby..... Decca 27577
When you and I were young Maggie blues
Gary and friend are back with a super side in "Moonlight," complete with patter in a relaxed, beguiling performance. Flip, with two lines going simultaneously, should get plenty of turnover action.
- CIDER NIGHT..... Mitch Miller Ork..... Columbia 39300
A rousing ork-chorus performance, featuring Miller's well-known French horn sound, makes an exciting presentation of this imported-from-Britain drinking chant.
- FAST FREIGHT..... Richard Hayes..... Mercury 5603
The young warbler turns in a large job on this charging train tune, pelted by a sock arking by George Bassman.

• 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. NEVER BEEN KISSED..... Freddy Martin Ork..... Victor 20-4099
2. I'LL NEVER KNOW WHY..... Hugo Winterhalter Ork..... Victor 20-4087
3. TOO YOUNG..... Nat "King" Cole..... Capitol 1449
4. WITH THESE HANDS..... Nelson Eddy-Jo Stafford..... Columbia 1-6
5. MAMA..... Vic Damone..... Mercury 5644
6. METRO POLKA..... Frankie Laine..... Mercury 5581
7. I LEFT MY HAT IN HAITI..... Billy Eckstine-Woody Herman Ork..... MGM 19016
8. SHENANDOAH WALTZ..... Dinah Sisters..... Capitol 1429
9. TOO YOUNG..... Richard Hayes..... Mercury 5599

• 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. METRO POLKA..... Frankie Laine..... Mercury 5581
2. TOO YOUNG..... Nat "King" Cole..... Capitol 1449
3. I'LL NEVER KNOW WHY..... Hugo Winterhalter Ork..... Victor 20-4087
4. I LOVE THE WAY YOU SAY GOODNIGHT..... Doris Day..... Columbia 39191
5. MAMA..... Vic Damone..... Mercury 5644
6. VESTI LA GIUBBA..... Mario Lanza..... Victor 10-3328
7. NEVER BEEN KISSED..... Freddy Martin Ork..... Victor 20-4099
8. BEAUTIFUL BROWN EYES..... Lisa Kirk..... Victor 20-4062
9. ALWAYS YOU..... Nat "King" Cole..... Capitol 1401
10. I LEFT MY HAT IN HAITI..... Billy Eckstine-Woody Herman Ork..... MGM 19016

• 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. SHENANDOAH WALTZ..... Dinah Sisters..... Capitol 1429
2. TOO YOUNG..... Nat "King" Cole..... Capitol 1449
3. WITHOUT A SONG..... Perry Como..... Victor 20-4033
4. YEAM! YEAM! YEAM!..... Peggy Lee..... Capitol 1428
5. ACROSS THE WIDE MISSOURI..... The Weavers-Terry Gilkyson..... Decca 27515
6. CHRISTOPHER COLUMBUS..... Guy Mitchell-B. Miller Ork..... Columbia 39190
7. NEVER BEEN KISSED..... Freddy Martin Ork..... Victor 20-4099
8. METRO POLKA..... Frankie Laine..... Mercury 5581
9. THAT'S HOW OUR LOVE WILL GROW..... Evelyn Knight..... Decca 27485

• 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. A STRANGE LITTLE GIRL..... Cowboy Copas..... King 951
2. CHEW TOBACCO RAG..... Red Ingle..... Capitol 1431
3. COLD FEET..... Little Jimmy Dickens..... Columbia 20786
4. GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE..... Shorty Long..... Capitol 1445
5. HONEY COSTS MONEY..... Eddie Kirk..... Capitol 1445
6. NO ONE SWEETER THAN YOU..... Hank Locklin..... Victor 21-0441
7. BLUEBIRD ISLAND..... Hank Snow..... Victor 21-0441
8. DOWN THE TRAIL OF AGHIN' HEARTS..... Hank Snow..... Victor 21-0441
9. I WANT TO BE WITH YOU ALWAYS..... Lefty Fitzgerald..... Columbia 20799
10. PLASTIC HEART..... Roy Acuff..... Columbia 20792

• Advance Folk (Country & Western) Record Releases

• Continued from page 34

- Down the Trail of Achin' Hearts—Hank Snow, Anita Carter (Bluebird Island) V 21-0441
- Electricity—Jimmy Warby (Another) V 21-0447
- Fast Women, Slow Horses and Wine—Dayton Mars (The Morning) GRt Edge 5028
- Field Road Mac—Delmore Brothers (Molla Mae) King 935
- Fire on the Mountain—Tommy Jackson (Back Up) Mer 6315
- Hot Rod Race Ma. 3—Bob Williams (So Do!) Tennessee 756
- I Ain't Got No Room—Bily Walker (Beautiful Brown) Col 20790
- I Hoppers Every Day—Bally Clark (Last Night) B.J.D. 5072
- Joe's Mandolin Rousie—Robert Friar (Heartbeats and Fortune) 150
- Kentucky Waltz—Eddy Arnold (A Million) V 21-0444
- Last Night My Heart Crossed the Ocean—Sally Clark (It Happens) R.F.O. 5072
- My Baby's Just Like Money—Lefty Fitzgerald (Walt) Col 20799
- New Oklahoma Bound, The—Larry Cassidy (Do Well) Cap 1456
- Right and Day—Hamer & Jethro (When It'd Federal) 10004
- Rockin' Chair Blues—Jack Boles (Runnin' Round) MGM 10933
- Shake, Rattle and Roll—Carl Butler (The Guarantee) Cap 1454
- Steppin' Out Again—Billy Starr (The Last) Col 20784
- Take My Ring From Your Finger—Johnnie & Jess (On Good) V 21-0448
- Tell Me, Ma'am—Leon Chappell (Slow Down) Cap 1447
- Tonight Blues—Jerry Byrd (Over the) Mer 6306

THE 'CAUSE OF IT ALL....



**DINAH
SHORE**

and her recording of ...

**'CAUSE
I
LOVE
YOU**

Popping!!

with Henri Rene's
orchestra & charms

45 rpm 47-4107
78 rpm 20-4107

- ✓ **'CAUSE,** *Dinah sings it!*
- ✓ **'CAUSE,** *Deejays are spinning it!*
- ✓ **'CAUSE,** *Coin-Ops are buying it!*
- ✓ **'CAUSE,** *Dealers are selling it!*



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 41 EAST 42nd ST., NEW YORK 17, N. Y.
 Exclusive Sales Agents for U.S., Canada, Central and South America

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
 80-89 EXCELLENT
 70-79 GOOD
 60-69 SATISFACTORY
 50-59 POOR

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

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 25; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record ad)—promotion film, legit and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	RETAILER	COLLECTOR
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FLORIAN ZABACH (Al Binsky Ork)
Jalousie DECCA 27506—The TV fedora hits around the old tempo in a lively reading which is bound to please his watchers. 73--74--72--74
The Hot Canary DECCA 27507—Zabach, with his TV and vaude efforts, has made the Paul Mero piece quite a hot emcee. He crosses the entry item in his own trade, with the result it is a diskie which could send the ditty soaring. 87--88--88--86

RUSS MORGAN DRK
Charlie Is My Darling DECCA 27508—The hit ballad novelty is done in lively fashion by Morgan. Lee Brown handles the solo there. 74--76--72--74
Metro Polka DECCA 27509—Scintillating calling of this promising and catchy colza. The shell harmonium of the Gay Riders adds sparkle from the overall quality of the diskie, which should do deep work when it is long gone right. 85--85--85--85

CASTILIANS (Victor Young)
El Choclo DECCA 27511—Spiritual street scene reading of the standard tempo. 66--65--65--68
Valentino Tango DECCA 27512—A lush instrumental reading of a piece done as theme material in the coming movie. Big of the diskie screen lower. The movie title may aid the record's sale. 69--72--69--67

ETHEL SMITH
If DECCA 27534—Miss Smith delivers an organ instrumental reading of the current smash. Doesn't figure to hit much more than a limited market, mainly Midwest. 60--60--58--62
Be My Love DECCA 27535—Organ instrumental reading of the rich hit ballad may draw some Midwestern attention. Lanes appears to have topped the market on this song. 62--62--60--64

HUGO WINTERHALTER ORK (Stewart Foster)
Alice In Wonderland VICTOR 20-408—The extremely lively title tune of the coming Disney film is done out in a smiling but lush Winterhalter reading. Stewart Foster solos. Should attract attention. 84--85--85--83
I'll Never Know Why VICTOR 20-409—Beautifully handled and recorded treatment of a simple, down-to-earth ballad should prove to be Hugo's biggest item to date. Has the earmarks of a winner all the way. 88--89--88--88

HENRI RENE ORK (April Stevens)
You Are the One VICTOR 20-410—Stevens treats this current pop, a sequel to "All My Love" by the same writer, instrumentally. Lots of feelies but not much more. 69--72--67--67
My Lost Melody VICTOR 20-411—This lively French, inspired by Piaf, draws searching mood treatment. April Stevens contributes a treaty chorus. The gal has a persuasive style. Tune is in "The Making Season" field. 82--84--82--80

FREDDY MARTIN ORK (Merv Griffin-The Martin Men)
Never Been Kissed VICTOR 20-409—A likely novelty co-authored by Charlie Green, who was responsible for "The Thing," is done crisply and skillfully by the Martin crew. Should hit for US hitures. 88--88--88--89
Jo-Ann VICTOR 20-410—Part little girl friend banter is done up in the clean, pleasing dance style of the Martin band; Merv Griffin and the Martin Men vocalize. 72--73--70--73

EDDIE FISHER-HUGO WINTERHALTER ORK
Good-Bye G.I. Al VICTOR 20-410—Fisher belts out a production piece dedicated to the late 4th Marine. The solo of the Winterhalter setting rounds out an all-round performance which could draw attention. 82--85--82--80
Get Your Paper VICTOR 20-411—Another of Fisher's vaude specialties is pulled to wax in a brassy manner. The performance—big piping and raucous ending—is bound to draw play. An ideal sounding for the growing ranks of Fisher fans. 80--85--80--75

SONNY BURKE ORK (Hub & Huddy)
The Sidewalk Shuffle DECCA 27541—Burdette gives a hard-boiled boogie novelty which sets members of the Bradley-Gibbs Ork. Solid driving, crisp tone hand-clapping and a beautiful melody make this one a contender for spring when swing still holds sway. 78--80--76--78
That's the One for Me DECCA 27542—Considered rhythm novelty is done up in the same driving style. Hub and Huddy contribute the vocal effort. If tone catches, the listening is bound to bring up action. 79--80--76--80

Lotsa Beef
 • Continued from page 11

simple, clear invective. When he was finally persuaded to leave the microphone, he exchanged remarks with a member or two, and then let go with the punches when a sideliners got up to help him to the door.

The beatific note was furnished by member Hans Lengsfelder, who borrowed from Matthews 25:29 to comment on the classification system: "Unto everyone that hath shall be given. . . From him that hath not shall be taken away, even that which he hath. . ."

Judge Ferdinand Pecora, recent addition to ASCAP's counseling firm of Schwartz and Frohlich, said of the meeting: "My first impression of ASCAP was striking."

ARTIST LABEL AND NO. TUNES COMMENT

FRED WARING GLEE CLUB & ORK (Gordon Goodman)
The Loveliest Night of the Year DECCA 27507—Excellent conception of this month-old adaptation of "Over the Waterfall" Gordon Goodman's tone sells strong in a nice chord setting. 84--85--84--82
Tulips and Moonlight DECCA 27508—The Waring song Club is spotlighted on an extremely skillful treatment of a pretty new ballad item with an appealing vocal charm. 78--82--78--74

DON CHERRY (Dave Terry)
Don't Cry DECCA 27539—Cherry gives this fine Piaf ballad in his unaffected, straightforward manner. 81--82--80--80
Don't Leave Me Now DECCA 27540—The warbler does another top job on a pretty new ballad with a neat artist from the Terry budding. 81--82--80--80

BING CROSBY (Jud Conlon Choir-John Scott Trotter)
More I Cannot Wish You DECCA 27506—One of the best-known items from "Guys and Dolls"—and one of the prettiest—is done admirably, the delicately, by Crosby. 79--84--75--75
Silver Moon DECCA 27507—Another cash Crosby on the fine old Brumba standard. 79--80--78--78

LES PAUL (Mary Ford)
Walkin' & Whistlin' Blues CAPITOL 1491—Another unusual experiment by Paul spotlights his shrill whistling of standard slow blues against a big bass pattern of "woody" sound effects and the multitracked guitars. Could score in country and folk circles. 82--84--80--82
How High the Moon CAPITOL 1492—Paul really expands his multi-dub idea here—he has 12 guitars and uses Mary Ford (his wife) sing ways for chord effects. The spirit and refreshing sounds should send this one soaring to keep the Paul idea the hot wax entity at B in the moment. 89--89--89--89

JOHNNY PARKER (Sid Feller)
My Love Serenade DECCA 27513—Parker is not in form as he takes a thing at this sad adaptation of "A. S. D." 64--64--64--64
Go Tell Your Troubles to Somebody Else DECCA 27514—The steam is missing here as well as the warbler tries with a light-weight rhythm piece. 60--60--60--60

NAY "KING" COLE
Little Child CAPITOL 1493—Not in top form these days, delivers a warm and glowing reading of a Big Band, sensitive cow which was written in the same spirit as "Sally Gray." An arty item which could crop up a "stager," should certainly clean up among Nat's following. 82--88--82--77
Red Sails in the Sunset CAPITOL 1494—A lively reading, with vocal group and in some time, of the lively title. Could stir up a revival of the tune if the exploitation is strong enough. 87--87--87--87

MEL BLANC (Billy May)
K-K-K-Katy CAPITOL 1495—Blanc turns on his sluttish comedy for a funny reading of the old sluttish novelty. A bright diskie which should prove to be a profitable novelty. 84--86--85--81
Flying Saucers CAPITOL 1496—An amusing novelty is delivered as Blanc does a stable take-off of a proved comedy. The saucers referred to here are teatime. 81--83--81--79

TV-Phono Merchandising

• Continued from page 18

phono. Sels, however, will still be portable in that they will have carrying handles. Internal changes include the use of Triac-Matic 950 changer in models 975 and 980. V-M also introduced a new phono, Model 150, a three-speed manual unit.

Feb. Tube Sales Up 50% Over 1950 Tally . . .

Sales of receiving tubes in February increased 48 per cent over sales in the corresponding month of 1950, the Radio-Television Manufacturers' Association reported. February sales totaled 36,821,794, as against 24,865,546 tubes in the corresponding month of 1950. February sales, however, were slightly below the 37,042,303 tubes sold in January of this year.

TV Firms Continue Showing Sales, Profit Hikes . . .

Financial statements from radio-TV manufacturing firms continued to show increases in both sales and earnings. Zenith showed a larger profit for the eight-month period ended last December than it did for the full 12-month period in the preceding year. Wilcox-Gay, as a result of merging with the Majestic and Garod firms, shows a net sales figure four times as large as that of the year before, and reports a net profit of more than \$28,000 against a net loss of \$755,000 in 1949. Traders, however, expects that 1951 financial statistics won't look nearly as good, even if the TV freeze is lifted immediately.

CHICAGO, March 31.—The slump in TV receiver sales has hit Chicago manufacturers so hard that they have temporarily laid off nearly 10,000 workers. Manufacturers here turn out 35 to 45 per cent of all TV receivers, and have around 35,000 employees normally. The manufacturers said the main reason for the layoffs was the drop

SPA Charges

• Continued from page 11

is perfectly willing to give Kalmannoff the new contract form; the disagreement, he says, is actually about a royalty split on the tune, involving Kalmannoff and three other writers. Love, he says, was copyrighted by him in 1936, as an adaptation of a melody owned by the Italian Book Company, with royalties going to that firm and three writers, of whom Kalmannoff was not one. In 1950 Kalmannoff brought him a version of the tune with a new lyric, and agreed, according to Spier, to a specified split with the three other writers, regardless of whose version might become popular. Spier says he has Kalmannoff's signature to this effect, and that, nevertheless, when the Kalmannoff version was recorded and became the money earner, the writer asked for a new deal.

Richmond Inks

• Continued from page 11

to many of its affiliates, it is unusual in that the contract in no way commits Richmond to exclusivity. Most BMI deals not only blueprint the mode of professional activity for affiliates, but stipulate a measurable devotion to BMI, with a short-term cancellation clause to lend teeth. "The Richmond pact is for one year and he is free to swing between BMI and ASCAP as his judgment dictates. Al Brackman is general manager of all BMI activities, with Pete Cameron prexy of Folkways and Loring Buzzell heading up exploitation.

in retail sales, although a shortage of some parts because of scarce metals also was responsible. The slowdown in production at the major plants is backing up and causing idleness in supplying plants. Admiral gave temporary furloughs to 1,100 out of 3,200 workers in its main plant, and to 185 out of 370 in another. Hallieraters is running with 1,800 employees, compared with 2,207 last December. Zenith laid off, but did not disclose the number.

THE BILLBOARD Music Popularity Charts

Record Reviews

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

Artist	Record Title	Label	Popularity
TONI ARDEN (Percy Faith)	Too Young	COLUMBIA 34771	81-82-81-80
	Too Late Now	COLUMBIA 34772	80-83-80-78
PERCY FAITH (Johnny Thompson)	No One But You	COLUMBIA 34757	73-75-72-72
	Goodbye, John	COLUMBIA 34758	72-73-72-72
PEGGY LEE (Dora Barbour)	The Chosenball Express	CAPITOL 3410	80-84-78-78
	That Old Devil	CAPITOL 3411	77-80-74-77
MARY MAYO (Al Hawn)	My Love on My Mule	CAPITOL 3419	65-65-65-65
	It Only Takes a Minute	CAPITOL 3420	72-77-70-70
FRAN ALLISON-WAYNE KING ORK	Did You Write a Letter to Your Sweetheart?	VICTOR 20-4028	85-85-85-85
	All in the Golden Afternoon	VICTOR 20-4029	74-74-76-72
THREE SUNS	March of the Cards	VICTOR 20-4030	75-75-75-75
	The Syncopeated Clock	VICTOR 20-4031	81-80-80-83
MINDY CARSON (3 Beas & Peep-Andrew Ackers Ork)	I'm Lase	VICTOR 20-4032	85-86-85-84
	Two Brill	VICTOR 20-4033	73-76-73-70
FOUR TUNES	The Last Roundup	VICTOR 20-4122	72-72-71-73
	Wishing You Were Here Tonight	VICTOR 20-4123	62-62-62-62
ERROL GARNER	The Sheik	ATLANTIC 675	73-73-72-74
	Serenade in Blue	ATLANTIC 676	68-68-68-68
ED FARLEY'S ORK	Margie	ATLANTIC 677	53-53-50-56
	Jazz Me Blues	ATLANTIC 678	51-51-54-48
JIMMY ETTA ORK (Rita Harris)	Too Many Tomorrows	STYLWELL 5-303	30-30-30-30
	Romancing	STYLWELL 5-304	20-20-20-20
LAWRENCE COOK (Tony Mango-The Sapphires)	What Ever Happened to the Good Old Days?	ARCADE 12424	84-84-82-86
	The Nickelodeon Waltz	ARCADE 12425	82-82-80-84
MARTHA TILTON-HARRY BABBITT (Geo. Cates Ork)	Let's Waltz Just Once More	DECCA 3404	72-72-71-73
	Where the Red, Red Roses Grow	DECCA 3405	88-89-87-88
KAY BROWN (Harry Celler Ork)	Literic Rock Getaway	MERCURY 3600	52-54-52-50
	My Love and My Mule	MERCURY 3601	52-54-52-50
TONY FONTAINE	Syncopeated Clock	MERCURY 3602	74-74-74-74
	I'm Yours To Command	MERCURY 3603	70-70-70-70
LEE MONTY'S TUTONES (George Ramsby)	Roman Guitar	LONDON 994	81-80-80-83
	In the Valley of the Moon	LONDON 995	73-73-71-75

(Continued on page 144)

Stability Seen

Materials, Eljay Rubber, and Collins, Davidson & Dague. Last named this week issues letters to its pressing plants, notifying them of the abolition of special flex, flexite, phonoflex, supertone, tempo, vinylux and vinylite substances. In its place, CC&D is substituting rigid shellac bisulcates, flex, victory flex and velvaton.

As a result of the vinyl situation, milling plants are being forced to buy at gray market prices. Eastern ops, who buy vinyl scrap from various companies, are underselling and in some instances offering vinyl at higher than standard prices but in larger quantities. Virgin vinyl now goes at 36 cents a pound in carload lots. Under-the-table vinyl buyers are getting as high as 73 cents per pound from companies that have been hit by the critical situation.

Buy Scrap

Some mills are offsetting the vinyl situation by purchasing scrap from allied vinyl industries such as makers of shower curtains, fountain pens, etc. Scraps are re-processed and, in turn, sold to pressing plants, thereby satisfying all parties.

Should vinylite supplies be cut even much more, local pressing plants feel the industry will not suffer greatly. Diskeries can in many instances shift to other, even the this would affect long-play production. Major diskeries, however, are preparing substitutes and therefore could continue long-play production without too much trouble. Majority of indies are not too deep in LP production. It is possible for 45's to be issued on shellac, but without the ease of the 78 transformation. Best events with 45's diskies are known to be deeply engaged in substitutes research.

At present, 78 platters use 14-20 per cent vinyl, 45's, 40-60 per cent, and LP's almost virgin flex. Local indies are getting around the corrugated paper pinch by using strips of paper for packing, as they did during World War II. Smaller labels use only vinyl for LP and disk jockey platters, and therefore are in an easier position than larger companies. Diskeries which ship platters by air freight, due to flex lightness, would be forced to return to truck and train shipping should shellac slings again take form.

Big Firms Fair

vinyl supplies has reached the point where vinyl scrap is selling for 43 to 48 cents a pound—10 cents more than the price of the virgin material.

Meanwhile, the price of shellac scrap has jumped within the past few weeks from 3 cents a pound to 6 cents a pound. Scrap buyers and sellers agree that further increases are expected in both the shellac and vinyl markets. It is also generally agreed that the second and third-line sources for vinyl are not in any way connected with the record industry, but rather with a myriad of other trades which use the same form of vinyl resin. Classified ad columns of large city newspapers continue to run blind ads offering vinyl for record use. Contact with the advertisers results in a return phone call—not a letter—in which the 75 to 79 cents a pound price is quoted.

Basic prices of plating materials have also risen. Latest trade quotations show chromic acid selling for 80 cents a pound, instead of the old 27-cent price copper up to 39 cents from 22 cents and nickel sulphate up to 62 cents from 24 cents.

Major vinyl suppliers like Bakelite, Goodyear and Goodrich are reported to be filling their contractual arrangements with allocations on an equitable basis, and close to 100 per cent of called-for deliveries. Excess of all firms say that the supply position should remain stable for the foreseeable future.

Meyerson Topper

on the indie's LP and 45 lines. Gabor's own plant is now reported to be operating at capacity.

Meyerson's first move as general sales manager will be in the direction of setting up additional distribution for the firm via appliance wholesalers rather than through the regular disk distributing channels.

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

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

Artist	Record Title	Label	Popularity
MOONGLOW (Lovel Hampton and His Sixes (1-10))	Street (1-10)	Decca 33101-5297	67
	NIGHT IN MANHATTAN (Lee Wiley-Bobby Hackett-Joe Bushkin and His Swinging Strings (1-10))	Columbia 34189	75
	LULLABY OF BROADWAY (Doris Day; Norman Luboff; David, Buddy and Quaker; Frank Conroy; Ork (1-10))	Capitol CL-6168	86
	ALBUM (Lillian, particularly those recordings and the new one "The night," are perfect. Give it all up.)		86
	DISK REPS, AFRA (Continued from page 11)		
	PRINTERS STIFFEN (Continued from page 11)		

POPULAR

Artist	Record Title	Label	Popularity
FRANKIE YANKOVIC POLKA PARADE (F. Yankovic and His Yanks (1-10))	Decca 33101-5298		79
	THE SOLITARY SINGER (Terry City (1-10))	Decca 33101-5305	70
	GORDON JENKINS—FOR YOU (1-10)	Capitol 33101-5307	77
	COUNTRY & WESTERN ALBUMS		
	ERNEST TUBB FAVORITES (1-10)	Decca 33101-5301	75
	SUNDAY SCHOOL SONGS FOR CHILDREN (1-10)	Decca 33101-5308	72
	CHILDREN'S		

SEE PAGES 14 & 15

Opens a new 5 million market for 45's!



On April 1, printers are faced with another increase in labor costs. This will go to the members of the Amalgamated Lithographers, who will receive a \$1.89 cost of living increase. It was stated, however, that most printers are trying to hold the current price line—with only one printer reportedly considering a hike.

Present at the confab Thursday were reps of Victor, Columbia, Decca, Capitol and MGM. The next session is scheduled for Thursday (5).

Printers are currently very busy, the government's sheet music orders having recently come thru to by a generally good sheet music business.

reality getting 10 per cent of the output of the mills. Printers fear, however, that if pending legislation goes thru another 10 or even 20 per cent may be allocated to government use. This, a printing exec stated, would result in a very rough situation for the music trade.

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MARCH SAD STORY FOR STEM COMBOS

Music Hall and Strand Top February Averages, But All Other Houses Lose

NEW YORK, March 31.—March came on like a Durante and went off like a dog act, was the evidence gleaned from a look at the grosses of the Stem presentation houses. With the exception of the Music Hall and the Strand, March grosses topped all along the line as compared to the February takes.

The Music Hall with its Easter show was one of the two houses that did a better average biz for March than it did for February, despite the fact that most of its pictures during that period got mixed notices. House average take during March was \$138,000 a week. In February its average was \$115,000. Last week's figure with Royal Wedding was \$170,000 against \$141,000 for the second week and \$139,000 for the opener.

The Strand got its big boost from Josephine Baker plus Storm Warning. During February house average weekly take was \$39,000. For March this figure rose to \$57,000. For the last four days of Josephine Baker house took in \$33,000. Show started with \$68,000 followed by a \$50,000 second week when Miss Baker was out for a couple of days. Bill collected \$70,000 for the opener.

The rest of the presentation houses all showed minus figures for March as against those for February. The Paramount's weekly average for February was \$80,000. For March this was cut to \$60,000. The first week of the new bill, Lemon Drop Kid and Billy Eckstine promises to be a big one. Opener got \$97,000. Roy's March gross was \$72,000. In February the weekly average was \$83,000. Current bill with Tony Martin and Bird of Paradise, got \$82,000 for the second week compared with \$81,000 for the preem.

Capitol's average figure also nose-dived for March. In February the house take averaged \$51,000. Last month's recap showed the figure down to \$39,000.

Palace has been experimenting with new formulae, using five acts, six acts and even four acts, spending a little more than it originally planned. Its average figure, \$18,000 has stood still. Last week house drew \$18,000 as against \$16,000 for the previous frame.

BAN STRIPS BUT THEY LIKE 'EM

HOLLYWOOD, March 31.—"Do as I say, not as I do," was the story this week. City bigwigs, long opponents of burly, saw their threats to crack down on strip spots materialize this month when an ordinance banning strippers was passed.

However, when it comes to having a good time, where do the civic leaders (including Mayor Fletcher Bowron and Sheriff Eugene Biscailuz) go? More than 100 city fathers Sunday (18) feasted and cawked at Ciro's. On the bill was Lili St. Cyr, for bubble bath and other strip tease routines.

H'w'd AGVA Delegates

HOLLYWOOD, March 31.—American Guild of Variety Artists has nominated 10 members as local delegates to AGVA's national confab here June 7-10. Seven of the 10 will be chosen at a membership meet either in late April or early May. Nominated are Harry Mendoza, George West, Nicky Stewart, Harry Rose, Lin Mayberry, Larry Rio, Joe Mole, Kay Boley, Eddie Medley and Ben McAtee.

Lounge Booking Biz On Definite Upswing

Southwest, Midwest Cocktailery Jobs Up 25%; Move Is Away From Juke Boxes

• Continued from page 1

switchover from juke box to live entertainment to step-ups in factory workers in various areas. Others say it is more and more uniformed personnel looking for amusement.

Eastern Canada is another area where cocktail work has increased, tho in the big cities the demand is for units with names.

The money in most cases isn't big. The average is about \$600 for a trio, ranging up to \$1,500 for units with some name value and up to twice that for solid names. But even if the dough isn't big, it means more work and the agencies are content. They point out that a \$600 combo can work on a job for months, and 20 or so such units in various areas working regularly send in \$80 a week in commissions presenting no troubles, except opening envelopes.

Oddly enough the demand has not spread east of the Mississippi River, with the possible exception

of some increase in Georgia and Alabama. But, as talent sellers point out, the last showbiz boom also started in the small towns in the Southwest and Midwest before it hit the big cities. And with defense spending keeping pace, they say it will hit the big cities before the end of next summer.

Copa Charges Vs. Tony Martin Due for Trial

NEW YORK, March 31.—The Tony Martin versus the Copacabana case, involving charges of a breach of contract, was scheduled to come up before the American Guild of Variety Artists Monday (1).

The Copa last used Martin in February, 1947, for three weeks of an eight-week date. Club claims it let him out of one week and two two-week options to enable him to do some radio shows, with the understanding he'd play the time off at some mutually agreed upon date before March, 1948. Club is now charging Martin with a breach of contract and demanding he pay \$34,500, which it claims was the salary agreed upon for the unfilled five weeks.

Martin said he offered to play the time but as a singer he couldn't do three shows. He claims that in any event the dough asked by the Copa is excessive.

AGVA Ponders Confab Site

NEW YORK, March 31.—The American Guild of Variety Artists convention, set this year for Hollywood June 7, may be changed to a site east of the Mississippi River, on the recommendation of AGVA's fact-finding committee.

The chief reason for the suggested change is to save an estimated \$6,000. The cost of the confab in Hollywood would be about \$23,000.

Wires have been sent to all board members asking permission to throw the change of site to the members via a national referendum. Most of the replies already received have indicated approval for the referendum.

If the change is made the choice will be among Detroit, Cincinnati, Pittsburgh and Buffalo. Date will be unchanged. A survey of relative costs is now being made.

Ben Barnett, 78, Dies in New York

NEW YORK, March 31.—Ben Barnett, 78, well-known newspaperman and songwriter, died at the Sanger Home here Friday night (30). Ill with palsy for the last several years, a fall last January brought about a minor stroke from which he was recovering.

His long career of over 50 years covered employment on the old New York Star the old New York Sun, the New York Journal-American, Vaudeville News and The Billboard. As well as holding a card with the American Newspaper Guild, he had been an active member of the American Society of Composers, Authors and Publishers and the American Guild of Variety Artists.

Confined since January in St. Luke's Hospital here, he had been moved to the Sanger Home Tuesday, apparently on the road to recovery.

Crematory services at Ferncliffe Cemetery, Westchester County, N. Y., April 1.

CRUISE SEASON ENDING

Biggest Year Gives 600 Acts Jobs; Dough Is Small, But Rest Great

NEW YORK, March 31.—The biggest cruise season in years, with more than 600 performers finding work, is just winding up.

One of the largest cruise bookers in the biz, and still up there, is Nat Abramson, WOR's entertainment director. Serving 26 cruises which started around Thanksgiving Day, Abramson booked more than 200 acts on various ships. Many of these acts were singles, but some were duos or trios.

In addition to Abramson there are Dick Henry, of the William Morris office; Lou Lang, and Henry Herrman. Among these three, probably another 50 acts found off-season work aboard cruise ships.

As in previous years the salaries paid performers wasn't high. It usually amounts to a club date salary per show. The average salary was \$75 per show, with most cruises doing one show a week. On a 14-

day cruise, for example, performers would do two shows.

Dance Class Coin
The most dough, strangely enough, is made by dance teams. They get their usual club date salaries, but in addition to that pick up three to five times as much teaching dancing to passengers aboard ship. With no competition facing them, and with passengers confined to the ship, dance teams sometimes make as much on a two-week cruise as they would on a full season in the resorts.

If money isn't big, acts get all accommodations the same as paid passengers. The only exception is where a ship is hired by a cruise outfit. But where the lines run their own cruises, acts have no complaint. They get top staterooms on the choice decks, frequently with private baths, and are treated like visiting nobility by the ship's officers and passengers. The food is

exactly the same served to passengers.

If a ship leaves New York on a Wednesday, the first show is usually Friday night, preceded by an afternoon rehearsal. If it's a 14-day cruise, the next show is after leaving a major port en route to New York. Occasionally, the show may run in two parts because the room isn't large enough to accommodate all the passengers. Also a show is sometimes put on for the crew.

Rehearsal Woes
The boss of the show aboard ship is the cruise director, hired by the line. Trouble may arise if the director, or at times the head of a cruise company who may have chartered the ship, is unfamiliar with show business.

Complaints arise from performers taking some of these trips that rehearsals are pretty hectic when uninformal sources "advise" acts what material to use and what not to use. Conflicts under such arrangements are inevitable.

Also complaints were made against the Simmons Cruise's giving the performers tiny cubicles in what amounts to the bottom decks, while most lines offer best accommodations.

Most major lines also give performers every co-operation, including a cut in bar bills, cuts in valet charges, etc.

Foreign Artists
The music aboard ship varies with the musicians hired for the cruise. In many cases the ship's perk is made up of regular ship's personnel, musicians hired in England, Italy, or wherever is the ship's home port. In such cases the ship also hires a piano-accompanist who cuts the show and plays occasional cocktail hours. Foreign musicians work for pennies. Aboard one foreign ship musicians get \$2.20 a day and make collections nightly to make it up. American musicians get 80¢ scales and have the same treatment aboard ship given to performers and passengers.

Working cruise ships is hardly a career for performers, but occasionally it leads to club dates. In any case, however, they're a genuine rest, if that's what the performer is looking for.

Moley Eyes Orks

SAN FRANCISCO, March 31.—Edward G. Moley, president of Moley Enterprises, who tried to revive vaudeville at the Downtown Theater, is ready to call it quits after dropping \$15,000. His next venture will be a name band policy, starting with Stan Kenton on April 9 for one week.

WHO'S ON FIRST?

AGVA Brass Vying for Paris Junket

NEW YORK, March 31.—A problem in protocol has the toppers in the American Guild of Variety Artists panting with eagerness. Last week, William Green, American Federation of Labor head, phoned AGVA national delegate to attend the Paris confab of the United Nations Educational, Scientific and Cultural organization, to start June 7 and run for six weeks.

Henry Dunn, AGVA topper, promptly decided he would go. Other AGVA officials also expressed their willingness. After all, a six-week junket to Paris with all expenses paid wasn't something to lightly cast aside.

The chief obstacle is the AGVA convention, which is also due to start June 7. AGVA toppers can't be in both places at the same time. Nobody knows yet who'll go. But all the eligibles are figuring how they can get their hats into the ring.

NBOA Asks U.S. To Clarify Law

• Continued from page 18

statement can be had than the fact that they are not considered cabarets by the American Federation of Musicians, the American Society of Composers, Authors and Publishers, and amusement trade publications. As you know, a ballroom is fundamentally a place to dance and the primary purpose of those who attend such an establishment is to engage in dancing. The sale of such minor items as soft drinks, popcorn and candy bars is for the convenience of the patrons and, as such, is purely incidental.

The statement continued that "to place ballrooms in the same category as cabarets is in effect to subject them to confiscatory double taxation inasmuch as one tax is imposed at the box office on the price of the entertainment and another tax for the same purpose is imposed on the charges for refreshments."

"Those charges, unlike those in a cabaret, are not increased to include the cost of the entertainment offered. Obviously, ballrooms cannot survive such manifestly unfair and grossly discriminatory taxation while their aforementioned competitors, appealing to the same class of patronage, pay but a single tax levied only on their admission charges."

New York

Beckman and Pransky made a deal with Harry Brandt and will take over the Mayfair for their unit, "Bagels and Yocks," to open in mid-May. . . . Phil Brito now with Charlie Yates. . . . Lou Irwin, Ink Spots and the Gale office, in a tizzy about a mix-up for Nevada dates. . . . Merriel Abbott opening an office at the Waldorf.

AGVA rank and file yelling against the \$10 assessment. . . . Henry Slate back from Hollywood taking bows. . . . Danny Thomas goes into Bill Miller's Riviera May 25. He may be followed by Lena Horne. The Boulevard's got Peggy Lee, Alan Carnoy, Myron Cohen and Billy Holiday set for future dates. . . . Dave Victorson, op of the Brooklyn Suburban and Tabu, has taken over the Capri in Atlantic Beach, L. I. Spot opens Decoration Day, with Pupi Campo on the stand. . . . Eddie Fisher will do a week for Monte Proser Cafe Theater starting April 2.

Hollywood

As the result of rave notices at the Cafe Gals, chirp Dorothy Dandridge and vet 88'er, Phil Moore, have skedded a date at the Cafe de Paris, London, sometime this summer. They are in their 10th week at the Strip nitery.

Trenier Twins bowed last week

Extra Added

Brief but important night club-vaudeville news

Denver

Due to strong biz, Cafe Gals on the Strip has held over Dorothy Dandridge and Phil Moore in their 10th week at the club. Also at the Gala, Robert Clary has been classified 1-A in the draft. Singer is currently working in Columbus' "Ten Tall Men." . . . Bob Calhoun is promoting a blood donors' drive at the Coconut Grove, in collaboration with the Ambassador Hotel and the American Red Cross. Portable bloodmobile units will be used. . . . Tom Ball's China Doll Revue booked into Wilbur Clark's Desert Inn, Las Vegas, Nev.

Cincinnati

Jean Dixon, former feature with Gordon Kibbler's "Cover Girl Revue," is now doing a vocal single at army and navy stations in Texas out of her home town of Dallas. . . . Sylvia, singing pianist, formerly for three years at La-Normandie Restaurant here, has begun her fourth month at the Town Pump, Detroit. . . . Jackie Heller moves into Al Morgan's Glenn Rendezvous, Newport, Ky., for a two-weeker April 17, when Morgan hits the road for six weeks of personals. Also on the bill will be Betty Baker. . . . Darryl E. Rice, who operated nitery on the West Coast and in Florida the last seven years, is now manager-operator of the Autotel Blue Room on McCarthy Drive in Houston.

Ciro's, Hollywood
(Friday, March 23)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hoyer. Press, Rogers-Cowan. Estimated budget this show, \$4,000. Estimated budget last show, \$4,000.

Herman Hoyer has another winning double head with James Paige and Sammy Davis, Jr.'s Bill Mastin Trio. But judging by opening night response, Miss Paige will have to yield the closing spot to the Mastin threesome. Davis electrified patrons with the same sock dance routines and flawless impersonations he's used in theaters for years. Opening with his partners (uncle and father), Davis then steps out for a few fast-flying solo terp numbers, followed by clever mimicry of showbiz greats. Closes with more fancy stepping. High-paced act brought down the house.

Miss Paige, a capable songstress, found it rough following the Mastin group and was unable to attain the level set by the trio. Working with the confidence and authority of a rafe vet, she wins audience favor with her *Black Bottom*, *Lady Is a Tramp* (streamlined with an up-to-date chorus) and *Taking a Chance on Love*. Length and weak melody line of her *In Love With Broadway* makes it a no-hum number. She'd do well to drop it.

Dick Stabile scored as bouncer and emcee. His cork canny backed performers and provided pleasing dance music. Geri Gallan's combo pleased Latin terp bugs.

Lee Zito.

Wedgwood Room, Woldorf-Astoria, New York
(Thursday, March 29)

Capacity, 282. Price policy, \$2 cover after 9:15. Shows at 9:15 and 12:15. Owners, Hilton chain. Bookers, Merril Abbot. Publicity, Paul Stewart. Estimated budget current show, \$2,000.

Terry Thomas, a tall, stoop-shouldered, pleasant looking chap, a British import doing his first U. S. date, is a genuinely funny lad. He works fast, is glib and does some excellent vocal and physical takes. So long as he holds interest. It is when he goes into a long British disk jockey routine, which called for take-offs, that interest slackened. His impressions were adequate, tho at best were replicas of routines done by similar acts. Singing voice, tho good, was not of unusual caliber. What stood out was his glib chatter. Some more of it and less take-offs or singing, could give him a real boost in this country.

Cabot and Dresden, standard ballroom turn, built well and kept interest at high pitch with their chestnuts, all involving long spins and lifts.

Emil Coleman's band played its usual impeccable show and alternated with Mischa Borr for dancing.

Bill Smith.

Mocambo, Hollywood
(Tuesday, March 13)

Capacity, 220. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$3,000. Estimated budget last show, \$3,500.

If the professional debut of Charles Durand and Guy Brion is any criterion, the boys are off to a strong start in the nitery biz. Duo's song stylings clicked solidly, bringing shouts of approval.

Addition of another act on the bill would accentuate the Durand-Brion offerings, as the pair slicks mostly to music-comedy stuff, breaking in with a lone comic ditty. Variety in selections would help.

Team showed well on *Almost Like Being in Love* and *I Saw a Man* and hit their stride on *My Defenses Are Down*, *You're Breaking My Heart* and *Be a Clown*. Durand solos in French with *La Vie En Rose* and Brion with *September Song*, closing a 35-minute set.

Durand and Brion have the makings of a smart act and should do well. Ed (Harry) Truman plays for the team with Eddie Oliver's ork (10) backing and cutting for dancing. Terp tempi are shared by the Latin-Alrs.

Joe Bleden.

Night Club-Vaude Reviews

Capitol, New York
(Thursday, March 29)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily; five, week-ends. Loew chain booker. Sid Piermont. Producer, Allan Zee. Show played by Russ Morgan band.

A pleasant show led by Russ Morgan and his band make it an entertaining package that runs smoothly and, to judge from audience response, is very satisfactory. Morgan, one of the better emceeing-singing frontiers, adds a lot to the show. His brash emcee and masculine chanting and choice of numbers, plus listenable arrangements, make him solid stage fare. Using voice, trombone and piano, Morgan went thru his standard *Small Fry* followed by his and-then-I-wrote numbers for big hands. His major novelty this time were the Coreoran Sisters (dressed as cowgirls) whom he joined for *Alcohol Bird Hill* and a couple of polkas.

Marie MacDonald drew the customary wolf calls for a well-stacked chassis, topped by a beautiful pan. As a slicker name she has to do something, and the customary thing is to sing. The gal is only a fair canary, but with her looks that's enough. The house was very happy with her.

Old Materla.

Steve Evans in the closing slot didn't start off too strongly. His drunk bit, usually solid, got so-so titters. It was his laugh routine that finally woke them up. Evans has been around for a long time with the same act. He's a fine performer, but using the same material year in and year out isn't going to help him.

Bud and Cece Robinson, a couple of cute kid dancers, showed a genuinely fine act. The girl, a fresh looking Betty Co-ed type, and the boy, a crew cut Joe College type, worked with a verve and enthusiasm that was irresistible. They went thru black bottoms, Charleston and other routines mixed up with sock tapping, to solid returns. With their looks and ability they'd be great for a musical.

Pic. Soldiers Three.

Bill Smith.

Prince of Wales Theater, London

(Opened Monday, March 19)

As a band leader Billy Cotton has nothing subtle or dynamic to offer, but as a leader of revels he has no equal on the British variety stage.

When his band is concerned entirely with music, which is rarely, he stands unassumingly at the side of the stage not so much controlling the rhythm as letting it control him. But when the musicians dress up as old women, chase each other round the stage or seize him in a dance, he just as eagerly discards the owlsh schoolmasterly frown and becomes the liveliest one of them all.

His band, one of the few which can play the fool without being foolish, also can be musical when it wishes. It has strong vocal support in the versatile and tireless Alan Breeze and in Doreen Stephens who brings a brief moment of sweet feminine calm to the boisterous proceedings.

There also is some clean cut choral work in the irresistible one of the *Roaming Kind*, the latest American hit to repeat its success in Britain.

Wheeler's Revers.

Brociest of the individual acts is Jimmy Wheeler, a comparatively new comic with the punch of the old school and a fierce battery of gags aimed mainly at the Socialist government.

Max Bygraves has the bigger billing of the two and justifies it with his nonchalant charm if not with his over-familiar material. If he wants to retain the West End stardom that came to him suddenly last summer at the Palladium he must not weary his fans with quite so many of his old jokes.

Shirley Sharon and Wanda are the latest American example of the vaudeville profession's zeal for doing things the hard way. These attractive girls dance with their feet chained together better than many others manage to unshackled.

Men in baggy trousers getting caught up in a bicycle are hardly a novelty, but Eddie Gordon has a way with him that makes it seem so.

Leigh Vance.

The Palladium, London
(Monday, March 26)

Capacity, 2,300. Price range, 50 cents-\$1.75. Two shows daily. Managing director and Booker, Val Parnell. Producer, Charles Henry. Show played by Skyroockets ork.

Almost every American star playing the Palladium comes up with an "I love London and aren't you a wonderful audience routine" at the end of his act. But not Hoagy Carmichael.

"I hate the place," he confides amiably, taking out the sting with a wry, dry smile. "Just the same ol' me, same ol' act. Only hope I don't bore myself to death." Then he sits down with a 4-piece miniature Skyroockets ork to strum listlessly thru a selection of his past hits, gazing the usual light Palladium pattern by referring every so often to an instruction sheet: "Says here crack a joke. Okay. Guess I'd better" again. "Says sing a song. Well—thav asked for it." Basic idea is good. Unfortunately the audience the whole thing does bore him he ends up by doing it.

It wasn't until the official end of the act ("Says here I have to go off now. Seems kind of silly to me") that the requests began and the act really began to heat up, running over 10 minutes.

The paucity of tap British sets, means audiences at the Hippodrome, Prince of Wales and Palladium get to know the chosen few who shuttle back and forth between those theaters, depressingly well. Here was Rex Ramer (same act—different suit), who stopped the first night of the *Folies Bergere* at the Hipp two weeks ago. He was still good—but like so many acts who depend on visual and vocal shock he ought to take time off to find a new routine just before repeating himself just across the road. And then there was Jimmy James who depends not on shock but familiarity. Every nuance of his alcoholic art was as familiar as a hangover—but gets the laughs just the same. You never can tell.

Except for Savannah Churchill and the Striders, the rest of the bill could have come straight off

the sawdust. The five Varias hung and swung prettily from their trapeze, Edith Crocker drove her bears round the stage on bicycles and the Bert Duke Trio did what they had to do fast and furiously. But it was Los Ona, a continental balancing act with a couple of new spine-chilling twists who got the biggest hand. Leigh Vance.

Oriental, Chicago
(Thursday, March 29)

Capacity, 3,200. Price policy, 50 to 98 cents daily. House booker, Charley Hogan. Show played by Sherman Hayes's house band.

Current bill is pleasant family fare, but the marquee tips off the power—listing only Johnny Desmond, a singer with a fairly strong local following and a pleasant personality. About half the audience were Breakfast Club listeners, since reference to the airer won a bigger hand than most of the acts. Desmond mixes a variety of

(Continued on page 45)

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Hocus-Pocus

MAL B. LIPPINCOTT and wife, Maxine, are still located in Lexington, Ky., where they went October 31 last when Mal was stricken with the flu and their advance quit after a spotty six-week road trek thru Ohio and Michigan. "We have been absent a long time but read your column each week with interest," the Lippincott's write. "We have played a number of schools and theaters in the Lexington sector since November 1 to satisfactory business and have been operating the Rock House Theater Club, 14 miles south of Lexington, since January 10. We play five acts and use a three-piece musical combo operating Wednesdays thru Saturdays. On our off nights we play theaters in the vicinity. We give them plenty of magic. Our daughter Francine is employed at a local bank and helps us at the club on week-ends. Magic in the territory has been slow until recently. However, we've had two magic acts at the local vaude theater in recent weeks. One of them, the McGinnis Duo, I knew. On the same bill was Professor Keller with his wild animal act. I knew him when he was breaking into the business some 14 years ago. Bill and Betty Dodson, of Louisville, spent a week-end with us recently. Bill finds plenty of time to devote to his magic and magic manufacturing, despite his regular professional duties as an electrical engineer. Jack Baker (Dr. Silk) and wife visited us at the club the past week. We caught his show the following night at Paris, Ky. Baker is playing the Schine theaters thru here with his spook opry, and he's the first to crack them in many years. He played a return engagement in Lexington within a week recently. . . . Mr. and Mrs. Guy Louis Gerber, Mr. and Mrs. Roger Linden and Virginia Army recently converged en masse upon

the Roba Collins ghost show near St. Louis and caught the round Roba playing to a packed house. . . . Dean Bunn, now in Uncle Sam's infantry and located at Fort Riley, Kan., on a 14-week cycle of training, says he's got the G. L.'s there all hyped up on magic and juggling and that he has organized talent try-outs among the boys to while away their idle moments. What he needs, however, are old tricks. Juggling props and books magazines on magic and juggling to prepare for a division show to be held April 12. Address Pvt. Dean Bunn as follows: U. S. 55036491, Co. E, 1st Platoon, 2d Bn., 86th Inf. Reg., 10th Inf. Div., Fort Riley, Kan.

BOB NELSON, of the Nelson Enterprises, Columbus, O., nets a full page of pictures in the April issue of Mechanix Illustrated and is the subject of a human-interest yarn in the April issue of Everybody's Digest. Nelson, now vacationing at Fort Lauderdale, Fla., enjoyed a lengthy chat with Rajah Bahadur one night last week following the latter's show at the Hollywood Beach Hotel, Hollywood, Fla., where he is currently appearing. . . . The Randolphs, now showing their wares for the G.I.'s in Germany, postal from Wiesbaden: "This is marvelous country and the fellows sure like the entertainments offered by our troupe. Will write you from Berlin." Phil Huckabee is set on an extensive tour of schools thru the South and Southwest under auspices of The Grapevine Company, Inc., soft drink firm with headquarters in Camden, Ark. Huckabee, who hails from Texarkana, Tex., heralds his appearances with an attractive eight-page folder on sick paper and liberally peppered with photos showing him in action. For his Grapetite performances he is loaded with a funny-book style of publication on magic tricks which are tendered to the kiddie free of charge. . . . Jim Kiang (Chang Kuo Lao) typewriter from Tampa, Fla.—The Abra Cadabra Shop in Philadelphia is back on its feet after a fire which destroyed store and home, and we are getting a little rest in Tampa. Alford and Ed Voorhes are tending shop during your absence. Voorhes and I are developing a promotion with a two-hour show. On the way south called Libhak in Wilmington, N. C., who told us of a magic revue playing the local theater featuring Hardeen Jr. Backstage I found Hal Haviland, who did a swell job with his Capers With Papers. Hardeen Jr. also did his usual masterful job. Spent several enjoyable hours with the Great LaFollette in St. Petersburg. He still can put many of us to shame. Despite failing vision, he does 80 per cent of the shows around St. Petersburg and has a good magic shop. Also met Whiststone, magician and movie show operator, who had spring fever and was looking for a spook show.

Burlesque Bits

ROBERT ALDA, former burly straight man, now with 'Guys and Dolls' was one of four performers chosen for "distinguished performance" of the current theater season by the American Theater Wing, March 20 at the Waldorf-Astoria, New York, and awarded a Tony. . . . Zorita continues at the Gaiety, and Rose LaRose, at City Club, both Miami spots. . . . JoJo Jordan returned to Detroit from Oakland, Calif., where he was in stock at the El Rey Theater for Pete DeConzie. He's playing club dates with Noma Miles in the Motor City. In May he returns to the Coast to do bit parts in Western pix. . . . Helen McPhail, Empire (Newark, N. J.), chorine, is in Knickerbocker Hospital, New York, recovering from injuries sustained in an auto crash on West Side Highway, March 18. . . . Hirst unit, headed by Eddie Innis and Freddie Frampton, disbanded in Philadelphia March 24. . . . Betty Meyers is back in the costume biz in her own shop in mid-Manhattan after a lengthy nitery connection. . . . Billy Hagan is in receipt of a letter telling of the death of Billy (Bump) Mack, comic, March 19 in Los Angeles. . . . Marie Cord opened at the Swing Rendezvous, New York, as extra added attraction, Easter week.

weeks thru a deal arranged by Arthur Price. She operated her own shows thruout Florida this winter. Her daughter, Mae Joyce, is doing strips mixed with vocals and assists in scenes with Billy Hagan and Charlie Goldie in a Hirst unit. She's also a dancer and instrumentalist. . . . Claude Mathis has been held over for an indefinite run at Pappy's Showland, Dallas, where Lucille Lindlay (Mrs. William Fleming), formerly with Broadway musicals, is a retired housewife. . . . Eddie Hall, former headline comic whose last show on the Columbia wheel was with Fred Clark's "Let's Go," is back in New York after 15 years in Hollywood where he appeared in many pix for MGM, United, Universal, Paramount and Fox studios. He recently put on shows for Moose and firemen orgs in Claremont, N. H., and now is selling his video and radio scripts. . . . Dusty Fletcher was the extra attraction at the Empire, Newark, Wayne, who has completed a successful six-week run as a feature on the Jack Kane wheel, will vacation with her family in Indianapolis for a month.

NADINE moved from Andrea's Tic Toc Club, Syracuse, to the Bellis Club, Springfield, Mass., thru Dave Cohn. . . . Bunny Weldon replaced Bill Hambrick at the Empire, Newark, as producer, last week. . . . Hudson, Union City, N. J., this month has booked two former topnotchers in Ginger Britton due April 8 and Manny King, April 15. Ginger, a feature strip, has spent the past several years playing legit and niteries. Comic King has been in theaters on the Coast the last five years. . . . Opal, Frances and Lucia Parks, of Detroit, are mourning the loss of their pet pooch. . . . Dolly Joyce, Queen of Electricity and ventriloquist, opens in River-view Park, Chicago, May 15 for 15

Clubs Warned: Shut Earlier, Nix Chiseling

TORONTO, March 31.—Earlier closing orders plus stern warnings were issued last week to all night clubs here by Col. Arthur Welsh, of the Ontario Liquor Control Board. Latter warned clubs that charges of serving short drinks and inferior liquor have been made. . . . A number of the most important clubs in the city have been slapped by the Board, coupled with warnings that if the abuses recur, the clubs' licenses will be suspended.

Oriental, Chicago

In most instances, the abuses have been performed by employees without the knowledge of the operator. A tie-up between the waiter and the bartender has resulted in the serving of cheaper drinks than paid for, with each of the employees splitting the resultant profit. . . . Possibility of earlier closing hours is indicated with the issuance of all new licenses. All new licenses dictate a midnight closing instead of the former 2 a.m., shuttering for the dining lounges. This applies even to the transfer of permits, e. g. in the case of the Club One-Two, which took over the permit of the Club Norman.

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Continued from page 1

immigration and a general decline in the speaking of the Yiddish language. Today there are only four Yiddish theaters in the New York area—the Second Avenue, the Public, the Bronx Art and the Parkway in Brooklyn. In the 1930's there were 13 language houses.

Other problems face managers who continue in the field. Theater rents are on a flat seasonal basis, not on the usual percentage of gross. The season spans from Yom Kippur to Passover, and the period varies in length according to the year. Regardless of the run of a show, whether two or 25 weeks, the rental charge remains the same. Since there are no out-of-town tryouts, the rental element necessitates 100 per cent hit ratio or a scramble for a quick replacement. The Yiddish actors' union requires that actors be hired for the season, which means that shows must be written to suit a standing cast and getting up a quick replacement of bill is consequently, far from easy.

Outside New York the Yiddish theater has been less negligible in quantity and road tours, frequently a prime source of a Broadway production's revenue, are relatively dead for the Yiddish-speaking theater manager. Boston, Montreal, Chicago and Detroit have small local operations for short seasons, but there is no money to be made west of the Mississippi. Still another element to be considered is the type of audience drawn to Yiddish theater, which is peculiarly exacting in its entertainment demands.

In the face of these odds, comedian-producer Irving Jacobson's formula has still made his management of the Second Avenue Theater pay off sufficiently for the past two seasons, to the point of leasing the house for five more years. Jacobson has injected enough English into his shows to make it possible for one not too familiar with the language to follow the story, which is aimed at the younger ticket buyer (Of the 2,500,000 Jews in the New York area only a small per cent speak Yiddish fluently). His format of shows, traditional with the theater since 1910, is book musical comedy, and his insistence on stronger story values, according to producer, has been an aid. Jacobson retained the music-com-

edy format when he took over the theater, primarily because the Yiddish Art Drama has not been successful for the past five or six years. During World War II, as on Broadway, the Yiddish drama hit its peak with Maurice Swartz in Family Carnovsky at Broadway's Adelphi in 1943. Since then the Yiddish audience has done a complete reverse.

Current language play-goers demand top talent and continual new faces, which Jacobson has supplied with next season's star, Leo Fuchs, who last season made a successful appearance at the near-by Public Theater. Molly Picon, who for two years pulled good grosses at the Second Avenue, has abdicated for heavy radio-TV commitments and a projected concert tour of Israel. The Fuchs has been in showbiz about 30 years, he is still new as director and star to the Second Avenue ticket buyers.

Since audiences consist largely of the theater parties, Jacobson presents two bills a season in order to catch the same groups a second time round. Price discounts vary on block sales according to day and number of tickets. He feels that the combo of the double show, the regular draw of ticket parties and now the addition of Fuchs point to black figures for next season. Yetta Zwering, popular comedienne, has also been added to the cast as another weapon in the b.o. battle.

Foreign Review

KISS ME, KATE

London Coliseum, London

A musical comedy by Sam and Bella Spewak with music and lyrics by Cole Porter. Directed by Sam Spewak. Music by Sam Spewak. Lyrics by Bella Spewak. Book by Sam Spewak. Costumes by Lemuel Ayres. Musical director, Fredric Fisher. First representative, George Yearon and Fred Gratton. A Saint Subber and Lemuel Ayres production presented by Jack Hyllion.

- Profr Oshaban... Daniel Wherry
Harry Trevor... Daniel Wherry
Lion Lane... Julie Wilson
Lionel (Stage Manager)... Ronno O'Casey
Bill Wagner... Bill Johnson
Minnie... Adelaide Hall
Paul... Archie Savage
Bill Calhoun... Walter Long
First Man... Danny Green
Second Man... Sidney James
Bill Johnson... Bill Johnson
Harriett... Austin Trevor
Specialty Dancers... Wallace Brothers
Taming of the Shrew... Playoffs

The West End has given Bill Johnson, Patricia Morison and Julie Wilson a rip-roaring welcome in Kiss Me, Kate. The song-and-dancer is the emphatic success it was expected to be, but it is largely a triumph of production and performance over material.

Sam and Bella Spewak have this time operated as surgeons rather than authors in their own right. Their yarn about a divorced couple who star and scrap, privately and professionally, all thru a production of Taming of the Shrew makes nimble use of Shakespeare but adds little of their own inventiveness beyond a familiar and fairly uninspired backstage plot.

It can hardly be said to abound in these non-Shakespearean interludes, but before they can slow down the proceedings too seriously there is always a furious burst of dancing or a sparkling song to whip it back into action.

Lyrics Sparkle If Cole Porter's score is not consistently tuneful, his lyrics sparkle almost unfailingly. American blues-nones must have nodded over the Rabelsian rhymes of Always True To You, Darling, Too Darn Hot, and Brush Up Your Shakespeare. It is hoped that London maiden aunts will do likewise.

Patricia Morison, who manages to look quite elegant even in her wildest rages, outclasses Julie Wilson vocally and shows a surer feel for the stage. She excels alike in So in Love, the show's best tune,

Out of Town Review

IT'S ABOUT TIME

Brattle Theater, Cambridge, Mass.

A revue by various hands directed by Walter Cligham. Settings by Robert O'Hara. Costumes by Robert Fletcher. Representative, George Campbell. Choreography by Peter Hamilton. Lighting by Miles Morgan. Presented by the Brattle Theater Company in association with Mary Hunter.

The British have returned to occupy Cambridge—or at least Hermione Gingold, whose London music hall presence here is causing the warmest feeling since the embattled farmers chased John Bull out of the suburbs.

It's About Time, however, is strictly a personal triumph for the Gingold comic sense; as a revue it is a goulash of tired material larded in places with the bright and original. Suited to the intimate confines of a repertory theater with an established clientele, it is several furlongs away from readiness for the Stern. There is the possibility that it might serve to showcase Gingold's talent effectively but not for long.

The Brattle Theater, which customarily uses ingenuity and imagination to overcome its limited resources and put its productions on a high professional plane, has heewn too closely to accepted formulas in this show. There is dancing filled with gesture and movement blue-printed long before the Ziegfeld Follies. There is music containing little or no striking melodic line. There is comedy, much of which is too British for American tastes, and more of which is antique in any language.

Gingold First Rate But even thus handicapped, it also has Hermione Gingold, a masterly farceur if ever there was one. As a maiden lady sozzled with drink, the backstage flame of a guardsman, a Borgin on an orgy, or just plain Hermione Gingold, she is first rate. Controlled pantomime enhances her routines and, although she portrays a variety of low comedy types, she manages to project some out-of-the-ordinary shadings from paths to outraged hauteur. Even so, she appeared outweighted by her script thru much of the evening, making it difficult to realize what all the shouting was about.

The rest of the cast are principally youngsters who carry out their assignments with zest and earnestness. Notable for charm and eye appeal are Kay Coulter and Vera Lee, while Ronnie Graham possesses a comic style somewhat bumptious but undeniably original.

Robert Fletcher's costumes go the novel designs he created for The Country Wife and The Relapse one better, especially for I and the King number, highwater mark of the revue where Gingold hits her stride in a keen travesty of Gertrude Lawrence that appeals most strongly to those who managed to get tickets to the Rodgers and Hammerstein 30.

When caught, the run 30 minutes too long. With many of the moments pared, with the best of its patchwork quality extracted, there is a long chance it could be turned into an acceptable Stern product. Any revue worthy of Gingold would be worthy of the hard work needed. Bob Taylor.

And in the snarling ranting of I Hate Men.

Bill Johnson may not be a particularly poetic actor, but he makes a dashing Petruchio, and as he has to sing Cole Porter more often than spout blank verse, he suits the role well enough.

Some will contend that Shakespeare has the big say in Kiss Me, Kate, others to Little Nones, however, will gain say its color or the punch of the whole production. Leigh Vance.

THE KING AND I

St. James Theater

A musical based on Margaret Landon's novel, "Anna and the King of Siam" Book and lyrics by Oscar Hammerstein II. Score by Richard Rodgers. Staged by John Van Druten. Dance by Jerome Robbins. Settings by Jo Mielziner. Costumes by Irene Sharaff. Musical director, Frederick Donch. Orchestrations by Robert Russell Bennett. Company manager, William O. Norton. Stage manager, Jerome Whyte. Press representative, Michael Moch and John A. Tooley. Presented by Rodgers and Hammerstein.

THE ROYAL DANCERS: Jamie Bauer, Lee Becker, Mary Burr, Gema DeLapp, Olga, Ina Kurland, Nancy Lurie, Judith Helen Murrielle, Prue Ward, Dusty Warrell and Yuriko. WIVES: Stephanie Augustine, Marcia James, Ruth Kovic, Susanne Lake, Clotilde Marlowe, Carolyn Maye, Helen Merritt, Phyllis Wilcox. ALAZONS: Geraldine Hamburg, Maribel Hammer, Norma Larkin, Miriam Lawrence. PRIESTS: Duane Cant, Joseph Casuso, Leonard Graves, Jack Mathews, Ed Preston. SLAVES: Doris Avila, Raul Celada, Peau Cunningham, Tommy Quinn. SONGS: "I Whistle a Happy Tune"; "My Lord and Master"; "Hello, Young Lovers"; "The Royal Siamese Children"; "A Presentation"; "The Royal Banquet"; "Getting to Know You"; "We Kiss in a Shadow"; "Shall I Tell You What I Think of My Father's Wedding Wagon?"; "Western People Funny"; "I Have Dreamed"; "The Small House of Uncle Thomas"; "Shall We Dance?"

Continued from page 3

staff of the St. James abounds in moppets. Tops among them are Johnny Stewart's crown prince and Sandy Kennedy's offspring to Anna. But all of them are marvelously appealing.

Rodgers' Melodies Fair King is primarily a play, and while its score is an integral part of it and tremendously enhances its values, it must be reported that Richard Rodgers has not come up with such good melodies as have graced his other hits. Such matters as I Whistle a Happy Tune, We Kiss in a Shadow and I Have Dreamed are catchy, but not on a par with many of the maestro's former efforts.

By the same token, dancing plays a relatively small part in the production. But the one big satire bit dreamed up by Jerome Robbins more than makes up for any first act lack. Robbins has patterned some rib-tickling stepping nonsense showing how Oriental dances would interpret the story of Uncle Tom's Cabin. It is out of his most imaginative pattern book.

There are many more virtues in King to be recommended—splendid singing by John Van Druten, beautiful sets by Jo Mielziner and dazzling costumes by Irene Sharaff. In short, it is another of those combinations of top talents in the theater which add up to near perfection. Everybody connect with it rates several bows.

NEW YORK, March 31.—A deal has been closed to establish a summer theater in Chagrin Falls, O., giving that State its first all professional resident stock company in many years. Contracts for the theater were signed last month, but producers William Van Fleet and Paul Malin, coughed up the necessary \$1,000 down-payment on rent to seal the deal. The 276-seat theater was constructed by the Chagrin Falls Community Theater for \$50,000 and has a 32-foot proscenium and 22-foot depth, in addition to two arya and rehearsal room. The producers have leased the house for a 10-week season beginning June 26 and are now engaging talent. Frank Day will direct.

THE SCHOOL FOR WIVES

ANTA Playhouse

A comedy by Moliere. Staged by Louis Jouvet. Sets and costumes, Christian Berard. Music, Maurice Ravel. Stage manager, Aaron M. Frankel. Press representative, Elie C. Branel. Presented by Cheryl Crawford and Robert Brown for the American National Theater and Academy.

With great fanfare the International Theater Month, under the sponsorship of the American National Theater and Academy and the U. S. National Commission for the United Nations Educational, Social and Cultural Organization, got a shot in the arm with the importation of La Compagnie Dramatique Francaise. But to a reporter whose French is limited to potpourri de terre and a few other menu items, their high-styled presentation of The School for Wives can be only mildly amusing. The production is absolutely first-rate, however, and its star, Louis Jouvet, magnificent, but it might be said Wives loses so much without translation. The local expatriates, of course, love it, but even those with a couple of years of school French miss Moliere's sharp, classic wit.

Situation Comedy True, Wives is essentially a situation comedy, with an elder gent planning to wed a young girl whom he has raised to be a model wife. However, a return visit to his country place finds the gal with a young lover. The lover, not realizing he is confiding to the girl's guardian, tells the older man all his plans. But after much commotion it appears that the gent will wed the girl after all, until at the last moment, typical of Moliere, an old friend returns from America, claims the girl as his daughter and announces that from childhood the girl has been engaged to the young suitor.

Even without the aid of an ample synopsis supplied by ANTA, this is all clear. For the articulate French troupe is master of the pantomime. But Moliere's classic lines are always hilarious in relation to situation and, of course, these are missed, which is disconcerting not only to the audience but must be so to the actors as well.

While admitting that a play-goer is faced with language barrier, he nevertheless is in for a great treat otherwise, primarily in the stylized acting of Jouvet, whose timing, exaggerated gestures and facial expressions gradually mold his Arnolphe into a creditable character. But the star's work does not stand alone on the credit side. The whole company is excellent in a comedia dell'arte style. Jean Richard and Dominique Blanchard are excellent as the young lovers, and the same may be said for Ferdinand and Rene. The entire production is done in true Moliere manner, perhaps a bit overdrawn are the notary and his assistant.

The late Christian Berard, who won a Donaldson award for his sets for Madwoman of Chantot in 1948-49, again has displayed the mastery he possesses. His entire planning of set and costumes is in keeping with the style and spirit of Moliere. The direction of Jouvet matches his craftsmanship as an actor.

In sum, no one need know the language to appreciate the beautiful work of the French company, but a good translation in the lap would do wonders in appreciating the script. However, since the company itself has the focal point, that's all that really matters. Dennis McDonald.

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PRICE: \$2.25 to \$5.50.

'Vanities' SRO At Antwerp

ANTWERP, Belgium, March 31.—Skating Vanities of 1951, a Harold Steinman production, opened this year's European tour here Saturday (17) to turnaway business, and the show was granted a three-day extension which will carry it thru April 4.
Local run is an initial stand for the show. Vanities will open in Paris April 6.

Three Operators Enroll in RSROA

DETROIT, March 31.—Robert D. Martin, secretary of the Roller Skating Rink Operators' Association, announced from association headquarters here the addition of three operators to the organization's membership roster.
They are Louis Carbone, Carbone's Skateland, Bradford, Mass.; Ernest M. Carpenter, Flint Park Rollerade, Flint, Mich.; and John S. Giles Jr., Fairgrounds Skateland, Reading, Pa.

Lakeview Prepped For Summer Trade

ISLAND LAKE, Mich., March 31.—Joseph Szabo, owner of Lakeview Rink here, has been doing some extensive remodeling and refurbishing in preparation for the summer season. Opening is expected to be within two weeks, with the precise date depending on weather conditions.
The rink, about 25 miles northwest of Detroit, is at the fringe of an important resort area and does an all-summer business.

RSROA Empire State Meet Called 'Finest'

Good Public Attendance Marks Contests With 323 Skaters Competing for Honors

NEW YORK, March 31.—RSROA New York State championships, March 28-29 at Hillside Roller-drome, Richmond Hill, are being hailed by members of the grade who attended as one of the finest competitions ever conducted, despite the fact that the event was the first New York title meet awarded by either association to a rink with center poles.

Entry of 323 individual skaters, many of whom were in several events, was called an all-time national high for State meets. Attendance was good from start to finish, with over 1,100 paid on hand for the curtain closer.

Generally speaking, operators George and Frank Negri appeared to conduct the event more as a good-will advertisement for roller skating than as a money-making venture. Even so, they did admit a profit. Indicative of their attitude were expenditures for extra seating and decorations, sale of food at the concession at near-cost, a pre-meet steak dinner on the house for judges and tabulators, and rose corsages for lady officials on the final night. Tuxedos for male meet-runners were also provided at rink expense.

Among crowd pleasers was the

MIDDLEWEST OPS PROBE PROBLEMS

39 Rinks Represented at Indiana Confab; Public Relations Talked

FRANKFORT, Ind., March 31.—Owners and operators representing 39 rinks in Indiana, Illinois, Ohio, Michigan and Wisconsin gathered recently at Hoosierland Roller Rink here to attend a meeting called by Roy H. Seibert, operator of Hoosierland, to discuss vital problems faced by rink owners in these changing times.

From 9 a.m. until the meeting was called to order at 2 p.m., visitors looked over several hundred rink items displayed in booths by the following firms: Chicago Skate Company, represented by Joe Shevelson; Johnny Jones Jr., Pittsburgh, H. R. Portugal; Walok Sales Company, Chicago; Joseph Walok; Tape Recording Industries, Lansing, Mich.; Dale Perry; Heiser Products, Inc., Minneapolis; John Martinetti; Martin Silk Screen Company, Greenville, O.; Phil Martin; Cleveland Skate Company, Robert D. Phillips; Al Wood; Mills, Lafayette, La.; C. J. Alt; Frank C. Heflin Associates, Lubannon, Ind.; Frank Heflin; M. J. Schnable Company, Lafayette, Ind.; Abe A. Hainge, and National Laboratories, Toledo, L. W. Mack.

Seibert, in calling the meeting to order, explained that the purpose of the meeting was to give all operators, regardless of whether they are large or small, a chance to hear whether or not they belong to any organization, a chance to meet on common ground and discuss mutual problems. He then expressed

pleasure to see operators present who belonged to the Roller Skating Rink Operators' Association and the United Rink Operators, as well as independents.

The chairman stated that roller rinks are operating under an unfair handicap of public opinion. He said that when anyone mentions roller skating in public there are always those who seem to turn up their nose as if a honky-tonk or dive were being discussed; that while it is true that here and there you might find a rink that could fall into these classifications, nevertheless this matter of the general public's attitude is unfair. Seibert expressed the thought that perhaps the operators might be partly to blame for not selling themselves to the public as businessmen owning and operating one of the most outstanding ventures in any community—that of providing a clean, healthful, moral place for youngsters to enjoy themselves and at the same time helping them to grow up to be our good citizens.

Seibert brought out that the general public doesn't realize that in the total of nearly 5,000 rinks in the U. S. that the average cost of each at today's prices is \$50,000. With such an investment in such a worthy project as the youth of our country, a rink operator should take his place in the business world the same as is done in other businesses, he said.

Then followed discussions of matters pertaining to operation, such as promotion of new business, the price freeze on admissions, better relations with recreation departments of schools and cities and dress rule regulations in rinks.

During a short recess Rawl V. Ransom, president of the Frankfort Chamber of Commerce, and Raymond C. McDonald, president of the Frankfort Junior Chamber of Commerce, visited with exhibitors, bade them welcome to the city and passed out a brochure on Frankfort.

Highlight of the meeting was the reading of a letter by Frank Heflin during the discussion on taxes. This letter was sent to a rink operator in Illinois by the Department of Internal Revenue and the contents concerned every rink operator and caused a lot of comment.

A chicken dinner was enjoyed by operators and exhibitors at the Coulter Hotel at 6:30 p.m., closing what is believed to have been the first meeting of its kind in the Middlewest.

FOR SALE

2,000 pair used CHICAGO CLAMP SKATES.
Sizes 3-4-5-6-7-8.
Good shape except wheels worn down.
All or any pair.
\$1.50 per pair
75 pair used SHOE SKATES, men's and ladies—as in—entire lot. \$3.50 per pair. Good sizes. Send deposit with order. Will ship at once.
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Has hundreds of different custom-made recordings in perfect skating rhythms to select from. Quantity discounts on orders of 25 or more.
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50'x125' maple flooring, flameproof tent with chain sides, 125 skates, 3 speakers, new record changer, 4 new fluorescent lights, 50 records, 7 benches, 4 skate bag boxes, chain drive under. Only used 3 seasons. All in condition. READY TO SET UP AND RUN. PRICED FOR QUICK SALE. WRITE OR WIRE
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Play-Back Machines, Blank Tapes and Accessories. Consult us on your tape problems. Tape recording of organ music for skating.
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ROLLER RINK

For Sale or Lease
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158 W. Randolph

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Longer Wearing Fibre
will help preserve floors.



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SELECT FROM OVER 500 FEATURE PICTURES—25 SERIALS
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6 NEW BLONDIES—5 NEW GENE AUTRY'S—MANY NEW WESTERNS FEATURING SUNSET CARSON, SMILEY BURNETTE, DON (RED) BERRY, CHARLES (Durango Kid) STARRETT, RUSSELL HAYDEN AND other stars CURRENTLY popular.

3 NEW SERIALS THE DESERT HAWK—WILD BILL HICKOK—PERILS OF THE ROYAL MOUNTAIN

WRITE FOR OUR 1951 FILM PROGRAM
Phone MEMlock 4014

TWYMAN FILMS, INC. 400 WEST FIRST STREET, DAYTON 1, OHIO

Drivin' 'Round the Drive-Ins

CARL HALPIN, manager of E. M. Loew's Milford Drive-In, Milford, Conn., has returned to the spot, following a Florida vacation. . . . William Daugherty, former manager of Lockwood-Gordon-Rosen's Torrington, Conn. Drive-In Theater, is a projectionist with a film unit of the Connecticut Air National Guard, which was recently federalized into service. He's a private. . . . Hector Frascadore, of Bristol, Conn., has been named acting manager of E. M. Loew's Hartford Drive-In Theater, Newington, Conn. Frascadore is associated with Loew in the construction of an 800-car capacity drive-in at Bristol, which he will manage upon its completion. . . . A request

for a zoning change that would have permitted construction of a drive-in theater at Berlin, Conn., has been denied by the Berlin Town Zoning Commission. It gave no reason for the denial. Frank H. Holmes, owner of the property on which the theater was to be erected, said that he will ask the Zoning Board of Appeals to reverse the decision. George LeWitt, attorney, of New Britain, Conn., plans to purchase the property and erect a drive-in theater on it if it is rezoned. . . . A Hartford, Conn., Court of Common Pleas decision upholding the Bloomfield, Conn., Zoning Board's granting of a temporary five-year permit for a drive-in theater there has been sustained by the State Supreme Court of Errors, Hartford. The appeal to the high court was brought by neighboring property owners, and a competing corporation, which intends to erect another theater in an adjoining business zone. The zoning board permit in question, as granted to Phillip W. Maher, was first appealed to the Court of Common Pleas, Hartford County, which dismissed it. The Supreme Court found that the zoning board has power to grant such a temporary permit. Court also found that the permit had been issued after a public notice and hearing and subject to appropriate safeguards, as called for by statute.

ASHMUN THEATERS, operating three Michigan drive-ins, are enlarging all by the addition of one to two ramps in time for the 1951 opening. Other additions include landscaping, stadium seats for walk-in patrons, and terrazzo and tile flooring in service structures. The Twillite Drive-In, Saginaw, Mich., is being enlarged from a 750 to 800-car capacity, and the Starlite, Bay City, from 65 to 800. Theaters have also opened the 530-car capacity Post Oak Drive-In Theater, Houston. It has a curved screen, children's playground, snack bar and a lighted walkway to the concession stand. . . . Osage Drive-In Theater opened in Corpus Christi, Tex., Thursday (16). The 650-car capacity spot was built at a cost of \$165,000 on a 12-acre tract. Chester W. Kyle and Lester Miller own and operate the theater. Jeff Wolfe, manager of the Gulf Drive-In, featured the Great Berossini, high wire, as the free attraction three nights last week.

OHIO DRIVE-IN THEATER ASSOCIATION, thru its president, Jack Armstrong, of Bowling Green, March 27 went on record as opposing a return to the State-collected 3 per cent amusement admissions tax. The Ohio Legislature two years ago turned that tax field over to local governments. . . . Rep. Roger Cloud (R Logan) is sponsoring a bill for State collection of the tax. Armstrong told the House Tax Session Committee that Cloud's bill would make it even more difficult for the drive-ins to operate. He said that their only profits now come from hot dog and similar concessions. A. Beaudour, operator of the Tower Drive-In Theater, Elyria, backed Armstrong's testimony. The com-

Roadshow Rep

JOHN R. VAN ARNAM, noted minstrel show owner-operator, producer and interlocutor, died at the home of his daughter, Mrs. Richard Washburn in Gloversville, N. Y., March 26. In ill health for six months, Van Arnham, who was 63, and his widow, Florence, had made their home with their daughter for the past year. Born in Northville, N. Y., in 1887, Van Arnham attended elementary school there and was graduated from the University of Syracuse in 1909. He was a star football player at the university and later was named assistant football coach at the school. After leaving the school he entered minstrelsy and became interlocutor with such greats in the business as the A. G. Field, Lew Dockstader and George Primrose minstrels. In 1913 Van Arnham acquired the Hi Henry Minstrels and its rolling stock. Shortly thereafter he formed the John R. Van Arnham Minstrels with which he toured the Eastern section of the country until 1938. He interspersed these jaunts with football scouting missions for his beloved Syracuse. He later became associated with Paramount theaters in Jacksonville, Fla., but retired from that business over two years ago. In addition to his widow and Mrs. Washburn, two other daughters, Betty, of New York, and Ann, of Jacksonville, Fla., and a son, John R. Jr., of Syracuse, survive. Burial was in Prospect Hill Cemetery, Gloversville, March 28. . . . T. L. Toller writes from North Little Rock, Ark., that his three-act platform show will open in that neck of the woods soon. Toller has been playing the Northwest for the past month with vaude-pix show to good business. . . . George Spicars reports from Newport, Vt., that he recently concluded a

profitable six-week tour with his religious pix. . . . Gilt's Show is in New Mexico, playing dates in halls and other spots as they come along. Unit will switch to platform soon. . . . **ROE NERO** is readying his summer show for a Virginia opening. . . . **SAM LEWIS** is mauling a store and hall show which he plans to open in Western Massachusetts.

KARSTENS ALL-GIRL REVUE is drawing capacity houses on its tour of Georgia. It's the first show of its kind in that sector in years. Org attracted big business at the Grand Theater, Macon, last Friday and Saturday (23-24). Mrs. Joe Karsten is manager. Band includes **Jeanne Eastwood**, leader; **Ree Murray**, **Caroline Wilder**, **Joan Turner** and **Dale Anglin**. **Kaye Gorham** Dancers has **Rosalyn Viola**, captain; **Ginger Shelton**, **Mary Maucha**, **Joan Wanser** and **Mabel Free**. **Helen Shaw** handles the comedy and the **Paige Family** presents a unicycle act.

WANTED

RENT OR BUY good flame-waterproof, 30 or 42-foot wide Piece for 80-foot Round Top. 1950 all-steel good Folding Chairs. Good Stake Puller. Four and half foot and smaller Senses Jacks. No work. State lowest price. Night buy 100 ft. R. T. three 40's.

WANT Summer Stock, 12 or more players, on percentage. One location all summer, near N. Y. Open last of May.

WANT Promoter, work sponsor on percentage. Write only. No wires.

HOME CO.
97 Arch St. Butler, N. J.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1395. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Monorole, a Marquee Letters 4' 35¢ 8' 50¢ 10' 60¢ 5' 0' 3. CINEMA SUPPLY CO. Dept. L, 602 W. 52 St., New York 19

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If you have outfit and want new ideas for five months under canvas, write

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Washington Once-Over

By BEN ATLAS

Continued from page 2

expansion, U. S. Office of Education devoted the entire current issue of its semi-monthly magazine, Higher Education to educational TV.

No Prediction Pearson in This Instance . . .

Newsman Drew Pearson and Bob Allen were among spectators at yesterday's (30) oral arguments before FCC on the Pearson-Allen bid for Hearst-owned Station WBAL's frequency in Baltimore. The columnist listened attentively as their counsel, Marcus Cohen,

did a masterly job in arguing his exceptions to the FCC's recent 4-2 proposed decision turning down the Pearson-Allen bid. Odds are stacked overwhelmingly against FCC's changing its mind in an upcoming final decision, but columnist Pearson puckishly quipped, "I'm making no predictions."

Truman Faces Policy, Coy Faces Future . . .

White House is studying a recommendation by the President's Communications Policy Board urging creation of a three-man telecommunications advisory board. Proposed new board would mean little change in Communications Act and wider authority for FCC. Object of the new board would be to help the President in formulating and executing policy on use of spectrum. Deponents see FCC Chairman Wayne Coy shifting to a chair on the new board if President Truman okays creating the agency, but Coy's intimates are skeptical. Commented one: "That would be like the lion changing places to become a mouse."

Paris Peek

By ART ROSETT

Continued from page 2

caused by Stan Laurel becoming seriously ill, necessitating a month's stoppage. Suzy Delair, French film actress, plays feminine lead.

Merry Macs' Itinerary; Technicolor Slime . . .

The Merry Macs closed at the Lido on March 27 and moved on to Weisbaden for two weeks. From there they join the Dagmar Revue in Copenhagen for eight weeks. In June, they are due at the China Theater in Stockholm for a four-week run. . . . Amru Sanj leaves Paris to go on tour thru the Scandinavian countries in April. Her accompanist, Pete Matz, will remain in Paris.

Bill Roach, international copy-right lawyer, was telling this department that the other evening, while strolling down Pigalle in Montmartre, he was accosted by a character who offered to take Bill to a private showing of some extra-special licentious films. Bill brushed the man aside with, "I'm not interested in looking at any of that old trash." "Not these, mister," said the tout, "these are in technicolor."

Picture Business

By LEE ZHITO

Continued from page 2

as a whole, the Guild's board is aware of the Red dangers in this country and the committee conspirators are to be exposed. If it takes the House committee's hearings to do it, the board said it is in favor of them.

In the meantime Motion Picture Alliance for the Preservation of American Ideals decided to withhold comment on Larry Parks until it had a chance to study transcripts of the congressional committee's

proceedings. MPA is the most militant of Hollywood's Red fighters and has, however, issued a warning to others who are to appear before the committee to cooperate with the anti-Commie investigators and not try to dodge behind legal fences. MPA last week was split over the Parks case, with some commending the actor for making a clean breast of his party affiliation, while others remained unforgiving.

Who Sez No TV in A. M.?

Continued from page 5

rect time, temperature, weather and song title all at once.

For the benefit of those who cannot see the screen, Kovacs announces the correct time every five minutes, and temperature and weather reports each half hour. While Roland V. Tooke, WPTZ assistant general manager and program topper, and Alexander W. Dannenbaum Jr., sales manager, first felt the emphasis should be on audio rather than visual,

WBNT Ups Sked

Continued from page 6

stills from pictures featuring the personality.

Date in Manhattan will air from noon to 1 p. m., with Kathi Norris on from 1 to 2 p. m. An audience participation show will go into the 2 to 2:30 period, probably emceed by Tod Russell, who handled the Rookie Kazoozie kid show. Afternoon winds up from 2:30 to 3, with Snow Crop already buying the Thursday and Friday periods of this time for feature films which it will supply. The other three days the station will air a single feature film, broken into three episodes, a la soap opera.

a "mystery tune" contest, offering movie tickets as prizes, so set up as to make it impossible to compete without actually looking on the screen for the clues, proved to them that the folks were actually watching as well as listening.

Air Plugs

For starting help, the station used heavy on-the-air plugging. The station talent also talked about Three to Get Ready on their programs and had Kovacs coming on for guest shots. In addition, display listings in the program log of the morning Philadelphia Inquirer were purchased as well as heavy direct mail promotions to the trade.

To overcome the national buyers' conviction that people don't look at screens in the early morn, WPTZ and National Broadcasting Company spot sales arranged for a special one-hour closed circuit showing of Three to Get Ready for the New York area. It was watched by an assemblage of time buyers and account executives in spot sales offices, and shortly thereafter the show began to list a heavy load of national advertisers. Today, Kovacs enjoys 22 separate advertisers buying a total of 59 participations a week.

BARRÉ—60, musician, recently in Los Angeles. Survived by his widow, Mildred, and four sisters: Mrs. Julia Christensen, Mrs. Lucy Johnson, Mrs. Nettie Howell and Mrs. Olive Baker Heitch.

BARRETT—Ben, 78, retired songwriter and Billboard staff writer, March 26 in New York. Details in Next Club-Trade Department.

BURNS—Thomas J. (Tet), 41, former carnival trouper, March 14 in Washington of a heart attack. He had been in ill health for the last five years and at the time of his death was employed as a taxi cab dispatcher. He had toured with California Exposition and World of Miracles shows. Survived by his wife, Mrs. J. Jones and Rubin & Cherry expositions. Carl J. Lauther's Side Show and World's Museum of Los Angeles. A veteran of World War I, he was a member of the White-Whitman Post, American Legion. He is survived by his daughter, Lucille; one brother, Frank, Los Angeles, and a sister, Mrs. Marjorie Redick, Washington.

CATLEY—Adeley (Mrs. S.M.), 61, nationally known jazz drummer, March 25 at Civic Opera House, Chicago, of a heart attack while waiting an Al Benson jazz concert. At the time of his death he was appearing at Jazz, Ltd., Chicago. He had been touring for years as a drummer at the Savoy Ballroom on Chicago's South Side and also appeared with the bands of Teddy Wilson, Benny Goodman and Louis Armstrong bands. His father survives.

COOGEHALL—J. B., 62, for many years with the Truettale Brothers, who operated trip and stock companies through the Midwest, March 24 in Dan Marino. The past two years he had been with the studio in Cedar Rapids, Ia. Burial in Veterans' Cemetery, Dan Marino.

COOPER—Tex, 67, film and road show performer known as "Buffalo Bill," March 29 in Los Angeles. He was in charge of all RKO theaters in Canada before becoming general manager of the distributing firm 18 years ago.

CULVER—Mrs. Grace E., 68, widow of Alfred E. Culver, who for many years was head of treasurer and later manager of Smith's Theater, Bridgeport, Conn., March 24 in Newton, Conn. Survived by a daughter, Mrs. E. C. Hill, Bridgeport. Burial in Mountain Grove Cemetery, that city, March 27.

DE LERRE—Mrs. Wilhelmina, 76, former concert singer, in Yonkers, N. Y., March 28.

DEVANEY—Leo Murray, 66, general manager of the RKO Distributing Corporation of Canada, March 27 in Toronto. He was in charge of all RKO theaters in Canada before becoming general manager of the distributing firm 18 years ago.

FERGUSON—Joseph C., 42, vice-president in charge of research at the Chevrolet-Pontiac Corporation in Port Wayne, Ind., March 27. He formerly was a radio design engineer with Radio Corporation of America.

Paris Spots Boom

Continued from page 2

out didn't help the situation either, what with French headlines screaming President Auriol's trip will cost French taxpayers 42,000,000 (\$120,000) francs."

Naturally, these conditions hit most of the entertainment industry right where it hurts. Many scheduled openings of plays, concerts, motion pictures and variety shows were canceled. Edith Piaf, starring in a new vehicle, La Petite Lilly, at the A. B. C. Theater, conveniently got sick, and the theater closed for two or three weeks. The Medrano attempted an opening after being shuttered for the week, but attendance was pitiful, and morale of the American actors in the Hollywood Follies was never lower. The two younger Peter Sisters, Edyth and Joyce, scheduled to open at La Petite-niere Club in Nice, overcame the railroad strike by chartering a special plane to fly them down from Paris. Paradoxically, the Follies Bergere, since the strike began is doing a roaring business. The Casino de Paris opened its new show, Gay Paris, starring American thrush Mary Meade, and they are booked solid for weeks. The Club Lido, with the Merry Macs headlining the bill, has lines of customers waiting for a seat. Clubs Carrere, Tabarin and the Drop D'Oz are doing bigger business than ever before.

Despite many canceled bookings, more British tourists crossed the Channel this year than last for the Easter celebration. Their determination to secure a brief respite from food rationing rivaled that of the strikers themselves. It follows that patrons of the better places are foreigners, mostly Americans and Englishmen, with ladies still in the picture in Paris today. No one can predict when the strikers will return to work or what will happen next. The future is uncertain and not optimistic.

The Final Curtain

FILMORE—Thomas E., 77, head of the music school bearing his name, recently in Inglewood, Calif. Survived by his widow, Alice, two daughters, Mrs. Winifred Marshall and Mrs. Alice, and a son, William. Interment in Inglewood (Calif.) Park Cemetery.

FINNBERG—Malin Lale, 31, ice skater, March 25 in an airplane crash near Cleveland while en route to join the "Ice Police" at Milwaukee. Survived by her parents. Burial in Lakeview Cemetery, Howell, Mich.

FISKE—John E., 74, theater broker, March 25 in Detroit. Buried by his widow, Jessie, and a son, John. Burial in Portland, Ore.

GRAY—Clyde W., 78, concessionaire, recently with Joe Kohn, died of a heart attack in Las Vegas, Nev. Survived by a son and daughter. Services were to be conducted by the Pacific Coast Showmen's Association, Los Angeles April 1, with burial in Showmen's Rest, Evergreen Cemetery, that city.

In Memory
Of My Dearly Beloved Husband
FRED N. GARNEAU
Who Passed On—April 11, 1941.
You Shall Be Remembered
The Road Side By Side.
MIMI GARNEAU

HALL—Lawrence, 67, in Milwaukee, March 25, two weeks after suffering a stroke. A concession operator for the past 27 years at Wisconsin State Fair, he started in the business when he was road station manager for the Milwaukee Road by purchasing refreshments to train passengers. Survived by his widow, Pearl; a son, Lawrence; a daughter, Mrs. Ruby Knapp of Marquette, Mich., and a sister, Mrs. Edna Fromm, Rochester, Ind. Burial in Wisconsin Memorial Park, Milwaukee.

HANDWERKER—Charles E., 54, concessionaire with the Meeker shows, March 13 in Veterans Hospital, Vancouver, Wash. Survived by a brother, Frank, Sioux Falls, S. D., and 19 sisters in Marion, S. D. Burial in Marion.

HUTCHINSON—Charles C., 42, former circus and carnival trouper, March 21 in Lawson Veterans Hospital, Chamber, Ga. Buried by a brother, Albert, and a sister, Mrs. George Pruitt, Thomaston, Ga.

JOHNSON—Lige, 78, attorney who was consultant to movie, radio broadcasting and advertising firms on copyright and utility regulation, March 28 at Greenwich Conn. He helped draft the copyright law in 1909 which is still operative. Survived by his widow and a brother.

JONES—Frederic Shaw, 28, retired attorney who helped organize the Victor Talking Machine Company, March 23 while returning to his home in New York from Washington, Conn.

KIRKLAND—Alfred T., 31, former theater owner in Glen Falls, N. Y., March 25 in that city.

LOUVE—Ira, 54, son of Mr. and Mrs. Morris Lauer, concessionaire with various carnivals, March 23 in Zanesville, O. Burial in that city.

IN MEMORY
Of My Beloved Husband
Fred Lee Leatherman
Who passed away April 4, 1949.
"One never lives to himself."
From Your Dear Wife
LOIS

MANNING—Katherine Leckert, 60, singer, pianist and composer, March 20 in Los Angeles. She made her debut in Covent Garden in London, toured Europe for many years, and was prima donna of the Hammerstein Opera Company for several seasons. Her compositions include "Sketches of Paris" and three operas.

MAINE—Mme. Gloria, 62, concert singer and conductor of a voice studio, March 29 in Los Angeles. She founded the Bel Cantio Club, a girls chorus. Survived by a sister, Mrs. Ruth Shanshan, and brother, W. B. Copp Shanshan in Glen Haven Cemetery, Los Angeles.

MCINTYRE—Carl, 68, veteran known as the Postmaster, R. E. fire department and well-known to circus folk, March 28 in Burbank. He was a circus man. Survived by his widow, Rose, and his mother, Mrs. Alice McIntyre, East Providence.

In Loving Memory
Of My Darling Brother,
JOHN R. MORGAN
Who passed away April 1, 1950
Your Sister, Vera Hancock

SCHUMANN-BEHN—Henry, 35, son of the late opera singer Ernest Schumann-Heink, March 28 in Los Angeles. Survived by his widow and two daughters.

SCHWETZAL—Max, 62, concessionaire known as Marie Allerton Kiduff, March 19 in Presbyterian Hospital, Chicago following a brain tumor operation. She and her sister, Marie, a lone survivor, appeared in vaude as the Allerton Sisters and Kiduff Sisters. She also appeared with the Arthur Murray act and had record company name: "The Red Mill." "Fortune Hunter."

"Don't Lie to Your Wife" and various dramas produced by the firm of Rowland & Clifford. She also appeared with W. B. Friedlander's Intimate Musical Tunes and was a sister of the late Susie Kiduff, of the Mary and Stuart vaude team. Burial in St. Boniface Cemetery, Chicago.

TOOMEY—Martin E., 43, showman for over 40 years, March 27 at his home in Providence. In 1911 he became a member of the Vaude team of Toomey and LaFosse, later returning to Providence to become associated with the scenic Stock Company. In 1913 he went with Emory Bros. to the Casino, Majestic and Rivette theaters in Providence, and in 1920 he was named manager of the Leroy Theater, Pawtucket. Survived by his widow, Mabel; two brothers, John, Cranston, R. I.; Bernard, Providence; a half brother, Francis McMurray, and a half sister, Mrs. Ann Orson, Providence. Burial in Bryden Cemetery, Apponaug, R. I.

TAN ARMAN—John E., 63, former well-known minstrel show operator, March 26 in Glenview, Ill., at the home of his wife, Mrs. Edna, and daughter, Mrs. E. J. Weathers. After leaving Syracuse University, where he was assistant football coach and coach of former Van Arman's Minstrels which toured the eastern part of the country from 1913 to 1920. (Further details in Sunday-Say Department.)

VERMEE—Mrs. Charlotte, 74, teacher in Chicagoan movie business, March 19 in St. Paul, Minn., while on a vacation. With her husband, Edmund, she opened the old Deacon Theater, Chicago, in 1919 and later operated the Thornton, Mercury, Norwood, and Yale theaters in that city.

WARNE—Margie, 17, vaude performer, March 13 in Chicago. She appeared with the Sherman Home Revue; Warner and Margie and in later years with Warner, Margie and Mona. Burial in Chicago.

WELLMAN—Paul, 37, pianist and composer, March 18 in Duluth, Minn. He was a pianist in mastery with the Beer Brothers and worked in musical comedy and vaude. He served for a time as staff pianist at W.P.A., Duluth, and in later years played with many orchestras in that area. His compositions included "Whispered" and "Lady of Liberty."

WELSON—Gardner F., 34, vaude artist, Ringling Bros. and Barnum & Bailey Circus for many years, March 28 in a Tampa hospital. He had also been with the old G. C. Barnes Circus. (Details in Circus Department.)

Marriages

GOODEN-REMSHARDT—Bob Gooden, night club editor of The Globe-Democrat, St. Louis, and Mrs. Mary Remshardt, March 23 in St. Louis.

GORDON-COCCOBAN—Chappy Gordon, circus trouper, and Elise Cocoban, artist, March 16 in Cambridge, Mass.

HALEY-SCOTT—Evelyn Haley, and Mary Scott, both cookhouse workers, March 18 in Tampa.

BILLS-BAKER—Get Jack D. Hills, U. S. Marine Corps, and Martha F. Baker, secretary to William F. Hill, and 29 later years of W.P.R.C. Hartford, Conn., March 28 in that city.

ROSSING-AGNE—William Dutton Rossing, actor and announcer at KBDW, San Antonio, and Althea Rosette Agne, March 24 in New York.

MERZ-VIDOR—Egon Merz and Antonia Vidor, daughter of pic director King Vidor, March 27 in Reno, Nev.

MICHAELS-FORREST—Arnold Michael, president of World Voice, Independent TV packaging firm in New York, and Marjorie Forrest, singer, March 19 in Mobile, Ala.

SAMUELSON-ENDELEY—Jack Samuelson, son of Frank Samuelson, American Broadcasting Company Western division vice, and Sharon Endeley, March 27 in La Canada, Calif.

WHITE-TAYLOR—Elice White, Philadelphia orchestra leader, and Delores Christine Taylor, March 2, in that city.

Births

HOLLANDER—A daughter to Mr. and Mrs. Marston E. Hollander, March 17 in New York. Mother is the daughter of George Beer, city manager for Fabian Theatre, Cohoes, N. Y.

KAY—A daughter, Treva Louisa to Mr. and Mrs. Roland Kay, March 10 in Glendale, Calif. Father is a Columbia Pacific Network account exec.

FONTANA—A daughter to Mr. and Mrs. Matty Fontana, March 13 in Newark, N. J. Parents are members of the Vitona Bros. Show.

MORETOLDS—A son to Mr. and Mrs. Bill Moretolds, March 10 in San Antonio. Father is staff announcer at WOAI, AM-TV there.

SULLIVAN—A son William Allen to Mr. and Mrs. Lee A. Sullivan Jr., March 13 in Jacksonville, Ill. Father is an engineer at the Bell Bridge Company, Jacksonville, manufacturer of Ferris Wheels.

"BETTER THAN '50" YEAR SEEN FOR OUTDOOR BIZ

Progressively Higher Grosses Loom as War Production Steps Up

Continued from page 1

economy and outdoor showbiz's bright outlook.

However, they cannot see war with Russia this year. And they can't see the U. S. backing away from its scheduled step-up of mobilization and war production. With such reasoning, they foresee mounting employment, higher pay rolls and whopping farm income which should put plenty of money in the hands of Mr. and Mrs. John Q. Public. Moreover, they figure the public will have more of the long green to put out for amusements than they did last year.

More Spending Money

In support of this, they point out that credit restrictions now are beginning to have real effect in curbing purchases of TV sets, appliances, homes and automobiles. As a result, with scarce buying over, they believe the average individual will have more money to spend on outdoor amusements.

Outdoor ops. like the elephant symbolic of the biz, have memories, and they recall that the biggest years the biz enjoyed were those immediately following World War II. Then, the public, long on cash, spent freely at outdoor events because there were few homes, cars, appliances, etc., to lure their cash.

Public psychology, tied to this looming availability of more amusement dollars, also will be on the side of outdoor show business. The uncertainty of the times is a potent force to draw families together, and since most segments of the biz are intended largely for the family, the trade should benefit. Uncertain times also breed a need for relief or relaxation, and owners and ops further point out that that is the perfect cue for outdoor biz. What's more, the public generally believes the economy will continue at a high level and this will keep the brakes off the spending at outdoor amusements.

Ops Better Prepared

Generally, operators are going into the season better prepared than they did last year or even in the lush postwar seasons. Many started making purchases of needed equipment and supplies at the end of the 1950 season, figuring that shortages and higher prices would inevitably follow the Korean situation.

In a true sense last year was a shakedown run for various branches of the industry. The lush years was gone. Many ops were caught between lower grosses and higher operation costs. The experience, new to not a few, was an education. It forced them to trim non-essentials, watch expenditures and put their operations on a sounder business basis.

In the carnival field the 1950 season served to knock a number of shows off the road. The weak ones—or those poorly operated—bit the dust, giving the field its first fatalities of any consequence since early in the '40s. Survivors came out with less competition and in some instances stronger routes. They emerged more soundly operated and will go into the season better set up to make money. Their costs will rise somewhat this year, but such increases will be more than offset by higher grosses, veterans in the business predict.

Fewer R.R. Shows

Of the railroad carnivals, there will be at least one and possibly three less in the field. Sharp increases in railroad move costs headed the list of causes that brought their demise. Some of the remaining railroad shows will have more compact routes to keep the rail nut down. And some truck shows have benefited by the thinning of the railroad show ranks to build what amounts to railroad show routes for their own organizations.

Carnivals as a whole will make a stronger pitch for kiddie business this season. In recent years they have continued to add ride devices and to place greater emphasis on kid matinees. They have discovered there is good money in

it, and they are going to try to make more of the polley.

Permanent Middlelands face an excellent year. Building restrictions cut short the development of many new funspots for the mopets, but those already established should reap a harvest as amusement spending loosens.

Boon Looms

Amusement parks also face a good year. In some instances they should enjoy whopping increases. Reactivation of military installations will be a boon to some. Production on more than a single shift basis will aid parks in manufacturing centers. But most important will be the larger number of dollars in the hands of the public. Circuses also will benefit for

the same reasons, tho some excess believe that a real upturn won't come until July 1, at which time, they maintain, plant lay-offs caused by change-over from civilian to war production will be a thing of the past. They look, however, for good early business in rural areas.

Of all branches of the outdoor business, fairs (and those who play them) have the brightest outlook. Fairs run in the latter part of the season when the full impact of mobilization and war production should be felt, observers reason. What's more, farmers have enjoyed prosperity continuously from the early '40s, and this year promises to come close to being one of their best.

350 Attend 25th New Eng. Confab, 40 Awards Made

Huedepohl Predicts Big Season; All Officers Are Re-Elected

BOSTON, March 31.—More than 350 members and guests of the New England Association of Amusement Parks and Beaches, biggest turnout in history, celebrated the silver anniversary at the Parker House Wednesday (28) at a convention attended by Gov. Paul A. Dever.

Governor Dever extended the greetings of the Commonwealth to the association and paid tribute to the 25 years of service it has rendered to the amusement and park industry in New England. Edward J. Carroll, River Street Park, Agawam, Mass., first New England member to head the National Association of Amusement Parks, Pools and Beaches, discussed the influence of emergency agencies, the National Production Authority and the Economic Stabilization Agency, on amusement parks and beaches at the opening room luncheon session.

A prediction that business in 1951 would equal, if not surpass, records

Ky. State Fair Inks Ice Revue

CHICAGO, March 31.—Ice Varieties of 1951 has been contracted as the grandstand attraction at the 1951 Kentucky State Fair, Louisville, L. N. Fleckles, of the Voorhees-Fleckles Agency, this city, announced. Other dates reported by Fleckles include week stands at the Little Rock fairgrounds, starting June 18, and the Springfield, Ill., Armory, May 8.

Johnny Ferris and Rusty Rodgers, salt and screw skaters, signed recently for the season. Scheduled to return from last year's ice are Daphne Walker, Betty Jane Ricker, Johnny Kasper, Wally Kromylo, Jay Sailer and Keefe and Coules.

Seeking Rawlings Kin

MOULTRIE, Ga., March 31.—Sheriff O. L. Beverly requests that relatives claim the body of Dolleta Buck Rawlings, who died here this week of injuries suffered in an automobile wreck. Beverly said that the deceased is the daughter of Dolleta Buck, who for years traveled with circuses and carnival side shows billed as the world's smallest mother.

of 1950, was made by Paul H. Huedepohl NAAAPB secretary. He based his prediction on the general employment increase thruout the country and the factor of defense workers turning towards parks and beaches for recreation.

40 Service Awards

Forty Distinguished Service Plaques were awarded at the banquet featuring the evening entertainment, and a special silver anniversary testimonial was awarded to The Billboard Publishing Company, "in grateful acknowledgment of long and devoted service to the association and industry." Acceptance of the testimonial was made by Guy Livingston, The Billboard's representative in Boston.

Association Proxy John Collins, Lincoln Park, North Dartmouth, was chairman of the luncheon speaking program and introduced the following officers and executive committee members: John J. Dineen, Hampton Beach, N. H.; first vice - president; Lawrence Stone, Paragon Park, Nantasket Beach, Mass., second vice-president; Wallace St. C. Jones, Wm. Berry Company, Boston, treasurer; Fred L. Markey, Salisbury Beach, Mass., secretary; directors: Clarence S. Borggard, Rider, Inc., Medford, Mass.; Joseph L. Carrole, Riverside Park, Agawam; Paul S. Haney, Rocky Point, Warwick, R. I.; Edward H. Laventure, Whalom Park, Fitchburg, Mass.; Meredith Lee, Ocean Beach, New London, Conn.; Julian Norton, Lake Compounce, Conn., and W. B. Williamson.

Storin Discusses Ads

Speaking at the panel forum in the afternoon, Harry Storin, Riverside Park, gave an outstanding appraisal of different types of advertising," he said.

"Radio may be fine for other activities, but for parks newspaper advertising is best," Storin continued. "While newspapers have been cut down in numbers, their circulations in general, has risen—in spite of radio and TV."

He predicted that in a few years, many of the smaller radio stations would fold. "It is survival of the fittest," he said.

Advising park operators "not to get confused with the techniques of the trade," he pointed out, "think more of the people and their wants." He said he felt that advertising agencies in a fast moving program could not keep pace.

"All really successful advertising people spend more time studying the wants of the people than anything else," he declared. Storin broke down a recent issue of Life magazine advertising wise, and

(Continued on page 82)



LARRY HALL

L. H. Hall Dies; Vet Food-Drink Concession Op

MILWAUKEE, March 31.—Lawrence L. (Larry) Hall, 67, food and drink concessionaire at Wisconsin State Fair for the past 37 years, died here Sunday (25), two weeks after suffering a stroke.

Widely known as one of the most successful concession operators in the country, Hall entered the concession business as a Milwaukee railroad station manager, selling ice cream and sandwiches to passengers.

Born in Plymouth, Ind., he came to Milwaukee 40 years ago. His widow, Pearl, was closely associated with him in his operations and together they operated the grandstand concessions and as many as 30 refreshment booths on the fairgrounds. During the balance of the outdoor season, he operated six booths, plus the grandstand concession, on the grounds. In recent years the Palast Oasis, combination food and drink establishment, was under his control.

He held a life membership in the Showmen's League of America dating back to the early '20s. He also was a member of the Milwaukee Athletic Club and Milwaukee Elks.

In addition to his widow, survivors include a son, Lawrence H.; a daughter, Mrs. Ruby Knippel, Marcellus, Mich., and a sister, Mrs. Edna Fromm, Rochester, Ind. Burial in Wisconsin Memorial Park March 28.

N. C. County Group Seeks Legal Bingo

NASHVILLE, N. C., March 31.—Nash County commissioners are seeking legislation which will permit legalized bingo at fairs and other exhibitions in their county providing that such events are under sponsorship of civic, charitable or trade association or organizations.

The 1949 State legislature legalized bingo at fairs and similarly sponsored events in Mecklenburg, Guilford, Halifax, Edgecombe, Pitt and Dare Counties.

Paramount Pyro Sets Three Fairs

JACKSONVILLE, Fla., March 31.—Paramount Fireworks Company, of Tulsa, Okla., will present the pyro displays at the Tulsa and Muskogee, Okla., and Tyler, Tex., fairs this year, Fred Herrin Jr., manager, announced.

Herrin was here this week, fixing the displays at the city's 50 Year Progress Celebration in the Gator Bowl Monday thru Saturday (26-31).

Fort Recovery Preps

FORT RECOVERY, O., March 31.—Fort Recovery's Annual Harvest Jubilee is beginning to take form as Concession Chairman Burleigh Burke, goes about his annual job. Ray Cull is again chairman of the event, set for July 9-14. F. E. Gooding rides, a yearly feature, will be on hand.

Ia. House Okays Off-Season Use Of Fairgrounds

DES MOINES, March 31.—Iowa's fairs this week won the first round in their battle to continue to use their plants for non-fair activities when the State House of Representatives passed by a vote of 80 to 17 a bill that gives them the right to enter into contracts for still-date activities.

The bill defines a fair society so that it could enter into such contracts, and is a result of court litigation between the All-Iowa Fair, Cedar Rapids, and an auto race promoter who obtained an injunction to prevent that fair from operating off-season midget automobile races. This case is now being appealed to the State Supreme Court.

When it came up for action in the House, the bill faced a series of amendments, designed to kill the measure. The amendments would have prohibited the fairs from leasing or holding auto races, thrill shows and other type shows and limited leasing of the grounds to agriculture meetings or shows. The amendments were defeated, however, and the bill now goes to the Senate for action.

POMONA TO GO

Aircraft Co.'s Plant Lease Deal Is Off

POMONA, Calif., March 31.—There will be a Los Angeles County Fair here for 17 days starting September 14, C. B. (Jack) Aftlerbaugh, president and general manager, announced Tuesday (27). The probability that the event would be canceled came to light recently when it was revealed that the fair was negotiating with the Hughes Aircraft Corporation to lease the buildings and grounds for an aircraft plant.

Aftlerbaugh announced that the negotiations had ended and that the aircraft company would not take over the grounds. It was understood that the aircraft concern had leased space in another State.

Altho considered a probability at the time, work on preparation for the fall event never stopped. Now that the Hughes company has ended its talks, preparation for the September opening will be increased.

Detroit Sets Parade-Spec For July 28

DETROIT, March 31.—A combination parade and pageant will be one of the features of the city's 250th birthday celebration here this summer and is expected to be the event's largest single mass gathering.

Set for July 28, officials expect the event to draw around 750,000 people basing their estimate on the Automotive Golden Jubilee parade five years ago.

The 1946 event proved a bonanza for merchandise peddlers, and an equally large influx of pitchmen is looked for this year.

Pennsy Mulls Anti SRO Legislation

HARRISBURG, Pa., March 31.—A bill has been introduced in the State House of Representatives here to prohibit the sale of tickets in excess of seating capacity at any place of amusement in Pennsylvania, with a 5 per cent leeway. Legislation provides a maximum penalty of a \$500 fine and three months imprisonment for violations. It has been referred to the House Committee on Law and Order.

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Animals, Too, Are Movie Stars

"Quo Vadis" Teems With Lions, Horses, Other Rare Stock Scouted by George W. Emerson Thru Europe

By SAM ABBOTT

QUO VADIS means "Whither goest thou?" and George W. Emerson, of Culver City, Calif., who was "casting director" for the Christian-eating lions and other beasts in the \$6,000,000 Metro-Goldwyn-Mayer technicolor film production of that title, would have a quick answer: "All over Europe."

For in assembling his animal fair he roamed North Africa, Italy, Portugal, Spain, France, Switzerland, Holland, Denmark, Sweden, Ireland and England chasing circuses and zoo keepers to obtain lions, fighting bulls, perfectly matched horses, barnyard fowls and a couple of well-fed cheetahs.

Head Studio Trainer

Emerson is the head animal trainer at the studio and by virtue of his position drew this assignment. It was to keep him traipsing over Europe for seven weeks in 1949 and 10 months in 1950. During that time the traveling, and buying, leasing and shipping of the animals cost the studio over \$100,000.

The animals—about 40 in all—were used in only a few of the scenes in Rome, where the story was filmed. However, they were climactical and, of course, most important. The shots included those of the throwing of the Christians to the lions, slaying of the wild bull by the faithful bodyguard as it charged Deborah Kerr tied to a stake in the arena, parade of triumph in which Robert Taylor drove his chariot before the Emperor Nero's palace, and a royal court scene in which two cheetahs lolled at the feet of Patricia Laffan as the Empress Poppea.

Emerson's first trip to Europe in 1949 was to survey the animal situation. He found he could obtain the necessary animals after visiting a number of circuses. This report was made to the studio's location department with the result that the company went abroad for the actual filming in 1950. The trainer's travels took him to Dublin where he visited the greatest lion-breeding farm in all Europe. However, his contract for the animals was made with the Cirque Grand Boulogne in France.

Foreign Money Problems

Everything was thought in order and the company was set for the overseas assignment, Emerson believed, at that time, that his work last year would be only a matter of herding the animals together. He was to later learn what it was to make a fast trip over the Continent and to deal in krona, guilders, francs and lire to get the needed stock.

The first news that greeted him

upon his second arrival in Europe was bad. The Cirque Grand Boulogne manager had decided that he was unable to supply the lions at the price that had been agreed upon. However, they were available at another figure—much higher. Certainly a motion picture studio whose trademark for years has been Leo would have no trouble getting a few lions!

There was other stock to be obtained and Emerson worried over the thought that their owners might not supply them. However, in the case with Boulogne no contract had been signed because of a series of delays. The time was short and there was nothing else to do except to start looking.

The possibility of the Coleman and Kayes Bros.' circuses in England having suitable animals was ruled out. Emerson had checked with them the year before and the Lord George Sanger Circus, too.

Paris Beacons

Paris seemed to offer the best spot in which to start the quest and he arrived there only a few days after reaching Rome, his headquarters. Finding nothing in and around the French city, Emerson moved on to Schaffhausen, Switzerland, to again contact the owner of the Knie Circus. As nothing developed, the trainer took off to visit the Schumann Circus in Copenhagen and also to check on the Circus Belli. A trip thru Sweden gave him an opportunity to look over the Trolle Rhodins Circus as well as the Circus Benne-

weis. The pursuit seemed to be narrowing but it still led up blind alleys. A report came to the Metro man that a circus in Russian-occupied Austria had lions. But Emerson took his informer's word for it and remained out of the Soviet limits. This later proved to be about the only lead that he did not follow thru.

In Hamburg the chase seemed to be getting nearer its goal, for the problem was placed in the lap of the late Harry Williams, whose English circus had been on the road for 20 years. This show owner was familiar with the animal situation. Williams offered to help, but asked a few days to see what he could locate. Emerson, rather than stand around with the possibility of this contact going the way of the others, jumped to Amsterdam to check on the Cirkus Hagenbeck.

Route Gives Lead

Upon his return to Germany, Emerson found that Williams had moved his show and had left no guide. After following him for five days, the contact was again made. The American trainer learned one thing of value—only



In the triumphal procession, Robert Taylor, star of "Quo Vadis," MGM's \$6,000,000 production filmed in Rome, drives his four-horse chariot before the Emperor Nero's Palace. Getting the four matched whites presented George Emerson with a problem, for he took a chance on acquiring them in Italy, where steeds are steaks.

two shows, Mills and Knie, had routes. The only way to find other shows was to find where they had been and try to figure where they might be going.

The five days that passed were not lost. Williams explained that he was unable to make a deal for the animals on his show for they were the property of Eric Klant, a Dutch zoo keeper. However, Klant was due to visit the show any day. His trainer, Jean Michon, had been injured during a performance and the act was not appearing. Each day the lions did not perform, Klant was not paid.

Emerson found Klant agreeable to his proposition and, in fact, he went all out for MGM. He would supply the lions from the Michon act as well as those handled by Gaston Bosman on the Circus Milkene in Italy and Fabienne Fleureau of the Circus Konrad touring Australia. In all there were 20 lions obtained in this deal.

Two More Lions

A separate transaction with Jim Roose, of the Cirque Nancy in Lille, France, made two more lions available. By tapping four different sources, Emerson had 22 lions available for the Coliseum scene.

After the contracts for the lions were made—and it was the lion's share of his problem—Emerson set to work to get military remount-type horses for the chariot races. He needed matched pairs of blacks, chestnuts, bays and dappled grays. A search thruout Italy failed to turn up anything that could be used in the film. As technicolor cameras were used, the color of the animals was important. Emerson took a tip from the Italians who buy horses for human consumption. Like the Romans, he went to Denmark for his horse-flesh.

This trip took him to Alborg in the Northern tip of Denmark. There was little or no trouble in getting the horses there, for the section specializes in this livestock. Ten head were purchased and shipped by steamer to the Continent and by train to Rome.

Chariot Horses

This did not complete the assignment for horses, as four perfectly matched white ones were wanted to pull a chariot in the parade before the emperor's palace. There was one concession—they did not have to be as spirited as those used in the races. Emerson had sought them unsuccessfully in Ireland when he was en route to Denmark. He then decided to take his chances on finding them in Italy. The odds were against him, however, for there a horse is

more valuable as a steak than a steed.

However, Emerson did locate four white horses that almost matched. They were old and their ribs were visible; they lacked the sparkle of royalty's equines. One had been ridden by Benito Mussolini, but that claim to fame was of little value. Nevertheless, the horses were hitched to the chariot and their shortcomings covered with trappings. It was in this ornamented state that they were filmed.

With the lions and the horses provided, Emerson turned to the job of obtaining wild bulls that were to charge Deborah Kerr, lashed to a stake in the arena. This was a climactic scene with the Empress being rescued by her faithful servant, Ursus, played by Buddy Baer.

Animals Prove Unruly

The untamed cattle had been contracted in 1949 in Portugal and it was only a matter of getting clearance to ship them to Rome. After unravelling red tape they were on a boat bound for the location. The studio wanted "wild bulls" and certainly got what they bargained for. In Rome the stock broke out of the pens several times and keeping them there was a problem that had not been covered by the agreement.

With this exception, the bulls were not a problem. In Rome it was the trainers. To get the stock it was necessary to import bull fighters and their assistants. However, a double for Buddy Baer as Ursus was needed and found in the troupe of six acrobats that also arrived with the entourage. Visas for the Portuguese had to be arranged and this, too, was one of Emerson's many duties.

Emerson's departments were in order. The cheetahs had been obtained from a game preserve in Africa and were on the scene ready for work. One of the two was already a seasoned veteran in the movies, having appeared in King Solomon's Mines and here again was cast with Deborah Kerr. In the King Solomon film the cheetah is in a jungle scene, but in Quo Vadis it and its partner loll amid the comforts of royalty.

Cheetahs Are Gentle

The Metro trainer believes cheetahs to be gentle when well fed. And the film company took ample precaution to see that they had all they could eat before going on the set.

The cheetahs fared better than most of the animals in the movie. Upon his return to the States after the foreign filming, Emerson brought them along and left them

with his brother, Ralph, who has an animal farm in Hartford, Conn.

Goes to Siam

Altho Emerson spent 10 weeks in Europe in 1949, his travels that year were to take him to another part of the world. The trip to Siam took eight weeks. Flying over and returning by boat, he brought back a shipment of five elephants. Before leaving he took precautions to bring his assignment back in good shape—he had a supply of oat hay sent to Hong Kong for feeding on the trip to America. This is a practice now generally followed by animal buyers doing business in the Orient.

Emerson has worked animals at Metro-Goldwyn-Mayer since 1932 when he joined the staff to handle a problem African rhinoceros that was giving the studio a headache. It had been purchased for a sequence in a Tarzan picture featuring Johnny Weissmuller.

Before joining the movie company, Emerson had been with Scels-Floet, A.G. Barnes and Ringling Bros. and Barnum & Bailey circuses as an animal man. However, he had decided to make Los Angeles his home and was then working as a prop man at Grauman's Chinese Theater in Hollywood.

Rhino Trouble

News of the studio's trouble with the rhino spread in circus circles. The late Walter McClain, who had the Barnes elephants on the Coast, and Herb (Pony) Cook, who had Barsky's champs, heard it and recommended Emerson for the job.

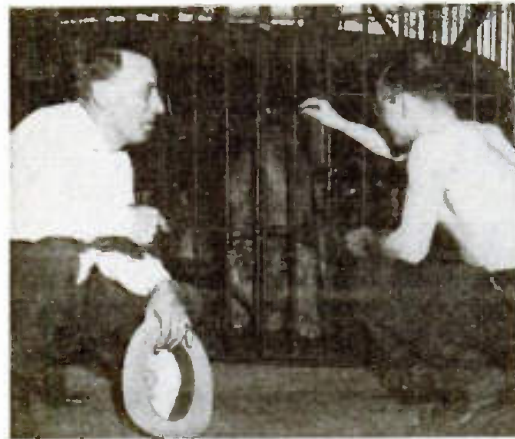
If Emerson could handle the rhino he was the man the studio wanted. MGM had just about reached the end of its rope. Since the animal would not perform, a robot had been built to take its place. However, the mechanical jungle creation, that cost a neat sum, also refused to work.

When Emerson was hired he immediately went to work on the problem and in three weeks had the rhino doing what the script directed. The animal went on the set and ran thru a jungle setting with Emerson, doubling for Weissmuller, jumping on its back and simulating a fatal dagger thrust into the beast. The film was completed on schedule. MGM had its thriller; Emerson had a job.

Handles 50 Animals

Since then, Emerson has handled the zoo, which at one time during the war had approximately 50 animals. When shooting schedules were posted, the needed animals were bought to prevent delays. He worked the mountain lion in Sequoia and the water buffalo that

(Continued on page 60)



George W. Emerson (left), Metro-Goldwyn-Mayer's head animal trainer, discusses lions for "Quo Vadis" with Eric Klant, Dutch zoo owner, in Rome. Emerson obtained 20 lions from Klant after a trip that took him from North Africa thruout Europe. Twenty-two lions were used in the film, the other two being made available thru a deal with Jim Roose, of Cirque Nancy.

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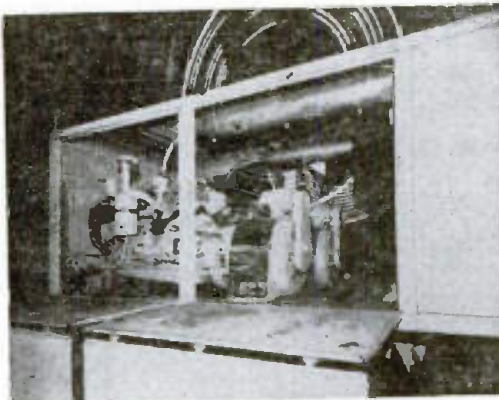
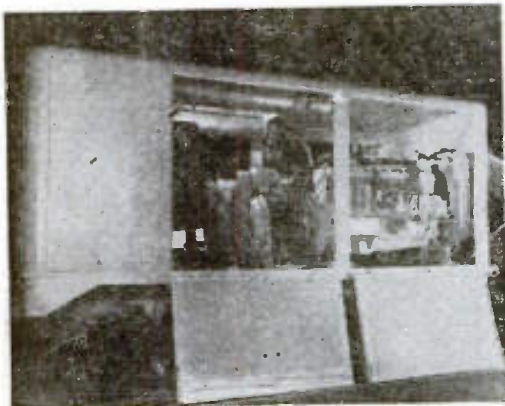
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Long-Term Ride Outlook Dim

Ample Devices Reported Now Available for Sale
But Prospects Beyond Current Season Are Dark

By JIM McRUGG

DEPENDING as it does on a large variety of strategic defense materials, the future of the ride manufacturing business is shrouded by innumerable unknown factors, the same bugaboos affecting business generally, the just completed annual survey by The Billboard indicates. While the haze affecting the predictions of the builders may well evaporate in only a few months should the international situation improve considerably, the fact remains that the situation may well become worse and last for the several years that pessimists believe likely.

Plenty of new equipment intended for use in the 1951 season has been, and still is, available, despite heavy buying which many manufacturers predict will account for their inventory before the season is well under way. The first hint of shortages after the Korean outbreak greatly stimulated buying, as did the prospect of better business resulting from heavy government defense spending. Solvent operators were quick to survey their equipment with a view to securing new units which, they hoped, would last thru any foreseeable emergency. Equipment, which might normally have been good for an additional year or two of service, is being replaced in many instances.

Material Shortage

Defense induced shortages and government curtailments have, of course, long since affected the industry. The shortages are almost certain to become worse and future production can be counted on to be considerably less than this year. Difficulty in securing materials and in the amounts needed is an old story in the ride business, as in almost every other field of manufacturing endeavor. The ride men have demonstrated the ingenuity it takes to continue in operation in difficult times of their non-essential status.

A large percentage of manufacturers are already involved in defense work. Some have been occupied in this manner for many months. Others expect to enter defense work in the near future, the survey indicated. Many of the smaller concerns are currently busy seeking sub-contracting deals. Defense work, as long as it is available, will materially affect the production of amusement rides, both because of its promise of continuous activity and because it can frequently be counted on to be a more lucrative activity. It is safe to say that all firms that can will continue to manufacture amusement rides in addition to participating in defense work as long as possible, rather than voluntarily eliminate themselves from their usual bread and butter field.

New Unit Curtailed

This year, for the first time in the post-war era, the introduction of new units has been practically ignored. Variations and improvements have been made in some instances, but the market stimulating production of new major units was deemed unnecessary. Business, as reflected at the Chicago outdoor meetings, was excellent, and as indicated in the survey, manufacturers were soon faced with selling out their entire planned output based on material availability. The planning and production of a new major unit is a costly undertaking

with profit contingent on the unit's success. As a result, it is easy to understand the manufacturer's side stepping what, in effect, is a gambling proposition.

The post-war demand for kiddie units continues to overshadow the interest in major rides. Sales indicate that established kiddielands are being expanded and new ones are being created. The interest in the operation of moppet spots has, strangely, gathered momentum outside the realm of experience. Many persons with no prior experience of any kind have utilized The Billboard to gain information on equipment and operation with a view to establishing a youth amusement center.

Manufacturers have welcomed the growth of the kiddie ride market for a number of reasons. Kiddie units require only a small percentage of the material needed in the construction of most major rides. The cost of experimentation and the possibility of losses are considerably lessened as a result. Since the material needed for many major units frequently represents the total needed for perhaps a half dozen kiddie units of a single type, and because prices are high, the total received for the moppet units is usually considerably more than the cost of the bigger unit.

Markets have at least doubled with the mushroom growth of the kiddie units. Manufacturers featuring a suitable variety have frequently been faced with the possibility of selling a half dozen or more units to a single operator. Many small carnivals today carry as many kiddie units as their larger counterparts did before the war. Major units frequently have as many as 10 or more moppet units in operation.

The increased cost of materials to manufacturers has resulted in higher prices for practically all units. The flood of cheap units placed on the market by new manufacturers entering the field in the last several years has virtually disappeared.

Used Ride Market

Manufacturers replying to the survey were divided on the possible development of an expanded used ride market in view of the possibility of curtailment in the manufacturing of new units. Those limiting the possible development said that operators would hold on to the units they have if new units would become available. On the other hand, it was pointed out that if new ride production is curtailed and operating revenues climb, a demand for used units will necessarily result.

Traffic in used ride equipment increased greatly during the last war, but the manufacturers participated in only a percentage of the activity since much of the selling was accomplished between operators with no middleman involved. A number of operators with a large number of units are holding on to otherwise surplus equipment with the expectation that the market will shortly rise.

An apparent measure of apathy in replying to this year's questionnaire is probably traceable to generally unsettled conditions. The normal urge to sell is tempered by the inability to produce in desired quantities and many builders apparently feel that they are faced with a rather hopeless situation currently.

RIDE MANUFACTURERS

FIRM NAME	UNIT NAME	CAPACITY	PRICE
Allan Hershell Co., Inc. 104 Oliver St. N. Tonawanda, N. Y.	Merry-Go-Round (3 abreast)	38	\$12,000
	Merry-Go-Round (2 abreast)	28	\$8,000
	Whiz-Bang	40	\$18,000
	Caterpillar	36	\$18,500
	Looper	20	\$16,250
	Hurricane	24	\$32,000
	Kiddie Auto	20	\$3,975
	Kiddie Boat	24	\$3,975
	Little Dipper	12	\$7,250
	Kiddie Carrousel	28	\$5,250
	Sky Fighter	16	\$4,850
	Kiddie Buggy Ride	20	\$3,975
	Kiddie Jeep Ride	20	\$3,975
C. W. Parker Amusement Co. Leavenworth, Kan.	Tween Ager Baby "Q"	32	\$5,750-\$7,342
	Kiddie Ferris Wheel	24	\$2,700
	Kiddie Merry-Go-Round	20	\$3,125
	Kiddie Fairy Swing	10	\$700
	Kiddie Aeroplane	10	\$700
	Kiddie Zeplinger	12	\$2,575
	Kiddie Cart Ride	12	\$1,175
	36 foot Baby "Q" (2 abreast)	32	\$8,775-\$8,875
	36 foot Baby "Q" (3 abreast)	42	\$7,725-\$11,725
	42 foot Baby "Q"	50	\$11,537
Everly Aircraft Co. P. O. Box 670 Salem, Ore.	Midge-O-Racer (kiddie)	8	\$7,700
	Buiky the Whale (kiddie)	16	\$4,200
	Rock-O-Plane	16-24	\$11,000
	Octopus		\$11,000
	Fly-O-Plane		\$13,000
	Rolloplane	8	\$7,300
W. F. Mangels Co. 2875 West 8th St. New York, N. Y.	Carrousel	30	
	Kiddie Roto-Whip	16	
	Kiddie Speed Boats	16	
	Kiddie Pony Cart	16	
	Whip	16-24	
Coast to Coast Mfg. Co., Inc. 137 Atlantic Ave. Manassas, N. J.	U-Drive Jr. Jeep	16	\$1,800
	Miniature Train	16	\$2,250
	Roto-Whirl	12-16	\$1,800-\$2,250
Overland Amusements Lexington, Mass.	Kiddie Fire Engine	20-24	\$2,785
Traver Enterprises, Inc. 200 Sickle Ave. New Rochelle, N. Y.	Non-circular Kiddie Jeep	5-8	\$2,150-\$2,000
	Kiddie Boat	22	\$2,825
	Kiddie Buggy	6-10	\$2,850-\$4,050
	Kiddie Aeroplane	10	\$1,650
	Kiddie Auto	24	\$3,450
Constable's Kiddie Rides Route 1 Fountain City, Ind.	Fire Truck	16	\$1,700
	Kiddie Auto Jeep	16	About \$1,500
Weid Built Body Co. 5903 Preston Court Brooklyn 34, N. Y.	Kiddie Whip	16	\$2,400
	Kiddie Airplane	10	\$1,300
	Kiddie Boat	24	\$2,100
	Kiddie Tank	14	\$2,800
	8 Engine Locomotive	16	\$3,800
	Merry-Go-Round (truck unit)	14	\$2,100
A. K. Brill 228 N. University St. Peoria, Ill.	Whip (truck unit)	12	\$2,500
	Construction plans only		
Ottaway Amusement Co. 224 W. Douglas Wichita, Kan.	Miniature Steam Train	24-100	\$5,000-\$6,000
Sunshine Mfg. Co. 2105 E. Chelsea St. Tampa, Fla.	Sunshine Choo Choo	18-30	\$1,055
	Belly Tank Swing	12-30	\$1,500-up
	Boat Ride	30-60	\$1,500-up
	Baby Wheel	8-16	\$995-up
General Playground Equip., Inc. 1133 So. Courtland Ave. Kokomo, Ind.	Whirl Wind	24-48	\$4,950-up
	Merry-Go-Round (playground type)		\$200-\$500
Eli Bridge Company 800-820 Case Ave. Jacksonville, Ill.	Baby Eli Wheel	12-18	\$3,335
	Big Eli Wheels (40-45 feet)	24-36	\$8,150-\$8,800
	Big Eli Wheel (55 feet high)	32-48	\$11,150
Hurlburt Amusement Equip. Co. 8218 So. Greenleaf St. Whittier, Calif.	Miniature Train	32	\$6,500
Vogel Neon Mfg. Co. P. O. Box 3183 80 Western Ave. Amarillo, Tex.	Kid-E-Krize Speed Boats (land operated)	20	\$1,995
	Kid-E-Krize Flying Saucers	18-24	\$1,790
H. E. Ewart Co. 707 E. Greenleaf St. Compton, Calif.	Merry-Go-Round (3 abreast)		\$12,650
	Merry-Go-Round		\$10,450
	Flying Horses (kiddie)		\$1,894
	Kiddie Ferris Wheel		\$2,154
	Kiddie Auto		\$2,154
	Kiddie Airplane		\$1,894
	Kiddie Rocket		\$1,656
	Kiddie Chairplane		\$1,371
Kiddie Street Car		\$1,537	
Frank Hrubetz & Co. Front & Shipping Sts. Salem, Ore.	Pony Cart		\$2,612-\$2,369
	Hi-Ball	16	\$15,000
	Sputfire	20	\$9,300
Excelsior-Ohio Co. 21830 St. Clair Ave. Cleveland, O.	Kiddie Boats	24	\$2,400
	Kiddie Boat	20-42	\$2,000-\$2,500
	Kiddie Auto		\$2,700-\$3,600
	Classic Kiddie Carrousel		\$3,050

(Continued on page 10)

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A-100 LET'S TAKE AN OLD FASHIONED WALK WHY DO THEY ALWAYS SAY SO	A-110 WEDDING OF THE WINDS—PART 1 WEDDING OF THE WINDS—PART 2
A-101 WITH MY EYES WIDE OPEN I'M DREAMING PLAY, HURDY-GURDY, PLAY	A-111 OFFICIAL WEST POINT MARCH PERFORMED IZEPHY
A-102 NOW MARY'S IN PEGGY SIBBIDI-BOBBI-DOO	A-112 PAIP, LUKE'S SATIN TART MOLFO FROM SICILIAN VESPER
A-103 SOME ENCHANTED EYEBLING DEAR HEARTS & GENTLE PEOPLE	A-113 SECOND FINALE FROM TRAVIATA PARTS 1 & 2
A-104 ENJOY YOURSELF MUSIC, MUSIC, MUSIC	A-114 LOVE SONG OF RIGOLDO WOODPECKER BING
A-105 THE LAST WALTZ PASQUINADE CAPRICE	A-115 DEER BARREL POLKA CREATING OLD MILL ON THE CREEK
A-106 OLD TIME WALTZES—PART 1 OLD TIME WALTZES—PART 2	A-116 EL RANCHO GRANDE ALICE BLUE GOWN
A-107 FAUST—PART 1 FAUST—PART 2	A-117 MAN WITH MANDOLIN AT THE BALALAIKA
A-108 LIGHT CAVALRY MARCH—PART 1 LIGHT CAVALRY MARCH—PART 2	A-118 LITTLE RED FOX CECELIA
A-109 THREE O'CLOCK IN THE MORNING YOU CAN'T BE TRUE, DEAR	A-119 LAUGHING POLKA ART SWEET MYSTERY OF LIFE

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Miniature Train Co. Started as a Hobby

Early Enthusiasm Undimmed, P. A. Sturtevant Fires Development of Small-Scaled Railroads

By CHARLIE BYRNES

HOW THE present-day operation of miniature trains as amusement devices stemmed from a youth's hobby and parlayed into a sizable manufacturing concern is the story of the Miniature Train Company, Rensselaer, Ind. In many respects, it is also the life story of P. A. Sturtevant, president of the firm, who was the youthful worshipper of trains and a pioneer model railroader.

As a boy, Sturtevant was infatuated with an admiration for trains, a common fascination in a country where railroads have played such an important role in the building of the nation. During his childhood, fully 80 per cent of his toys were either trains or train accessories and this fascination never left him even after his entry into business as a sales engineer.

First practical use of his hobby was in 1929. Sturtevant, then district sales manager for a Cedar Rapids, Ia., engineering firm, personally built the forerunner of today's streamlined train ride. Intended as a toy for his son, Lee, the model was a small electrically powered steam type locomotive that pulled a string of passenger gondola cars, loaded with youngsters, over a seven-inch track laid around the family's Elmhurst, Ill., home.

Builds Entire Layout
The entire layout, even to the fabrication of the track, was built by the elder Sturtevant in his basement machine shop. This "toy" upon completion, represented an investment of close to \$15,000.

With the advent of the lean early '30s, Sturtevant, acting upon the suggestion of a friend, put the train to its first commercial use. Portable tracks for quick set-up and tear-down were built and the unit made a successful debut as one of the first kid train rides to appear with a traveling carnival. It remained out for several seasons in the Chicago area and later moved into the big time for a four year run with the Royal American Shows.

Next step in the firm's development came later in the depression years and was sparked by the introduction of the Chicago, Burlington & Quincy road's revolutionary Zephyr, the first streamliner. Shortly after the Zephyr's maiden run Sturtevant built a kid train, modeled after it. The appearance of the first streamlined amusement ride train provoked a controversy, with some claiming it would not out gross the traditional steam-type unit. Sturtevant settled the question, at least in his own mind, by running his trains in competition at the Elmhurst, Ill., home and found the streamliner was far and away the top grosser. Thus, he set the pattern for his future operations.

Establishes Plant
Until 1936 the manufacture and operation of the trains had been chiefly a hobby for Sturtevant, but that year he established a plant in Glen Ellyn, Ill., to turn out the rides. With a small staff of machinists, and the Rock Island's new City of Los Angeles as a model, the infant concern began to make what is now their G-12 kid train. Of the 10 made there, none was sold but continued to be operated by the firm.

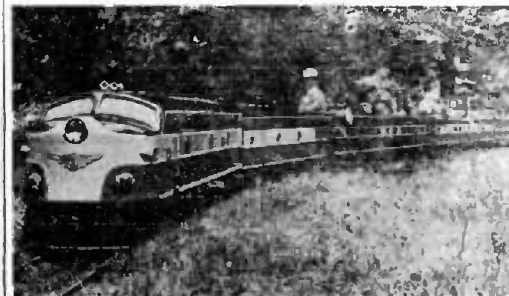
The year 1940 saw the move to a larger plant in Addison, Ill., and the firm's exit from the operating end of the ride business. Some 20 of their trains were built there and sold to amusement parks and carnivals. Meanwhile, Sturtevant had launched a gauge tool business, and with the advent of World War II, both concerns turned their production to the war effort.

At war's end, the pent-up demand for trains, true of most rides, reached new heights. Orders poured in and even now the firm has yet to catch up with the backlog built up in the period following the war.

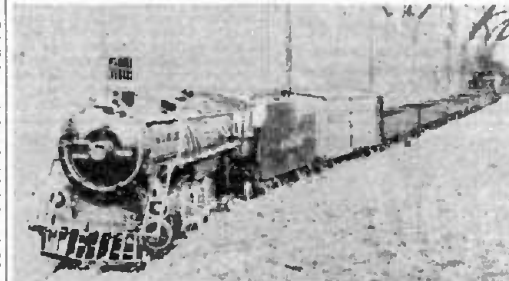
Operations were expanded to the point where the trains were



Miniature Train Company has a modern, well-equipped plant at Elmhurst, Ill. Much of the equipment is scaled down from that used in shops where standard locomotive and rail cars are manufactured. A section of the Elmhurst plant is shown above.



The vast strides in designing and engineering standard railroad equipment are followed closely by Miniature Train Company in manufacturing amusement rides. One of its latest streamlined models is shown above.



Miniature Train puts as much emphasis on the performance of its rides as it does to obtain faithful reproduction of standard railroad equipment. Pictured above is one of Miniature Train's early-day models that reflects the standard rail equipment then and now, continues to operate profitably.

being manufactured in 13 different garages and warehouses. This scattered operation led to the building of the firm's present \$100,000-plus Rensselaer plant, where 22,000 square feet of floor space is devoted exclusively to the manufacture of trains.

Develops Adult Ride
From experience gained as ride operators, M-T staffers realized that a market existed for a train ride that could carry adults as well as children, whereupon they developed such a ride, engineering an exact scale model of the latest type streamliner locomotive. About that time, General Motor's electromotive division, major railroad locomotive builder, announced plans for a new model and M-T execs huddled with the G-M engineers. Supplied with information and specifications on G-M's latest addition to railroading, Rensselaer engineers used them to build a pilot model, scaled to one-fifth the size of its parents but still big enough to carry adults.

Early estimates were that upward of \$50,000 would cover all initial expenses of this new project. The engineers, however, were carried away by their enthusiasm, and before the pilot model was completed, they had

spent almost 2 1/2 years and \$285,000, Sturtevant maintains.

Use Own Features
Drawing upon experience gained as train operators, M-T engineers also incorporated features of their own. These include closing one side of all cars to avoid confusion at loading stations, a fast stop that prevents passengers from getting off before the train stops, drop frame construction, rounded corners throughout and a speedometer.

Altho the Rensselaer firm no longer runs trains at outdoor amusement events, it continues its year-round operation of trains in department stores. This operation has been a financial success from the outset, and, in addition, has given the firm excellent show cases for its rides.

The present M-T staff includes a number of men well known to outdoor show business—Richard D. Robertson, general manager since 1936; Ken Wilson, sales manager, and George Moses, assistant general manager. They reflect the enthusiasm of the firm's founder in miniature trains.

They are particularly proud of the record racked up by the firm's first G-16 (adult-children) train to roll out of their plant. This unit, now owned by Sam Bornstein, veteran ride operator, has logged over 50,000 miles.

OMAHA OPS PREP PLEASURE PIER

New Funspot Adds Rides, Boats; Kiddieland, Cafe Open Earlier

OMAHA, March 31. — Carter Lake Pleasure Pier is nearing the wind-up of a 12-month building program and will open for full operation May 12 as a part of the extensive Carpenter Amusements layout here.

Owners are James D. Carpenter and his wife who leased Levi Carter Park from the city. The Pier bowed late in 1939 as a partial operation and has been brought to full strength by the year-long building program. Adjacent to it is the Carter Lake Kiddieland, also under Carpenter management, which opens April 1 for week-ends. The Carpenter's drive-in cafe bows the same time.

New rides include Rock-o-Plane, HoloPlane, Fly-o-Plane and Octopus, all from Eyerly Aircraft Company. Plans call for a Scooter, flat ride and dark ride to be added later. Drive-ur-Self boats will be ready by early summer, Carpenter said. Boat concessionaires are the Braun brothers, who are adding 40-passenger cruisers to their speedboat operation. They also operate miniature Golf, archery, badminton, shuffleboards and bike rentals.

Picnic, Catering Services

A private picnic grove, accommodating 2,000 persons, was completed during the winter. A large dance floor is part of the picnic zone. Equipment for outings includes kitchen facilities for mass cooking and a buffet service area. A complete catering service for large outings has been added to the Pier restaurant. Other restaurant services include the drive-in cafe, two private dining rooms, self-service counter and table service in the main dining room and on the terrace. These open April 29.

New at the Kiddieland will be a Midgeo-Racer and Bulgy from Eyerly, Hodges Kiddie Handcar and a new live pony track. The latter will have four separated lanes, including one for walking, one for trotting, one for galloping and one for pony chariots.

TV Program Set

The Kiddieland was to have opened on Easter Sunday; however, weather delayed the event until April 1. In mid-May the Kiddieland will switch to daily

operation, with 1 p.m. openings scheduled.

City school picnics will be conducted daily for two weeks starting May 14. Formal opening for the enterprises will be a two-day celebration May 26 and 27.

Daily 15-minute television shows will originate at the Kiddieland starting May 26. Local business firms will sponsor the audience-participation type show.

Carpenter Amusements recently was awarded a city contract for refreshment and amusement concessions in Omaha's five major parks, Carpenter reported.

Houston Playland Opens to Big Biz For Easter Party

HOUSTON, March 31. — Playland opened its season Easter Sunday (25) with a party and egg hunt sponsored by The Houston Chronicle. Despite chilly weather and rain, 30,000 children and about 10,000 adults attended. More than 200 prizes ranging from live rabbits to government bonds were awarded. Free acts continued thru the evening.

Rides did a boom business with a bargain 9-cent rate for all devices except the Roller Coaster. Kiddieland, doubled in size since last year, shared the wealth and the arcade was jammed most of the day.

Bulletin Service Tips N. C. Group

GREENSBORO, N. C., March 31. —Members of the North Carolina Association of Agricultural Fairs are being informed of legislative and other pertinent matters thru a bulletin service originating from the office of Mrs. Clyde Kendall, secretary-treasurer of the association and manager of the Greensboro Fair.

Current bulletin reminds members to file requests for exemption from certain license taxes and to start now to enlist the aid of county agents and local civic and business groups.

ALL'S WELL THAT, ETC.

NEW YORK, March 31. — Rockaways' Playland management was pleased as punch when thru their tie-up with the National Broadcasting Company (NBC) the park was to receive 44 plugs on the network's radio and television stations, WNBC and WNBZ, here yesterday (30).

However, Andre Baruch got the day off on a sour note in his 9:30 a.m. broadcast over WNBC when he spouted to myriad listeners: "Playland at Rye, N. Y., is now open."

Happy ending had NBC officials apologizing and giving the park gratis mention. Score for the day—57 plugs instead of the slated 44 and a mollified Rockaways management.

Harrisburg, Ill., Preps New Stand

HARRISBURG, Ill., March 31. —Saline County Fair here will officially open its new 3,000-seat grandstand this year with horse events to include racing and shows.

A beauty pageant and auto show also will be staged. L. M. Hancock, secretary, announced.

JOE'S SOFT ICE CREAM

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WOW! WHAT A GOLD MINE!!

COULD CUPS, PINES, Soft Serve, Push It Home, Softly Squeeze SOFT ICE CREAM

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Out in the Open

George A. Hamid, talent agent turned author, will ballyhoo his book "Circus" on Mrs. Eleanor Roosevelt's WNBC radio show April 4. Shot is well timed in that it will coincide with the Ringling opening in Madison Square Garden. On Tuesday (3) Hamid again will describe his book via "Luncheon at Sardis" and on Tuesday (10) he will guest star on the "Tex and Jinx" show. Deals were set by Sol Abrams, of the Bert Nevins publicity firm. . . . Jake Kedenburg opened his new one-third mile macadam track at Woodhaven, Queens, March 24 to give sports editors a preview. Stock car races are skedded for each Sunday beginning April 29. Don Abrew is handling publicity. . . . J. Alfred Valentine, president of Mineola (N. Y.) Fair, returned recently from a Caribbean vacation. Dan Gordon Judge, general counsel for the Ringling circus, and Mrs. Judge, have returned to their New York home after vacationing in Sarasota.

Mrs. Mary Gordon Lamont, formerly of Frank Cushing's Death's Holiday Thrill Show, is recuperating in General Hospital, Calgary, Alta., following amputation of both legs early in March. She has made her home in Canada since breaking her back in a 40-foot fall at Lenox, N. C., in 1939.

Robert and James R. Slover, sons of Mr. and Mrs. B. A. Slover, for many years on the Royal American Shows, are in serious condition in St. Joseph's Hospital, Tampa, with injuries sustained when their car was struck by another car in Tampa March 22. The

youths were preparing to leave their Tampa home to join Velcar Bros. on the West Coast for the coming season. Bob sustained shock and possible broken ribs and nose in the crash, while James suffered deep forehead cuts and a possible broken left leg. The driver of the other car, Willie Jones, is being held by Tampa police on a reckless driving charge.

Harry G. Traver, ride manufacturer who has switched his headquarters from Painesville, O., to New Rochelle, N. Y., again is active in defense work and aiding in the development of new weapons for the armed services.

Robert Gunther, treasurer of Olympic (N. J.) Park, was laid up thru the past week with a virus infection but was expected to be back on the job Monday (2).

Funeral services for Lawrence (Larry) Hall, veteran concessionaire, Wednesday (28) in Milwaukee, was attended by the following showfolk: Mr. and Mrs. Sam J. Levy, Frank and Jack Duffield, Bernie Mendelson, Ned Torff, Mr. and Mrs. Ralph Ammon, Mr. and Mrs. Jack Reynolds, Mr. and Mrs. Archie Geyer, Dick Neapolitano and Mike Sweeney. . . . Art Briesse, much traveled Thermo-Duffield Fireworks, rep. spent a week in Chicago and was skedded to hit the road again Monday (2) for Dallas and Beaumont, Tex., New Orleans and Memphis. Annalee Lambert of the Barnes-Carruthers production department, has moved to Chicago's Edgewater Beach Hotel where he is recuperating from a stroke suffered last fall.



Master Of Moppet Mysteries

"Lost Child Car" Operator Harrald Harper Makes Biz Of Finding Straying Youngsters at California Events

By SAM ABBOTT

HARRALD HARPER has reduced "eternity" to 12 minutes for parents of 65,000 children in California and hopes to cut it even to a lower figure.

As the nation's only operator of a "lost child car," Harper specializes in finding wandering children at fairs. His recoveries in 1950 numbered 5,000 and he has been engaged in this unusual endeavor for 20 years. During the war he went into other work for seven years.

Harper, who is 5 feet tall and tips the scales at nearly 200 pounds, resembles a foreman on a large excavation project more than one who devotes full time to the recovery of missing juveniles. The father of two children, he knows from experience that no happening so touches the heart of humanity as does the straying of a little child. His work has brought comfort—when a second seems years. He also has helped fair managers with their goodwill services and has conducted silent campaigns to sell petroleum and more recently ice cream.

Idea Clicks

The idea for the "lost child car" had its inception at Los Angeles County Fair, Pomona, in 1931 when Harper impressed C. B. (Jack) Afferbaugh, the fair's president-general manager, with the good that could be accomplished. The idea appealed to the veteran fairman and he decided to add the feature. The service was popular from the start. Last year Harper handled 1,216 children during the event's 17-day run.

The operation is simple. Harper has equipped his 1930 American-made Austin with microphone and loudspeaker. When the guards find a child wandering around they take it to the police or sheriff's department there. The officers turn the child over to Harper, and it is then his problem. He seeks to learn the child's name, home address and a few other facts. With a working knowledge of the situation, the car swings thru the crowds, announcing the kid's name and asking the parents to come to the building to retrieve their offspring.

Adds Humor

If the child is unable to give its name and other needed information, Harper broadcasts a description of his charge. He has found that the addition of various lines such as "... and wants his mamma" not only gets results but a chuckle, too. While locating some parents has taken an hour or more, the average time is 12 minutes from pick-up to delivery.

The work of the lost child man is not confined to handling information about juveniles, for often he is given important messages to send out over his moving loudspeaker. Altho sponsored by an ice cream manufacturing company, no mention is ever made of the product.

Years in this type of work have convinced Harper that there is a psychological approach to the lost child problem. Because of this he has from time to time analyzed situations he encountered. He has placed lost children into four general classifications: (1) lost and unconcerned; (2) hysterical; (3) lost and unable to remember with whom they came to the fair, and



With the sound equipped truck, Harrald Harper cruises around California fairgrounds locating the parents of lost children. Last year he handled 5,000 cases. Working closely with the fair management, Harper readily dons garb to fit the event's theme, as he did, as shown above, at the Riverside County Fair and Date Festival in Indio, Calif.

(4) those who do not want to be found.

Most Kids Calm

Fortunately for parents the child type in Harper's first classification is the most numerous. Upon being found such a child is contented to let the situation take its normal course. In addition to determining these four categories, the "master of moppet mysteries" has concluded that children between the ages of 18 months and 8 years are most likely to stray. Those from 8 to 12 are old enough to understand and can be comforted if they seem alarmed over their predicaments. Teen-agers are sometimes lost at fairs. Harper puts the parents in the problem class here and not the offspring.

The number of kids who become lost is dependent, he has found, upon certain factors. These include the location of the fairgrounds and whether it has a free or pay gate. Size of the grounds—if congested or open—also will influence the number of cases Harper is called upon to handle. If the grounds are in a residential section and the fair is free, then Harper will have busy days, for the stray children will be many. The kids are let out to play in their yards and in an unguarded moment end up on the fairgrounds.

Interesting, Typical Case

At the California State Fair, located in a Sacramento residential area but with a pay gate, Harper had an interesting and typical case last summer when the guards brought in a little girl of 7. The child specialist questioned her, learning only that her name was Sandy and that she had come to the fair with her cousin. Her cousin's name she did not remember.

When he failed to get more information, Harper put his charge in his Austin and drove thru the crowded walks in the hope that Sandy would recognize her kin. After nearly an hour of touring Sandy recalled that they had walked up a street on which the carnival was located. With this slim clue, Harper drove outside fairgrounds and down the street near the show. About a half mile from the grounds, Sandy saw her cousin. She was walking home alone—unmindful of Sandy's fate.

When a child becomes parted from its parents, the elders immediately think of kidnapers. Those who have older children, especially daughters, Harper has found, are fearful of sex crimes. However, in the years that he has

been handling wandering children he has never encountered either of these in his work.

Recalls Fear Incident

But last year the lost tracer thought for a while that he was in for a new and unwanted experience. The parents of an 11-year-old girl reported her missing and Harper immediately began his search. He made a careful check of the fairgrounds without success and then with her father went over the parking area. After this procedure had been followed for more than two hours—seemingly two centuries to the parents—they were called back to the event's police station. A woman neighbor had brought the child back to the fair. She had walked to her home five miles away.

Last year, at Los Angeles County Fair a case typical of the second classification—hysterical child—was handled. A little Mexican girl about 8 years old was picked up as she walked around the grounds. She spoke no English and would not listen to Spanish, with which Harper has a speaking acquaintance. She was yelling bloody murder with only a few minutes of quiet now and then. When no information was forthcoming, Harper put her in his car and drove over the grounds. In the brief moments of her silence Harper was able to give a description of her over the loudspeaker. She was united with her parents. In this case the few minutes seemed like years to Harper.

Leads in Lost Kids

Because the Los Angeles County Fair has by a safe margin the largest attendance as well as the longest run of any California fair, it leads in the number of lost children, too. Its average in 1950 was about 71 a day. San Diego County Fair, located in Del Mar and 20 miles from San Diego, had about 20 a day. The Napa District Fair, a four-day event drawing 24,000 last year, had only 50 cases during its entire run and was the lowest in the circuit Harper served.

These figures are not alarming and reflect no negligence on the part of fair managers in handling crowds. It reflects, if anything, upon modern parenthood, Harper points out. Lost kids happen even in the best regulated fairs.

The attendance as well as the fair area influences the number of kids to stray. If the fair is spread out and there is little or no congestion, children are not so likely to wander. Should they lose their mom's apron strings, they are quickly found without

official aid. When people are jammed into a small area, the lost-and-found man has announced the recovery of a moppet even before the parents realize it is missing.

Child Case

When a child is brought to the officers' department, Harper does everything possible to remove fear. Altho his services are sponsored by an ice cream company, the children are never given either it or candy. The company stays away from these two products for fear of violating rules against it at the tots' homes. Rather than sweets, balloons and play money are showered upon the foundlings. The sponsor has had bills in \$3, \$1 and \$99 denominations printed for distribution. The phony legal tender advertises Foster's Old-Fashioned Freeze with such lines as "Our Greatest Assets Are Frozen" and "California's Favorite Dessert." In place of the statesman pictured on folding money, the play version of it uses "Curly Cone," which gets its name from the curl that comes when ice cream is poured into a cone.

The plugs on the stage money are the only ones that the company receives on the fairgrounds outside of the signs on Harper's Austin. A sign running overhead attached to metal rods on the front and back of the car bears the firm name. There is also a large cutout in color of an inviting sundae, dripping with chocolate sirup and topped with a luscious cherry.

Case of Teen-Agers

While there aren't many teen-agers lost at fairs, cases of this kind are reported. At Riverside County Fair and Date Festival in Indio a mother asked help in locating her 15-year-old daughter. Harper asked if she had wandered away. The mother said that it wasn't so much that the child was missing, but that she had the keys to the car and dad was at home awaiting dinner.

Altho fairs in California run from February until December, Harper finds time to appear with his midget car at other functions. At Christmas he decorates the car with silver and red tinsel, loads on sacks of toys, dons Santa Claus regalia with microphone hidden in the whiskers and visits orphanages and children's hospitals. Unlike at the fairs, candy is given to all of the kiddies—but only after the plan has been approved by the matron or nurse.

Harper also participates in March of Dimes parades, minus the colorful decorations but still

with the advertising signs. During the 1950 campaign, Harper and Jack Kirkwood, radio actor, toured the street ahead of a parade making collections on Wilshire Boulevard. They drove the car right up to spectators at the curb and asked them to drop something in the kitty. They did and the duo turned in several hundred dollars in contributions. The car and Harper also participated in parades in the suburban areas.

Car at Rose Tournament

The car also is a part of the New Year's Day Tournament of Roses in Pasadena. As it is small and can weave in and out of crowds and traffic, it is used to deliver scripts to radio announcers stationed along the line of march as well as emergency messages.

While Harper spends more than 40 weeks a year locating lost parents or kids, the car has served other purposes on fairgrounds. Last year when the 106-degree weather hit California State Fair, Harper transported several heat victims to the hospital. At Indio, also in 1950, there were two emergency trips to the hospital from Riverside County Fair and Date Festival. Picking up doctors and rushing them thru crowded areas to their parked automobiles so that they could quickly get on their way to answer emergency calls is nearly an everyday occurrence.

Harper was born in Los Angeles 49 years ago and as early as 1928 had set up a mobile sound truck, which he believes was the first in the nation. After using the truck for a couple of years and seeing its unlimited possibilities, he installed equipment in his Austin, which he had bought the year before for motion picture rental.

Harper Joins Army

Richfield Oil Company sponsored the lost child car until the war, for the idea fitted well into its plan for outdoor promotion. The car did not operate during the war for Harper was too busy serving as a civilian superintendent for radio for the army. While this was not his specialized work, it did enable him to keep his hand in radio and electronics.

When fairs were resumed following World War II, the lost child car contract was picked up by Foster's Old Fashioned Freeze, an ice cream company that limits its operation to California. This contract expired at the close of the National Orange Show in San Bernardino March 18. Harper has plans for lining up a national sponsor that will not limit his services to fairs in the State.

The service is free to fairs and its patrons are protected by a \$400,000 indemnity insurance policy Harper carries on his car. He works closely with the event's management and at the Date Festival wears an Arabic garb complete with turban. When he has closed a fair, he lows his Austin to the next annual to save time.

Harper finds rest from locating lost children at home, for he doesn't have to worry about his own offspring now. His daughter is 24 and his son 21.

Hectic Days

But his days on the fairgrounds are sometimes hectic. At the Orange Show last year Hopalong Cassidy made an appearance and his fans came from all corners of several counties to see him. Hoppy got away from his escorts in the confusion of schedules and the gun-laden tot's broke from parental bounds and followed him. In only a few minutes the officers' station wagon was deluged with calls about youngsters.

Altho the job can be nerve wearing, Harper has never felt himself in need of sympathy. In fact, he felt sorry for a doctor who once asked him to locate his two lost children at an event. After the usual checking they were delivered safe and sound to the father. Then the physician's wife had to be sought. After a few minutes more the family was reunited. Happily together the group walked out of the fair to their parked automobile. There they found two flat tires.

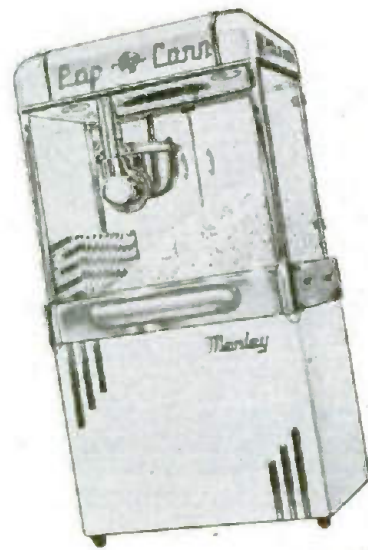
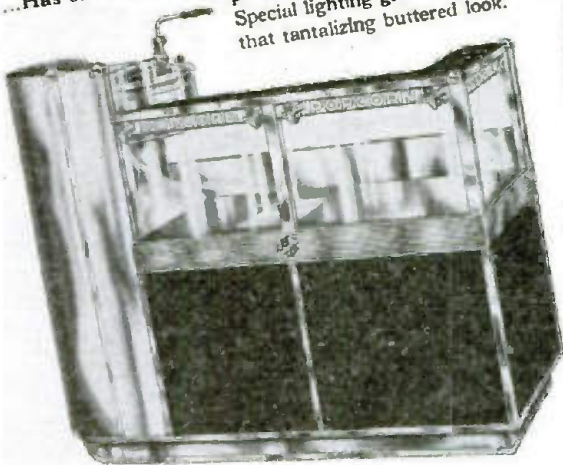


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The "SUPER STADIUM"

Easily handles the large crowds at circuses and fairs, drive-ins, stadiums, ball parks, etc...Has giant 24 oz. kettle...capacity of 30 bushels of popped corn per hour...Has extra-large, heavy-duty kettle, big warming pan, and ample storage space. Special lighting gives popcorn that tantalizing buttered look.



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Ideal for theaters, small fairs or carnivals, small concessions, parks, swimming pools...equipped with automatic seasoning system...exhaust system filters out oily particles. This machine tested "trouble-free" after 1000 hours of continuous use. In actual competition, it popped out a 20-40% greater volume of popcorn.

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Please have a Manley man call with more information on Manley machines and bring me a copy of your booklet, "How to Make Big Profits from Popcorn".

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Appeal Every Ewart Kiddie Ride is masterfully designed for flash and eye appeal. Bright, gay long lasting enamels give these delights the extra "umph" of top showmanship.

Engineered Every Ewart ride is engineered — not just built. Top engineering skill and ingenuity bring them to near mechanical perfection — which means trouble-free operation.

Portability Ewart rides are built by men who know the problems of carnival and roadshow use. Less time is needed for erection and dismantling — a minimum amount of space is required for transportation.

HERE ARE THE RIDES

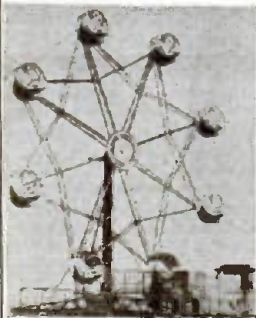
Ewart Merry-Go-Round, Kiddie Ferris Wheel, Kiddie Street Car, Kiddie Rocket Ride, Kiddie Airplane Ride, Kiddie Chair-O-Plane Ride, Kiddie Auto Ride, Kiddie Flying Horse Ride — Cast Aluminum horses for Merry-Go-Round and Flying Horse Rides.

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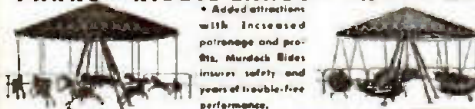
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One slightly used Little Skipper Kiddie Ride, capacity 20, located in Oregon \$2,000.00

G-CRUISE CORPORATION Seventh & Mulish Aves., Salem, Ore.

RIDE MANUFACTURERS

• Continued from page 51

FIRM NAME	UNIT NAME	CAPACITY	PRICE
Sellner Mfg. Co. 501-535 Fowler St. Fairbault, Minn.	Tilt-a-Whirl	28	\$12,500
Minutaria Trjag Co. Rensselaer, Ind.	G16-Limited G16-Suburban G12-Suburban (kiddie)	48 adults 36 adults 14	\$14,200 \$ 9,125 \$ 3,285
Philadelphia Toboggan Co. 130 E. Duval St. Philadelphia 44, Pa.	Junior Coaster (adult-children) Large Coasters Mill Chutes & Old Mills		\$25,000-up \$75,000-up \$30,000-up
K. Max Smith Enterprises Box 297 Russell's Point, O.	Kiddie Miniature Train		
Jordan Enterprises Lapeer, Mich.	Hobby Kiddie Ride	10	\$2,650-\$ 3,100
Smith & Smith, Inc. 303 Franklin St. Springville, N. Y.	Ferris Wheel Chairplane Jeep & Fire Engine (trailer mounted) Kiddie Airplane Kiddie Boat Kiddie Chairplane Ocean Wave	30 24 20 15 14 20 72	\$ 6,000 \$ 3,800 \$ 2,650 \$ 2,860 \$ 1,885 \$ 1,985 \$ 6,000
Mar-Craft, Inc. Kraus Road Clarence, N. Y.	Speedboat Ride (No. 1) Speedboat Ride (No. 2) Fire Engine or Auto Pony-BUGGY Silver Streak Train Skyrocket (kiddie) Single Bike Boat Double Bike Boat Motorized Runabout Boat	16 24 20 20 20 18 1 2 3	\$ 2,000 \$ 2,250 \$ 3,850 \$ 3,850 \$ 3,750 \$ 2,750 \$ 200 \$ 250 \$ 650
Lusse Bros., Inc. 2809 N. Fairhill St. Philadelphia	Auto Scooters		
Bisch Rocco Amusement Co. 5441 Cottage Grove Ave. Chicago, Ill.	Flying Scooter Portable type Park type Park Elevated type Jet Kiddie Ride Street Car Bus	16 adults- 24 children	\$11,500 \$15,400 \$16,400 \$ 2,500 \$ 2,500 \$ 2,500
Dodgem Corp. Lawrence, Mass.	Dodgem		
R. E. Chambers Co., Inc. Beaver Fork, Pa.	Baby Bug Rocket Ships Curl-E-Q	18	
National Amusement Device Co. Box 448 VAF Dayton, O.	Century Flyer Miniature Train Comet Jr., Roller Coaster Kiddie Buggy Ride Kiddie Ferris Wheel Roller Coasters Fun Houses Old Mills		
Pretzel Amusement Ride Co. 17 New Street Bridgeton, N. J.	Kiddie Circus Ride Pretzel		
Pinto Bros. 2940 West Eighth St. Coney Island, N. Y.	Kiddie Carousel Kiddie Ferris Wheel Kiddie Rocket Kiddie Roller Coaster Miniature Trains Fire Engine Pony Cart		
B. A. Schiff & Associates 901 S. W. 69th Ave. Miami	Pony Cart Fire Engine Jeep Kiddie Auto Kiddie Ferris Wheel Kiddie Boat U-Drive-Em Boats Miniature Train		
American Playground Device Co. Anderson, Ind.	Combination Units See-Saws Merry-Go-Rounds Castle Tower All Steel Slides Wave Stride Units Castle Walk	unlimited 2-12 40 85 unlimited 30 60	\$ 93-\$ 275 \$ 16-\$ 99 \$105-\$ 247 \$ 47-\$ 279 \$ 94-\$ 607 \$ 64-\$ 149 \$124-\$ 139
Mosca Outdoor Amuse. Devices 1005 W. Huron St. Chicago, Ill.	Ever Ready Kiddie Ride Model A. (complete trailer) Model B. (open trailer) Model C. (conventional) Model D. (unmounted portable)		\$3,885 \$3,993 \$3,285 \$2,500
Williams Amusement Device Co. 2820 N. Speer Blvd. Denver, Colo.	Silver Streak (train) De Luxe Flyer (train)	24	\$ 2,975 \$ 5,000
Supercar Co. (Coventry) Ltd. Gunnery Terrace Leamington Spa England	Bumper Car Speedway Car Petrol Car Peter Pan Railway	2 2 2 6	

Animals Are Movie Stars

• Continued from page 52

had important parts in the filming of Pearl Buck's Good Earth. Emerson's contacts with other animal trainers have proved invaluable in assisting the studio to line up the proper men for jobs. He and the late Louis Roth trained a tiger riding act that was used in O'Shaughnessy's Boy, featuring Wallace Beery.

The studio zoo reached its peak when The Yearling was being filmed. MGM had elephants, chimps, lions, dogs, coons, skunks and deer. The deer were of every stage from fawns up. They varied in age so that when a day's shooting covered a month or two in

the story, the animal had to show growth corresponding to the elapsed time.

Elephants Adjoin Home

The elephants that were kept in the area adjoining Emerson's home across from Lot 3 were Queenie, Sally and Happy. There were seven elephants brought to this country, all under three years of age. Four of them died and the three remaining were trained for not only pictures but for the circus routine they now do, for the fourth year, on Polack Bros. Circus. When MGM decided to reduce its zoo stock, the trio was bought

by a concern. Elephants, Inc. in the corporation are Frank Whitbeck, head of Metro's advertising department; Louis Goebel, owner of an animal farm at Thousand Oaks, Calif., and Emerson.

The next films that Emerson is slated to supply are Robinson Crusoe and White Madness. In Crusoe there will be dogs, cats and parrots. Emerson has been training the parrots for three years. Madness was only recently assigned. It has a Northwest locale and in this film the trainer will put a flock of wolves thru their paces.

When Quo Vadis appears in theaters Robert Taylor and Deborah Kerr will be featured on the marquee, but in the film—and playing important roles—will be Emerson's animals—movie stars, too.

TOPS ALLOTTED

Canvas Costs Up as Supply Goes to Army

COTTON duck and other materials for show canvas remain in short supply and costs average about 20 per cent more than a year ago, according to a survey of canvas supply houses made by The Billboard.

Government demands for 30,000,000 yards of duck have created the situation. In addition, Defense Order ratings are required for certain chemicals in flameproofing compounds, restricting the supply for show use.

While some suppliers reported they had been forced to decline a few orders for tops ranging in size from 30 by 50 to 100 by 100, others stated they had no such difficulties. United States Tent & Awning Company, Chicago, and some other major showbiz suppliers told of diverting queries from newcomers in order to hold materials for regular customers. They receive cotton material on allocations based on 1950 orders, they stated, and in turn allot the material to their customers in proportion to previous orders.

Descriptions of the supply outlook included "dim," "tough," "very poor indeed" and "very uncertain." O. Henry Tent & Awning Company, Chicago, reported that mills continually set delivery dates back further and that industries needing more cotton than tent firms have no backlogs or surpluses. This company stated that it had used its allotment for the first quarter of the year before the second quarter's allotment was due.

Anchor Supply Company, Evansville, Ind., came up with a somewhat brighter supply picture for the present. It said that its stocks were ample for a more average demand. However, Anchor expects difficulty in obtaining better grades of duck after mid-1951.

U. S. Tent reported that although most supplies have been earmarked for the government since September, there has been no immediate forecast of volume procurement by the government. This was interpreted as a possible sign that the army's stockpile needs have been met.

Tent makers reported research and development of new finishes, including plastic varieties, progressed during the year, but most houses believed that costs still were too high for any quantity usage in outdoor show business. A minority of suppliers is offering plastic coated canvases for small tents. One said it could not get the necessary materials.

Consensus of those responding to Billboard questionnaires was that there has been little or no "scare" buying. Customers appeared to be ordering according to normal replacement or improvement needs. For most makers sales were only slightly ahead of last year.

U. S. Tent reported its business

COMING EVENTS

- ARIZONA**
Phoenix—Phoenix World's Champ. Rodeo April 13-15. Theo. J. Williams, 1001 N. 1st St.
- CALIFORNIA**
Los Angeles—Calf. Sportsmen's & Trailer Show April 13-22. Mel E. Morrison, 142 S. Fairfax.
Oakland—Calf. Garden Show April 27-May 4. Julius O. Doherty, San Leandro, Calif.
Pasadena—Flower & Garden Show, April 13-14. Jane E. Craighead, 678 Rosemont Ave.
Red Bluff—Red Bluff Roundup, April 21-22. E. L. Hart.
San Francisco—Associated Home Builders Show, April 22-May 1. Milton Morris.
- CONNECTICUT**
Hartford—Shrine Circus, Week of April 2. Harold Donalck.
- DISTRICT OF COLUMBIA**
Washington—Shrine Circus, April 9-15. Frederick Wilken, 1316 E. St., N. W.
- FLORIDA**
Tampa—Latin American Fiesta, April 7-14. Evelyn Fernandez, 202 N. Westland.
- ILLINOIS**
Springfield—Home, Sports & Travel Show, April 1-8. Luther Bennett.
- KENTUCKY**
Louisville—Kentuckiana Home Show, April 7-13. Joseph Brooks.
- LOUISIANA**
Lutcher—Parish Free Fair, April 27-30. E. L. Roussel.
- MICHIGAN**
Detroit—Mich. Flower-Garden Show, April 2-8. Walter M. Roy, 4494 Cass Ave.
Plymouth—Sports & Boat Show, April 14-22. O. E. Rewey, 551 W. Boulevard Drive.
- MINNESOTA**
Duluth—Shrine Circus, April 23-29. W. A. Tensquist, 201 E. 1st St.
- MISSOURI**
St. Louis—National Folk Festival, April 4-7. M. J. Pichaling, 104 Chestnut St.
St. Louis—Police Circus, April 22-May 6.
- NEBRASKA**
Omaha—Tanager Shrine Circus, April 9-14. Rink Wright, Stanton, Neb.
- NEW YORK**
New York—Country Antiques Fair, April 9-14. C. J. Wital, 600 Madison Ave.
- OKLAHOMA**
Oklahoma City—Serra Cadesation Benefit Rodeo, April 18-21. Hecca Wrayard.
Oklahoma City—Sports & Travel Show of Okla., April 1-8. James E. Keenan, 1116 N. W. 24th St.
Oklahoma City—Greater Okla. Home Show, April 14-20. Gus Fields.
Tulsa—Sports & Boat Show, April 11-22. Dallas Meade, Box 131.
- PENNSYLVANIA**
Philadelphia—Home Show of Phila., April 9-14. Wm. E. Johnson, Robinson Bldg. Reading—Home & Building Show, April 14-21. Clarence L. Ebert, 22 N. 5th St.
- SOUTH DAKOTA**
Deadwood—Black Hills Bldg. & Industrial Show, April 12-14. Wm. Berry.
- TENNESSEE**
Memphis—Memphis & Mid-South Home Show, April 22-29. Frank Beudstein, 610 Strick Bldg.
- TEXAS**
Dallas—Southwest Sports & Vacation Show, April 16-20. Martin P. Kelly, 1st Natl. Bk. Bldg., St. Paul.
Houston—Houston's Nat'l Home Show, April 6-15. L. W. Curry, 901 Bankers & Mort. Bldg.
Plainview—Panhandle-Plains Dairy Show, April 7-12. James O. Roberts, Box 551.
San Antonio—Fiesta San Jacinto, April 15-21. Ellis Shandro, 203 Insurance Bldg.
Sherman—Red River Valley Livestock Expo, April 9-14. Mevin Slak, Box 941.
- WASHINGTON**
Auburn—Northwest Junior Livestock Show, April 4-6.
- CANADA**
Brandon—Manitoba Winter Fair, April 2-8. Roy Clark.
Saskatoon, Sask.—Horse show, April 10-11. S. M. MacEachern.

was sufficient to keep its plant working at capacity for not less than 40 hours weekly from September, 1950, thru May, 1951.

SPECIAL

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\$21.95 value only \$10.95

For a limited time only Chunk-E-Nut is offering this Deluxe Fluorescent Electric Sign at less than half price. Made of durable metal with a front panel of beautiful white plastic with red lettering, the fluorescent light shows through the plastic and gives a translucent effect that is more effective than old fashioned fluorescent tubes.

Signs are available with the following lettering: **POPCORN, PEANUTS, CANDY FLOSS, SNOW CONES, CANDY APPLES**

Let These Display Signs Point the Way to Greater Profits . . . Ideal for concession booths and trailers, these big signs 24" long and 5" high make your spot the bright spot of the Midway. The sign comes complete with chains for hanging and plugs into any light socket. No fancy electrical equipment to go out of order, the fluorescent bulb is easily replaced at any hardware or electrical store.



Only **\$10.95**

Introductory Offer . . . with every order of \$100.00 or more we will sell you one of these signs at less than half price, \$10.95 . . . no limit to the number of signs but offer is good for 30 days only.

It pays to buy from Chunk-E-Nut

National headquarters for popcorn, peanuts, supplies and new and used concession equipment of all kinds. Write for big new catalog.

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The multiple roller coaster that's safe - even for tiny tots. New, bigger cars hold children, teenagers and adults. Turntable.



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True roadsters and colorful Ben Hur bring the auto back again and again. Cars are real aluminum. Fluid Drive mechanism.



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Electric wheel under paddle seats. This "dip" ride plenty of action. Buggies and seats are brilliantly decorated. Fluid Drive.



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CLOSE-UPS; THE WENDLERS

Mr. Merry-Go-Round & Son Make Herschell Biz Hum

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

By TOM PARKINSON

HUSKY, plain-spoken John Wendler is Mr. Merry-Go-Round himself. For 62 years he has been a mainspring in the operation of the Allan Herschell Company, and now, at 81, is president of the North Tonawanda, N. Y., company. It was in 1889 that he first set his lunch bucket in the Herschell shops.

Mr. Merry-Go-Round Jr., is personable Bill Wendler, boating enthusiast, clubman and one-time shop boy in the company, who is co-owner with his father and the driving force behind the firm's expansion into new ride fields.

For the Wendler father-son combination, the Merry-Go-Round business has paid off in stuff far more negotiable than brass rings. But for others, it wasn't always so. Fortunes of the original Allan



JOHN WENDLER

Herschell and predecessors of today's company were akin to the gallop of the horses on their product—up and down.

Sees Homemade M-G-R

John Wendler's Merry-Go-Round career began before he was out of knee pants. He and boyhood pals looked on while a German immigrant in their neighborhood built a Carrousel in 1879. This was a crude affair, powered by laborers who pushed beams from which rough-carved horses were suspended. It was operated for a while around Clarence, N. Y., and John became ill during his first ride. Then Wendler's uncle was forced to take the device in payment of a debt and the builder moved on.

At 18 John went to North Tonawanda to work for the Armitage-Herschell Company, a machine shop which was dipping into the Merry-Go-Round business and already had turned out one or two of them. Allan Herschell, a Scotsman, and James Armitage, an Englishman, had started the Tonawanda Engine & Machine Company earlier. It burned in 1878 and reopened the next year as Armitage-Herschell.

John began as a painter of the steam-powered rides and a year later was named foreman of the paint department. For the next 23 years he directed the work of decorating the ornate rides with carvings and gold leaf. By 1892 the factory was averaging a machine a day to set production records.

Steam Power Used

He recalls there was only one model then—a 40-foot, two-abreast track machine that sold for \$2,400. Its horses rocked to and fro as a Herschell-built steam engine chugged power to the ride. For 1900, Armitage-Herschell introduced its Twentieth Century model, a gasoline-powered unit with a canvas top that revolved with the ride. It had 24 horses, and four chariots and carved figures that appeared to crank the mechanical organ.

Optimism that accompanied the new model, however, was dimmed when Allan Herschell went broke in a land boom of 1900 and a bank took its first excursion into ride building. When Herschell teamed up with a brother-in-law to form the new Herschell-Spillman Company as part of the Spillman brothers' engine works, John Wendler quit the original firm on a Saturday and started with the new one on the next Monday.

There he was instrumental in perfection of another new model, one with overhead power. Meanwhile, the bank threw in the

sponge and sold its plant to Herschell-Spillman for \$25,000.

John chuckles now when he recalls the few times the early Herschell firms ventured beyond the Merry-Go-Round field. In the 1890's they built a huge toboggan with hand-carved cars and special scenic work by Italian artists. It was sold for \$8,000, and the builders realized too late that it had cost \$18,000 to construct. In 1901, John recalls, they built a Miniature Train for the Buffalo Pan-American Exposition and again learned belatedly that they had sold at a loss.

Named Superintendents

Responsibilities in M-G-R construction continued to expand for John until he was in virtual command of the entire plant. The Spillmans took no part in ride making and restricted their interests to making engines. They supplied engines for such vehicles as Palmer-Singer, Standard and Mercer automobiles; Fulton trucks; LaFrance-Seagraves fire trucks; and the Ross Eight, one of the first V-8 cars, and made the famous Liberty engines of World War I. Herschell delegated more and more responsibility to Wendler, and John was named plant superintendent in 1911, when Herschell retired.

When John took formal charge, the factory had a 100-man force turning out 50 machines a year. Models included a big 50-foot, four-abreast park version. One of the first of these was sold to Ross Davidson, of Los Angeles, and when the Wendlers last heard the ride was still in regular service.

One of the innovations introduced by John was a set of blueprints of the Merry-Go-Rounds, marking the first time the machines had been detailed on paper. For 22 years the work had been done from memory, mostly John Wendler's, and it was he who insisted on blueprints.

In 1911 and 1912, John experimented with M-G-R's mounted on wagons. These were moved on a 14-foot wagon which carried the central power plant, and a 30-foot wagon for the other parts, and John made the wagons as well as



BILL WENDLER

the rides. The first of these rides promptly broke down and the two others he built worked well.

Price Edge Upward

Two-abreast machines were selling for \$4,500 then, and by 1915 the prices were increased to \$5,500 for two-abreast versions and \$6,500 for three-abreasts.

John's next step upward came when the Herschell-Spillman directors came to a parting in 1915. The split led again to two organizations, and John became partner with Herschell and Fred Fritche, of the new Allan Herschell Company. The Spillman M-G-R division continued, and in 1919 that firm was reorganized as the Spillman Engineering Company. Later Remington Rand Company bought the engine works, but the Spillmans continued as Merry-Go-Round competitors of Allan Herschell Company. Neither fared too well and for a time the bankers operated both plants.

Wendler, as supervisor of the Herschell Company, built only six or seven rides during World War I. But in the early 1920's he boosted the schedule to 45 machines a year, supervised their construction and went on the road to sell them.

Son Bill, meanwhile, was showing interest in the business—and (Continued on page 64)

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Perfect for boat rides.

10 Cellar—110/220 Volt

HOT WATER HEATER \$24.95
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R.W. gasoline or Diesel

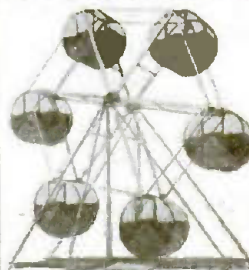
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Close-out on the few remaining Trailers that we have on hand. Brand-new Trailers complete with all related for popcorn. \$750.00. Write for colored and full description.

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4 Rides Added To Kiddieland At Des Moines

DES MOINES, March 31.—The Kiddieland opened here last year by Jimmy Richmond and Jack Lazarus will be expanded this summer by the addition of four rides recently acquired from the Imperial Exposition Shows, which sold all its equipment during the past two weeks.

Added to the park's ride line-up will be a Scooter, Rocket, miniature train and Caterpillar. Last year a Merry-Go-Round and several kiddie rides operated.

In addition to the riding devices, Richmond and Lazarus bought a quantity of neon signs. Richmond was a partner in the former Richmond & Carpenter shows.

"Quo Vadis" Cats Bought By Conn. Zoo

NEWINGTON, Conn., March 31.—Emerson's Animal Farm will open its second season April 22 with a pair of cheetas used in Italy for the filming of Quo Vadis as leading attractions. Ralph L. Emerson, owner, said that rides may be added at the spot during the season.

Damage done by a storm last fall has been repaired, he said. Sealion and monkey exhibits will be continued this year. Gerard J. Racine is superintendent of the zoo. Frontier Shop and refreshment stands, Emerson also operates the Stud Shop in Hartford, Conn.

An antique circus cage, formerly on the old Barnum show, is used at the zoo.

Pyro Show Set At Springlake

OKLAHOMA CITY, March 31.—Springlake Amusement Park will open here with a three-day celebration April 27-29, headed by a free fireworks display April 28. Roy Station, general manager, reported that he anticipates excellent business for the season from the trade territory population of 800,000 persons.

The spot offers 10 major rides, a Kiddieland, pool, athletic area and what station describes as the largest Funhouse in the Central West. Landscaped picnic areas surrounds clear-water lakes and is equipped with shelters. The midway and a 20-acre parking area are hard-surfaced.

Springlake is five miles from the center of Oklahoma City and adjacent to a residential area.

Schwab To Manage Moonlight Gardens At Cincy's Coney

CINCINNATI, March 31.—Walter J. Schwab has been named resident manager of Moonlight Gardens at Coney Island here by Edward L. Schott, president and general manager.

The 32-year-old Schwab has spent his entire working career in the service of Coney Island, except for four years in the army. He is the son of Henry Schwab, superintendent of grounds and head gardener at Coney, and has served as assistant to his father in the ballroom and for four years as assistant steward aboard the old Island Queen.

The Schwabs have been identified with Coney for more than 30 years. Henry first joined as manager of a concession, Mystic Chute, during the regime of the former operating company. When the present company took over in 1923, it bought the concession, and Schwab came along with it.

Elect Traylor Prexy

LIVINGSTON, Tex., March 31.—M. E. Traylor has been elected president of Polk County Fair here for 1951. Dates for the annual are October 18-20.

TRAILER FUTURE "IFFY"

Production, Availability Hinges on Govt. Decision

B. EDWARD L. WILSON

Manager, Trailer Coach Manufacturers' Association

CONSUMERS in every industry are seeking forecasts of the future. And so the same is true of the trailer coach industry. The office of the Trailer Coach Manufacturers' Association is constantly receiving inquiries from manufacturers, suppliers and consumers asking about the future of the trailer coach.

Of what will exteriors be constructed?

Will we be able to maintain brass plumbing fixtures and copper pipes?

Will tires be available?

How long will we be able to maintain the standards of production reached today by the industry?

At the present time answers to those questions are qualified with "ifs."

However, the industry will maintain its high standards of construction and production as long as adequate materials are available. That principle was agreed upon by members of the TCMA at the recently concluded 14th Annual National Trailer Coach Show held in the International Amphitheater, Chicago.

Today the trailer coach industry is recognized for the first time in Washington as a "mobile housing" and definitely a segment of the nation's vast housing industry.

During World War II trailer coaches were referred to as "stop-gap housing" or "substandard housing."

Today proper authorities in government agencies and members of Congress generally recognize that in its own right as mobile housing the trailer coach is as much a permanent home as the "fixed-to-the-site" dwelling.

During 1950 the industry produced and sold about 63,000 mobile homes. Statistics show that about 95 per cent of these coaches were used as mobile homes—not recreational coaches.

Barney Under Way Whether or not that production rate will be continued is being surveyed in Washington.

Whether or not substitute materials will be used later this year will be determined by the National Production Authority working with an industry advisory committee.

All of these are problems that cannot be solved while the nation is still in a state of flux as far as defense is concerned. Within the next few months material controls may be established which will regulate the use of all critical materials and provide for policing of those regulations. Altho many regulations are now in force, much of the policing is currently left up to the individual.

We do feel secure in the statement that many quarters in Washington today feel: "With trailer coach mobile housing properly

Fitelson Sets Nuangola, Pa., Opening Plans

NUANGOLA, Pa., March 31.—Preparations are under way for an early opening of Playland Park here. Philip Fitelson, former newspaperman, is listed as operator.

Fitelson recently purchased a 75-acre tract, which includes a lake, and land-clearing work was started immediately. He will own and operate all rides and concessions. Spot, which will offer live shows and special events, also encompasses a large picnic area.

One corner of the lake has been set aside for fishermen's boats, and swimming will be free. A children's playground is nearing completion. Three kiddie rides will be situated adjacent to this area. A large parcel of land has been earmarked for a parking lot. Country store auctions will be a regular feature at the park. Other attractions will be added during the season.

Park's promotion plans are slated to grab family trade. It is located in Luzerne County near Wilkes-Barre, Hazleton and Scranton.

Rocks' Spot Nets Solid Easter Biz

Stays Open Week For School Kids On Holidays

NEW YORK, March 31.—Altho the mercury dipped to 39 degrees here Easter Sunday (25), Rockaways' Playland management claimed a holiday throng double the fair-sized crowd that visited on its Palm Sunday (18) opener.

In order to catch the potential trade offered by school kids home on Easter vacation, Rockaways remained open thru the week. It marked the first time that the spot stayed open for daily operations immediately after Easter. With skies clear but weather cool as of Tuesday (27), the take was reported high enough to justify the extra operating expense.

Park was open for its first two week-ends from 1 to 7 p.m. For operation thru the past week it shifted to an 11 a.m. to 7 p.m. basis. The Roller Coaster, which had been out of action for the first two week-ends, was set to go today, as was a large Bowl-O unit previously idle.

Week-End Play Started At Riverside

AGAWAM, Mass., March 31.—Riverside Park here starts week-end operations today and tomorrow. Program includes a variety of fashion contests, selection of a Miss Riverside of 1951 and a colored-egg hunt along the midway. Prizes for all events exceed \$200.

Top fashion judge will be Katherine Murphy, New York model, who was selected by Candy Jones, head of the Conover Model School. Three other judges from local stores will participate. Selection of Miss Riverside, which offers top prize money, is set for late afternoon Sunday.

Classes in the fashion end will include all ages, with awards going to best dressed brother and sister, best dressed twins, best dressed woman and best spring hat.

Joyland Opens To Huge Crowd

WICHITA, Kan., March 31.—Weather co-operated with Joyland Hillside's Easter (25) opening. When sub-zero temperatures gave way rapidly to 70-degree springtime. An exceptionally large crowd filled the park from noon until late evening, it was reported.

Sparkling the turnout was an Easter egg hunt promoted by Joyland and The Wichita Eagle. Youngsters swarmed over the 25-acre picnic ground in search of hidden eggs.

Publicity for the event was built around one of Joyland Lake's geese, which was supposed to have provided the golden egg that was the top prize of the hunt. The newspaper gave front page play to the promotion.

Colville, Wash., Sets Rodeo Dates

COLVILLE, Wash., March 31.—The annual American Legion Rodeo here has been okayed for June 9-10 by the Rodeo Cowboys Association. Prize money will total \$1,600. Six events are scheduled—barbecue riding, saddle bronk riding, bull riding, calf roping, bulldozing and wild cow milking.

Joe Kelsey, Tonnasket, Wash., who furnishes stock for the annual Ellensburg Rodeo, has contracted to provide more than 100 head of bucking horses, bulls, cows and calves for the show. A carnival will be booked, according to Roy Demorest, rodeo co-ordinator at Colville.

Vogel To Launch New Kid Ride

AMARILLO, Tex., March 31.—Plans for a new unit, Kid-E-Kruze Flying Saucer, have been completed by Vogel Neon Manufacturing Company, ride builders. First unit is expected to be ready for operation on a midway some time in July, Harold W. Vogel said.

New moppet ride is a circular aerial unit containing six cars, or saucers, which revolve at as many different levels.

Unit, to be manufactured to order only because of material shortages, will sell for \$1,790.

Keep Rides Paying

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"TRACTOR-SERVICE" STAMINA

Rugged Allis-Chalmers Power Units were designed for tough tractor use—have built a reputation for reliability in all types of service. High in torque for hanging onto overloads.

NATIONWIDE SERVICE

Wherever you find people to patronize rides you'll find an A-C Dealer—to give you prompt service, genuine parts. Thousands of authorized dealers across the country.

LOW COST

Production-line built, along with tractor engines by the thousands, their first cost is low—so are operating cost and upkeep.

RIGHT SIZE AND MODEL

Five sizes, 15 to 110 hp., can be used singly or together to economically fill any power requirement. Choice of fuel. Open and enclosed models. Electric starting and other accessories as desired. Substantial steel base makes setup and moving easy.

Act Now

See the A-C dealer nearest you or send for complete information. Immediate delivery from dealer stocks.

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Allis-Chalmers Tractor Division Dept. 28, Milwaukee 1, Wis.

Please send literature on A-C Power Units—also name and address of the nearest A-C dealer to:

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Mr. Merry-Go-Round & Son Make Herschell Biz Hum

Continued from page 62

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R-1 QUICK DRYING ENAMELS—for interior and exterior wood and metal surfaces. Covers in one coat, dries hard in four hours—producing a glossy, waterproof, lasting finish.

R-1 SPAR VARNISH ALUMINUM PAINT—for a brilliant, durable aluminum finish on pipe supports, roofs and machinery housings.

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R-1 PLATFORM PAINT—a special one-coat finish for interior and exterior wood and metal steps, platforms and floors.

HARDCOTE AUTOMOTIVE FINISH—gives all vehicles a rich, lasting finish that stays put and stays bright because it resists weather. Frequent washings won't dull HARDCOTE.

HARDCOTE TRANSPARENT FINISH—a water white varnish recommended for topcoat over aluminum finish, decals, scenic work and lettering.

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BRANCHES: AUBURN, MAINE SALEM, MASS. WASHINGTON, D. C.



1 GALLON RETURNS \$8.50

SERVING OUR SEVEN TO ONE

BONNIE California Orange Drink

CONTAINS PURE ORANGE JUICE

Easy to make, just add water. One gallon of our syrup will make EIGHT gallons of finished drink. Compare the profits with syrups that mix only 5 to 1. Try it now.

OUR MIX: 7 TO 1

170	6-oz. cups @ .05¢ returns \$ 8.50
128	8-oz. cups @ .10¢ returns 12.80
102	10-oz. cups @ .10¢ returns 10.20

Your cost \$2.00 per gallon, less 5% on 15 gallon orders and 5% on 50 gallon orders, minimum order, 5 gallons.

Dispenser retails for \$32.00. We sell it to you for \$18.00 which also includes a 5 gallon jug. Extra jugs, \$1.25.

THIS IS BELOW OUR COST

(Dispensers not sold without syrup order)

Terms: 50% Deposit With Order, Balance C.O.D. All Shipments F.O.B. Chicago.

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working in the factory during vacations. He also worked in a box factory and as an ice peddler before going to Syracuse University. In 1927 he was graduated from University of California at Berkeley and he promptly joined his dad in the Allan Herschell Company as assistant superintendent. His sister, Mary E. Wendler, is also a member of the firm.

Depression years were as tough for the firm as for anyone else. Bill recalls that it just wasn't possible to collect on ride sales. It was then that the company added more products to its line—this time with more thought behind the price tags. In 1929 they introduced the Leaping Lena and sold a large number of them. The depression put impetus in the kiddie ride business, and Bill and his dad jumped into that field early. Their Kiddie Auto ride was offered first in 1932, and they managed to sell a few M-G-R's in the same year.

The Wendlers, together with Charles Starkweather, obtained control of the company in 1938 and that season added the Roto Funhouse to their catalog. The Rocket, brought out in 1939, was redesigned by the Wendlers from plans Charley Miller, of Chicago, had brought back from Germany.

Gain Full Control
The business upswing of 1938 and 1939 was followed shortly by war contract prosperity, and Allan Herschell Company's sub-contract work paved the way for its tremendous postwar expansion.

Meanwhile, Starkweather was killed in a 1941 automobile crash and the Wendlers acquired full ownership in the corporation. Each now holds 50 per cent of the stock. In 1945 they purchased the Spillman plant and the reunited plant turned out large numbers of Caterpillars and Rockets, about 60 Loopers and additional Merry-Go-Rounds.

The kiddie ride business boomed in 1949 and 1950 and Allan Herschell Company was in a leading position, offering six varieties and preparing a seventh. The company also built five Hurricanes and a dark ride under patent arrangements with Norman Barlett in that period.

250 Rides in '50
The Wendlers' peak business was in 1948, but 1949 and 1950 tied as the best for Merry-Go-Rounds. Fifty-one machines, including kiddie versions, were sold in each of those years. In 1950, they sold 250 rides of all types, including their new Whiz Bang and Skyfighter.

For this year, they have scheduled 150 rides despite defense short cuts, and will limit them to M-G-R's and kiddie rides. They are doing navy work now, and Bill is considering joining with other industrialists in a new corporation to which each would contribute his plant facilities toward joint production of major airplane assemblies.

For the future, Bill has his eye trained on the kiddieland business, which he believes is just beginning. He points out that most kiddielands are concentrated around New York, Chicago and Los Angeles, and he cites that even the native Buffalo area has no kiddieland. In Bill's book that means there are hundreds of potential sites to be filled with Herschell hardware.

Bill Is Salesman
Nowadays it's Bill who handles most of the sales work, but for 30 years John traveled as a salesman much of the time. Oddly, John's largest single sale was to the shoe business. The Endicott-Johnson Shoe Company bought six park-size M-G-R's, including the first giant 72-horse model, priced at \$14,000.

The Wendlers have exported rides to almost every part of the world except Germany, which has its own builders. John once traded a Merry-Go-Round to a Chinese operator for a carload of tea, and recently they shipped a ride to Tel Aviv, Israel.

Not without some regret, the Wendlers have found it impractical to continue use of hand-carved Merry-Go-Round horses. A shortage of craftsmen hastened the change, but they staid, too, that wooden horses were too easily damaged. Now the steeds are all aluminum.

This change was gradual. Original Herschell rides used horses carved in New York and then for years the work was done in their own plant. In recent times they

used wooden bodies, carved by machine in groups of four, and equipped with aluminum heads and legs. The final switch-over was made about a year ago.

Care in Carving
The skilled woodworkers layished much care in carving the patterns for the aluminum molds. Of the several varieties favorite of the Wendlers is the small horse created for their Kiddie Buggy Ride, and in it old-timers will find the qualities that made Merry-Go-Round horses beloved by show-folks and townies alike. Even after the advent of all-aluminum animals, Bill tried to keep a trio of veteran carvers to handle repairs on wooden horses, but demand was so small that costs were prohibitive. Now the remaining carvers double in other lines.

The story of mechanical band organs is similar. After buying them for a while in New York, Allan Herschell established a North Tonawanda man in the business. He sold out and the small factory grew into today's huge Rudolph Wurlitzer Company. Wendler rides are equipped now with recordings made from an organ at the factory. Demand for the organs dropped to nothing a few years ago and Wurlitzer finally induced the Wendlers to buy the patterns and equipment. Again, Bill found that costs of the repair service he offered were too high, so now an aged organ craftsman in North Tonawanda has the equipment.

Hand Work Retained
That both woodcarving and organ making will become lost arts is believed inevitable by the Wendlers. John, who has carved horses himself, points out that it is a separate skill merely to glue the wood together in preparation for carving a horse. Only basswood or poplar can be used, he notes, and these soft woods are damaged easily.

Much hand work still goes into Allan Herschell products. Cabinet-makers sand platform lumber by hand and painters apply red stripes and grey dappling to rows of M-G-R horses just as John Wendler did 62 years ago. Bill and his wife, Sarah, have two sons, John, 13, and William Jr., 18. They have a launch on the Niagara River for week-end cruises, and Bill is secretary of the Buffalo Launch Club. He's also a member of the Buffalo Club, Buffalo Athletic Club, Elks and showmen's groups.

John Wendler belongs to only one organization apart from show business. It's the Columbia Hook & Ladder Volunteer Fire Company, which he joined 25 years ago to sidestep a jury assignment. He seldom battled any blazes, but for years made up the Fourth of July parades. And he found them almost as much fun as Merry-Go-Rounds.

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West Org Ends Month in Calif.; Alters Line-Up

Unit Has Makings Of Fast Program; Business Spotty

LOS ANGELES, March 31.—West Bros. Circus, after a month in this section on its first trip to the West Coast, moves out of California April 1. The indoor circus has been playing sponsored dates to spotty business.

Owned and managed by Julien and Clara West and Frank DuRue, show headquarters in Oklahoma. Personnel includes Charles Jabson and Doug Miller, advance, and Harry Doran, billposter.

All of the dates, except the stand at Ft. Monte Sunday and Monday (18-19), have been for one day.

Opening Needs Speed

The performance caught at Pasadena, March 20, showed that West Bros. has the makings of a fast-moving show. There are 19 displays with eight coming in the first half. The second stanza of the 100-minute run is faster paced, and strengthening of the initial portion is needed. Line-up of acts recently had been altered and program still was being rebuilt.

The organization uses a five-piece band that seemingly makes no effort to follow the acts. The drummer puts in the cymbal crashes well, but the trumpet player hits plenty of sour notes. Music should be more elusive and scored to individual acts.

Show opens with Map Henry putting six dogs thru routine which includes cross-overs and front and back leg dual rider climbing. The turn gets a good hand and makes a fair opener.

The clowns, Frank DuRue, Bob Chenoweth, Sophie and Wally Wallace, are in the second and another spot in this seg. They pull threeshare half-growing turn on their first appearance and the water bucket routine. The second trip out got a hand.

Parker Panto Sells

Penny Parker, local performer who assisted in the clown routines, was applause for himself with his in-and-out barrel crawls. Parker's pantomiming sells the act. Finishes with foot juggling.

Dolores Wicks offers her combination pony, dogs and monkey riding act next. Turn is slow with none of animals seeming sure of its training. Miss Barbara, at the front of the stage, performs Spanish web that faces the audience and she is silhouetted against the lighted background.

Hap Henry returns for a mitt getter with his slack wire and the Renaldos (4) offer Risley and foot juggling to close the section.

Clara West takes over the mike from Ray Bible to announce the remainder of the show. She does an exceptional job.

Marvin Wiek's military ponies, handled by Dolores Wicks, open the second half. The six equines move thru their paces with a smaller Shetland adding comedy by bringing up the rear.

Kids Join Joers

The clowns take over with the aid of three kids from the audience. Two are seated in an up-turned chair with their legs thru the rungs and left on the stage to get out the best way they can. The trick, together with the audience participation, is good for solid laughs.

In the 11th spot Capt. Roy Bible offers Tarzan, the trained chimp, in a series of antics. The chimp performs on skooter, stilts and bicycle with the kids supporting the turn.

Bobo (Hap Henry) offers a bit of juggling and a leap thru a knifed square to a fair hand. Mrs. Wicks returns with Silver Moon, a white horse, for a few turns around the arena. Horse has some good tricks but goes thru them laboriously.

Gordon Wins Kudos

Paul Gordon, the veteran cyclist, offers solid entertainment with his various sized bicycles, winding up with a minnie. Banter is effective and Gordon is exceptionally well having to beg off.

Capt. Rudy Muller's baby elephant, Shipwreck Rosie, is a mitt getter with her pedestal walk. Animal works smoothly and the routine is fast. The Piemo Troupe (6) wind up the show with a rapid

Under the Marquee

Skeo Matausch, wife of Michael D'Addario, front door man with R-B, informs that she has left Sarasota quarters for Philadelphia, where she will open a nursery school. Skeo was married to the Flying Arzonys with Ringling-Barnum before an injury halted her career.

LaBird Brothers and Buck Leahy are with the James M. Cole Indoor Circus. Mr. and Mrs. Bill Kennedy, Melvin and Jean and Eugene Mercer visited Zora Blains at quarters of Cole & Walters. Circus en route to Camden, Ark. . . . Cora Radcliff, sharpshooter and aerialist of the '20's, is confined in the Wilson Nursing Home, Rock Falls, Ill.

A son was born Wednesday (21) to Donna Burnstein, wife of Sammy Burnstein, purchasing agent for Mills Bros. Circus. The Harry Mills family spent a week at the Mills Bros. quarters at Columbus, O., reading concession equipment while their two children, Janice and Danny, were on vacation from school. . . . George Hanneford and family visited Mills quarters prior to Orrin Davenport's Dayton date.

Willard J. Oakley is putting in his regular spring stint at Ringling quarters in Sarasota, Fla. He'll be there until April 5 and then return to Cheverly Hills, Md. . . . A. Morton Smith is distributing invitations to Gainesville Community Circus opening at Gainesville, Tex., April 19-20, and heralding the street parade the show will give. . . . W. H. Hoheneck, of the White Tops, Rochelle, Ill., notes that May 19, date of the CFA's convention visit to Ringling-Barnum in Washington, D. C., is the anniversary of the founding of the Ringling show. CFA observes its 25th anniversary at the convention.

Visitors at Clyde Beatty's operating in Shreveport, La., include Doris Miller, William T. Randolph, of the Gladewater (Texas) Round-Up; Paul Van Pool and family, Joplin, Mo., circus fans, and Dick Hale, Hardy O'Neal and Al Hewitt, Shreveport circus fans.

Kelly-Miller sent two lions, with Charles Cuthbert in charge, to Altus, Okla., for a Lions Club parade. A baby camel was born at K-M quarters recently. . . . Little Jo Wright and family will be with Cole & Walters' Circus. . . . Donna McIntosh is back in Hugo, Okla., after visiting his parents, Flo and Deacon McIntosh in South Carolina. . . . Mrs. Laura Stevens, mother of the owner of Stevens Bros. Circus, is visiting in Washington, D. C., and plans a trip abroad soon.

The Sertoma Club of Cincinnati, which is sponsoring Mills Bros. Circus at the Carthage fairgrounds April 30, had a dinner meeting at the Sheraton-Gibson Hotel March 22. Talks were made by several members, also by Johnny Anderson, of the Enquirer Show Print; Cecil Scott, secretary of the John Robinson-Loyal Repensky Tent, and Bill Sachs and Charles Wirsh of The Billboard.

Howard Suss and Bert Pettis, of Hagen Bros. Circus, report winter quarters humming in preparation for an April opening. . . . Jack and Velma Harrison left Hamid-Morton Circus at Wichita, Kan., to join Cole & Walters at Hugo, Okla. . . . Jack and Media Banis will be with Kelly-Miller.

Circus Fan Bob Zimmerman, Madison, Wis., caught Polack Bros. at Chicago. Officials of Shrine Circus committees in Milwaukee, Vanover, Indianapolis, Oakland, Calif., and other spots also visited there. . . . Edna Curtis, Noel Van Tilburg and Dixie Davis caught Polack on the closing night in Chicago.

Jack Edwards and his father, Tom, visited recently with Hank and Ella Linton and Tommy Privetereboard presentation. Double somersaults to high perch and three-high standards are well executed. . . . Crowd when caught was slim, which may have removed some of the enthusiasm from the acts' efforts. Sam Abbott.

ett and wife at Bob Wills' night club in Dallas. They tramped together on the Booger Red Wild West Show on wagons from 1912 to 1914, and recalled Oklahoma Carley, Rubie Roberts, Red Sulzlett, Grady Smith and Mike Hastings.

Kelly & Morris Circus played under American Legion auspices at Austin, Tex., Wednesday and Thursday (21-22). . . . Personnel of the Clyde Beatty Circus has been invited to a party April 9 by the Pacific Coast Showmen's Association. The annual event comes during Beatty's Los Angeles stand, which opens April 5.

Eddie Dullum and Lee Virtus will be back in clown alley on the Al G. Kelly & Miller Bros. Circus this season. Dullum will play the Long Beach Calif. Community Fair, April 11-13, and leave for Hugo, Okla., April 17. . . . Ernie and Freda Wiswell en route to Chanute air force base to rejoin Polack Western, stopped off at Bloomington, Ill., and visited with Mickey King and her parents, Mr. and Mrs. Forrester, who are at the YMCA where flying acts train, and at the hotel saw Jack Bray, Ulaime Malley and Billy Ward.

Clauson's bear act with Polack Western finally managed to give away its extra bear while in Chicago. The bruin was taken by the Chicago Cubs, the Chicago Bears, Lincoln Park Zoo and Brookfield Zoo. King Bros. Circus took it once but found crating and shipping the big fellow too much of a task. It was Emil Roksyk, of the Racine (Wis.) Zoo, who got it.

Roster of Ringling-Barnum advance crews shows John Brassil back as No. 1 car manager, Clyde Carlton in charge of the No. 2 car and L. S. Conarros with No. 3. E. J. Caupert is advertising inspector and Joe Brown is banner writer. Riders are Eddie Jackson, Edward Riley, Joe Bernstein, Herbert Goerke, J. E. Maddon, L. P. Laurensen, Howard Daughette, Harold Barrows, Harry L. Audette, Jack Adams, Oddie Adams, Ray Long, Paul Campion, S. J. Clauson, Clare Boyd and Walter Clark.

Charles (Kid) Koster, who finished five weeks of handling exploitation on the Coast for Mae West in "Diamond Lil" is in charge of billing for new musical, "My L. A."

Mr. and Mrs. Harry Mills of Mills Bros. Circus, celebrated their 16th wedding anniversary in Cleveland recently with 35 friends attending the party. . . . C. C. Smith, former circus auditor now in Jackson, Miss., advises he plans a 10-truck circus to enter the field late this season or next year. . . . The Tom Gregory (this president of CFA) are in Sarasota, Fla., to see activity at Ringling quarters. They will stay to watch the train pull out for New York. . . . Theo Forestall, Ringling red wagon man, passed thru Chicago Tuesday (20) en route from California to New York. He has recovered from a recent operation.

Al Priddy, of Oconomowoc, Wis., reports the Waukesha, Wis. paper recently carried a recount of the Ringling opening in Chicago in 1908. . . . Joe Lemke played the Shrine show in Sioux City, Ia., recently with his chimps. The animals took a spill on the

slippery floor but escaped injury. They also made the papers with a yarn about eating icicles off Lemke's trailer.

L. E. (Roba) Collins closed his school and theater mystery show March 10 to join Howard Ingham's America-Congo Wild Animal Circus. He recently visited Bill and Bev Harnett at their Hidden Valley Ranch near Gads Hill, Mo. The Harnetts were with Patterson Bros. Circus last season. . . . Americo, anatomologist, has joined the annex on the Clyde Beatty show. . . . Frank (Cookhouse) Kelly, veteran trouper, has recovered from a broken hip. He is at his home in Muskogee, Okla.

Mickey Sullivan, bandmaster, caught the opening of Col. Jim Eskew's Rodeo, with which he'll have a unit this season. He went to Johnston, Pa., to open a second band unit Monday (26). . . . Bill Brinley, miniature circus exhibitor, will play Worcester, Mass., April 16-21 and Waterbury, Conn., April 24-28. The show is booked thru July, Brinley advises. . . . Bennie Fowler, contracting agent for Rogers Bros. Circus, caught the opening of Clyde Beatty's show in Shreveport, La., and spent a week-end at home in Montgomery, Ala., before resuming contracting duties. . . . Pete Lindemann is to be general agent for Danley Bros. Circus this season. . . . Al Lindemann will have the brigade on the Kelly-Miller show.

Billy and Jennie Lerche, of Bellevue, O., former performers, visited Patterson Bros. Circus at Sandusky, O. Art McCall, Circus Fan, clowned the show there.

Felix Adler, of Ringling-Barnum's clown alley was a guest star on the TV circus show, "Sreatest Big Top." An aerial motorcycle act, Rob Cimmo and troupe, topped the bill.

Capt. Bill Fortnum, who had a lion act with Horne Bros. Circus, and his son-in-law, Hedgel Blackburn, who also was with the org., have left and are visiting relatives in and around Fort Worth for a few weeks before going to Georgia, in which State he has another lion act playing school dates.

An old Barnum wood-carved cage is used for flash at the zoo in Newington, Conn., operated by Ralph Emerson. . . . The Wallendas will play Orrin Davenport's Columbus date, April 2-7, the Cole Bros. stand in Chicago and Tom Packer's June and July dates. For fair dates they will split into two units, one with the Wallendas' five-high wire act and the other with the Grotzfelds' four-high act. . . . Tom Packer has returned to his St. Louis office after a winter stay in Sarasota, Fla.

Rex M. Ingham reports from Ruffin, N. C., that everyone at his wild animal farm is readying a Monkey Show to open with the Strates Shows. Warren E. Buck is bringing two small chimps and some monkeys to the farm. Jack Crawford is breaking stock, including a donkey for a riding act. Recent visitors at the farm include Happy Bill Cope, musical act; Tex Watta, former Rhoda Royal bull man; Chris DeKeyser and Richard Watson and A. L. Lord and Barney Partlow, both of Allport Park, Charlotte, N. C. Lord bought some animals for his zoo.

Cole & Walters Opens Season To Full House

Staff Personnel, Performers Named For KM's 2d Unit

COLGATE, Okla., March 31.—Cole & Walters Circus opened its second season here Friday (23) to a full house at the night performance. One act, a Mexican troupe, had not yet joined because of transportation delays. Personnel includes a large number of those who were with the show last year. Equipment was newly painted.

Show is managed by Herb Walters, part owner, who also serves as announcer. General agent is Tom McLaughlin, part owner. Others having part ownership in the show are Overt Kelly and Dorie Miller, of the Kelly-Miller show.

Staff

Other staff members include: Helen Walters, tickets; Don McLaughlin, office; Frank Ellis, legal adjuster and concessions; Red Foker, general superintendent; Wally Ross, animal superintendent and elephant boss; Ted Milligan, Side Show manager; Chief Keys, concert; Charles Rex, prop boss; Norman Auden, electrician; Shirley Cole and Rose and Jo Wright, tickets; Tillie Keys, cook; Mildred Welbes, organist, mail and The Billboard sales agent.

Program

Display 1—Spec. 2—Billy Reynolds and Doris Ross, pony drills. 3—Al Conners, wagon wheel. 4—Bob Grubs and Wally Ross, Liberty acts. 5—Tom and Tiny Twist, dogs. 6—Mugsy Clark, Phyllis Lazellias and Doris Ross, ladders. 7—Mike and William Lazellias, clowns. 8—Al Conners, juggling. 9—Phyllis, Helen and Wilbur Lazellias, Roman rings. 10—Tom and Tiny Twist, acrobatic adagio. 11—Beverly Devine and Doris Ross, single elephant acts. 12—Clowns, 13—Mildred Welbes, monkeys, and Al Conners and Bob Grubs, dogs. 14—Tom and Tiny Twist, chimps. 15—Concert announcement. 16—Beverly Devine and Doris Ross, web. 17—Wally Ross, baby elephant act. 18—Clowns, 19—Beverly Devine and Billy Reynolds, menage. 20—Concert announcement. 21—Tom and Tiny Twist, tower. 22—Beverly Devine, three-elephant act.

Side Show, Concert

In Milligan's Side Show are James Devine, tickets; Zora Blair, annex; Melvin and Mattie Stear, fire manipulators; Bill Stiles, magic and Punch; Doris Milligan, snakes; Est Milligan, sword box, and Tiny Twist, bird circus. Chief Keys' concert line-up includes Billy Reynolds and Bob Grubs.

Concessions

Concession crew includes Gladys Ellis, checker; Paul Zomp, novelties; Claude Bryant, program; Bill Helems, popcorn and snow; Harold Jones, cotton candy; John Andrews and Mickey Carter, seat butchers; Grady Hardin, stock man, and Lee and Vi Bradley, diner. Chief Keys has the parking concession.

Ernest and Gladys Wegland have banners. Corkey Clark is in charge of horses and assists with elephants and props. Don Daniels is the gasoline and cage man. Foker's big top crew includes Slim Reynolds, Leo C. Arthur, Marion Flatt, Bill Long and Nate Abraham.

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Pulchritude, Personality, Poise
Of Queen Potent for Orange Show

By SAM ABBOTT

FEBRUARY 2 was ground hog day. But in San Bernardino, Calif., the day took on added significance, for it marked the selection of the queen for the 36th annual National Orange Show which ended its 1951 run on March 18.

As a rule the picking of a queen for this or that event has little significance. However, in all San Bernardino County nearly everyone knows something about the competition because of its widespread publicity and their acquaintances with girls participating or their families.

That they are acquainted with the contest is most important to the officers of the National Orange Show and more particularly to Earl E. Buie, head of the publicity department, who has guided the last four selections.

Must Be Photogenic

As the queen of the show actually represents the multi-million dollar California citrus industry along with the event, it is imperative that she be more than just a beautiful girl. She must have poise and personality and, importantly, be photogenic. As the combined representative of the orange show industry, she will be called upon for newspaper, magazine, radio and television interviews, appear at banquets and be the honored guests at functions attended by business men.

The orange show has for years followed a policy that has selected ideal representatives. In some ways the organization has been lucky, but at the same time it has guarded against the queen of the

town being the winner merely because of her or her parents' influential standing.

Service Clubs

To start its quest for a queen the orange show sets down only the basic requirements that the girl be between the ages of 17 and 22 and unmarried. These qualifications are sent to various service clubs and organizations with the request that they sponsor a contestant. They are also informed that she is to be judged upon her ability to talk into a microphone as one of the prime factors in her selection.

The groundwork for the contest has been ironed out now to a point where the competition moves smoothly. While in the first couple of years that Buie conducted the search Chambers of Commerce proved the greatest source in supplying would-be queens, the service clubs have entered into the quest. This has been better for the show, for the more people interested, the more lively the judging and the more people will know about and attend the annual show.

Many Picture Breaks

The unbiased selection has netted the show much favorable publicity, and this year's winner, Marcia Barnham of Uplands, filled all qualifications. A photo made when she was announced winner made the front pages of approximately 200 dailies the following Sunday.

The festivity at which Miss Barnham was crowned was held, as usual, at the Arrowhead Springs Hotel with approximately 500 people attending. The girls, 33 of them, were lined up, with the judges sitting separately and unannounced in the audience. The contestants, dressed in their loveliest evening gowns, were identified only by numbers. No. 6 turned out to be Miss Barnham, the daughter of a former orange grower but now an aircraft plant employee.

The show makes no request that entrants be daughters of citrus growers and only one in the past

four years has come direct from a ranch. She is Shirley Honeycutt, of Cucamonga, who won last year.

Queen Visits Canada

The selection of the queen this year was moved ahead two weeks to allow the winner to attend the convention of the Canadian Wholesale Fruit Growers' Association in Quebec on February 5. There had been a request for the queen to attend the United Fruit Buyers' session in Miami in January, but the contest could not be moved that far in advance. The girls seeking the crown are generally students and time away from their studies must be taken into consideration.

Upon being crowned, Miss Barnham was outfitted with an entire wardrobe purchased for her by the orange show with the assistance of Mrs. Marion Moody, public relations director for a local bank. Mrs. Moody, who serves without pay, kudos to the winner in her selection of clothes, as she is familiar with the events that she will attend. The queen is accompanied on her trips by Mrs. Moody.

Serves Without Pay

Three days after she had won the votes of the judges, Miss Barnham was in Quebec, posing with a snow man. After a few days at the convention she flew to New York and then to Washington. In the nation's capital, she posed with members of the California congressional delegation and engaged in good natured repartee, as Buie expresses it, with a Florida congressional representative. All of the appearances made good copy and pictures, the two interests of the orange show and the California citrus industry.

To promote this year's event, the orange show used 13 overhead street banners, 66 24-sheets and ads in 130 dailies and weekly newspapers. These were bought with money from the advertising budget. But for the nation's dailies, they paid nothing. It was Miss Barnham who harvested these news breaks. She receives no money from the orange show, the wardrobe, honors and plane trips East constituting her dowry.

The practice of garnering free publicity for the event came about in 1935, Russell Z. Smith, secretary-manager, recalls. The show started in 1911 on a vacant lot in the city and today has its own million-dollar plant. Smith does not know what method was used to select the royalty up to 15 years ago. However, the present policy has been in effect for the period mentioned.

Gets Mike Test, Too

When operating on such a wide basis, the possibility of getting a winner who could not fill the bill is recognized by the committee, headed by Jack Stone. However, the chances are remote. Each contestant is interviewed separately and actually talks over a microphone as part of the test. But it is part luck coupled with the sincerity of the judges that has been responsible for the excellent selections.

The contests have not been without false impressions. The story is told of a person identified with the motion picture industry, and for obvious reasons unnamed here, who was invited to serve as



HAND-HOLDING between Marcia Barnham, 1951 National Orange Show queen, and a showman in Quebec gave the show much national recognition for free.

a judge. He arrived at Arrowhead Springs a few hours before the actual competition. Seeking to get filled in on the details, he asked which of the girls was slated to win. He was somewhat surprised when he was told that he was to make his own selection and also that he would not confer with the other judges as to their choices before making his own.

The competition differs from usual contests in that it has no semi-finals. The various local competitions take the place of semi-finals.

Miss Barnham's trips around the nation to represent the orange show and industry might give the impression that the citrus associations participate in the affair. The answer is, oddly enough, both "yes" and "no." They receive publicity for the citrus industry they represent, but they make no cash donations to the show or contest and have no voice in the queen's selection.

"Most for Least"

The orange show supports an industry but is not industry-supported. It receives a cash allotment from the State under the fairs and exposition disbursement and adds the money that it earns. A. E. Snider, chief of the Department of Fairs, has pointed out that the operation is one of the most efficient in California. That is, it gets the most for each dollar spent.

Buie, who joined the annual in 1947, is native of Tennessee. He came to California with his parents in 1906. In 1914, while in high school, he reported scholastic events for The San Bernardino Sun. When he graduated in 1916, he became a staff member and remained on the newspaper for 30 years.

Buie joined the show as a full-time employee. Smith was advised by directors to obtain a man for a combination of jobs. The posts to be filled included those of press relations and exhibit manager.

Plant Used Year Around

With the addition of Buie, the event was able to launch a policy of making the grounds available thruout the year. A stadium, at the south end of the grounds, had been constructed with federal funds for use by the entire county, and is the hub around which many attractions revolve. Last year there were 27 football games in the stadium, in addition to track meets and other events.

Despite the importance of the interim events and citrus show, the queen contests have gathered momentum thruout the years, and now the service organizations are throwing their efforts behind them.

Finger-Stand,
Ape Man Added
To Mills Show

COLUMBUS, O., March 31.—Two additions to Mills Bros' Circus program were announced this week by Jack Mills, co-owner. The Great Roland, one-finger stand day party novelty, and Fransero, ape man, are the newcomers. Mills said Fransero also will do heel and toe catches.

The Wallabies (11), girl acro troupe, was to sail from England Thursday (29) and probably will be the first of the foreign troupes to arrive at quarters here.

The show opens April 14 under auspices of the 42d Division Veterans Association here. Response to invitations for the annual opening day party was good. Mills indicate a turnout of over 600 newspapermen, fans and trouperes, it was reported.

Proctor Baughman will be back as announcer and banner painter. Charley Brady's crew is readying more vehicles. Don Mann and Red Haddix have nearly completed overhauling the trucks.

R-B Bids
For Philly
Park Site

PHILADELPHIA, March 31.—Ringling-Barnum circus will make a strong bid for use of a site in municipal Fairmount Park for its May 21 thru May 26 stand here. First statements from members of the Fairmount Park Commission gave little hope that a lease would be granted.

William McCarter, Ringling Rep., said no other suitable lot had been found, and Henry Ringling North circus vice-president, asked him to seek a tract in the park. McCarter said first choice would be a 10-acre field in the park at 40th Street and Parkside Avenue, and the next best sites would be in the Strawberry Mansion sector along 33d Street.

Use of last year's site at Fox Street and Abbottsford Avenue was blocked by failure of the circus to reach an agreement with the Philco Corporation, which owns it. If denied the park lot, the circus may use a city-owned tract near Municipal Stadium in South Philadelphia at Broad Street and Patterson Avenue, he said.

Danish Unit Signs
Rhodin's Animals

COPENHAGEN, March 31.—The Schmidt brothers, Danish circus owners, have signed the Zoo Circus of Trolle Rhodin, one of Sweden's circuses for a summer tour of Denmark under the Circus Schmidt banner. Show opened in a steam-heated big top at Halsingor, Denmark, Monday (29).

Several of the Danish tent circuses are set to hit the road in mid-April. Circus Schumann, which has been playing indoor dates in Sweden, returns to Copenhagen soon to open its regular summer run at the Circus Schumann indoor arena.

Barnum Litho Used
For Duryea Claim

SPRINGFIELD, Mass., March 31.—Barnum & Bailey's famed 1896 lithograph showing a Duryea automobile in the show's parade is figuring here in a claim by Duryea's heirs that J. Frank Duryea was co-inventor, with Charles E. Duryea of the vehicle.

The poster recently was reproduced in a Springfield newspaper and the son of J. Frank Duryea is expected to use the wording on it in a renewed claim that both Duryeas should be named in a plaque which now is to list only Charles Duryea as inventor of the automobile.

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CARNIVAL AND CONCESSION

TENTS

"Serving the Showmen of the Southwest"

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MARCIA BARNHAM, queen of the 36th National Orange Show, passes her crown to the show's press rep, Earl E. Buie. Shirley Honeycutt, 1950 winner, and Russell Z. Smith, show manager, are interested onlookers.

London Cele Costs Soar

LONDON, March 31.—Cost of laying out the Festival Pleasure Gardens for the Festival of Britain, skidded to get under way May 3, has skyrocketed due to rising costs of materials and labor and from loss of time caused by strikes and bad weather. Amusement area budget was originally set at \$4,200,000.

Revised estimates of construction outlay for the big midway in Battersea Park is now set at \$4,500,000, while expected revenue figures have been revised downward due to the fact that Parliament refused to sanction any easing of England's Sunday blue laws, which will be rigidly enforced in the amusement zone.

Without big Sunday takes, midway backers estimate total festival revenue at \$2,948,400—leaving a deficit of nearly \$1,601,600. As the government has advanced most of the cash for the amusement zone it will be a heavy loser. Ride operators and concession holders are none to happy, either, as most of them fear that with no take on Sundays they stand little chance of making money.

Already demands are being made that the Festival Pleasure Gardens be permitted to carry on in 1952 so as to give the government and concessionaires an opportunity to break even or make a profit.

The exhibit area and the Festival Pleasure Gardens will both be open on Sundays, with the usual gate charges, but only a few amusements will operate. A limited number of kiddie rides escape being classed as amusement devices and can operate on Sundays, as can most of the dine and drink spots. With closing hour set at 10:30 p.m. Construction costs of the exhibit area have also exceeded estimates.

Claresholm, Macleod Agree on Rodeo Dates

CLARESHOLM, Alta., March 31.—The towns of Claresholm and Macleod have agreed to stage their rodeos on alternate years and to co-operate with each other on the events.

One of the determining factors was a report that there would be fewer cowboys because of war production activity in the United States. The Claresholm Stampede Association also will present a baseball tournament and harness racing this year.

Swift Current Rodeo Names Myers Manager

SWIFT CURRENT, Sask., March 31.—Jerry Myers, of Moose Jaw, Sask., has signed to furnish the rodeo and manage the rodeo at this year's Frontier Days here.

He succeeds Don Perrin, of Swift Current, who has managed every rodeo since the show was inaugurated in 1938.

CONCESH EQUIPMENT

Prices Up But Makers See Good Year for Ops

PRICE increases in most, but not all lines and anticipation of greater grosses for concession game operators punctuate the 1951 outlook as reported by supply and equipment companies in a nationwide survey by the Billboard.

Prices which have increased are up 10 and 20 per cent over last year's levels. Those which have not yet been changed may be forced upward when present warehouse stocks are depleted, but so far, suppliers in some lines have been able to absorb the higher costs of raw materials.

In contrast to a year ago, few manufacturers are offering new products. They blueprinted model changes and additions but held off on production because of shortages of necessary materials. Only a few, however, report that they have been forced to discontinue any products because of material allocations. Roughly, the number of new products in the field equals the number of items no longer offered.

Ray Onkes & Sons, Brookfield, Ill., offering a wide range of amusement games equipment, has raised prices 20 per cent to cover rising costs of materials, but Onkes

believes his business will go up 50 per cent because of general prosperity in the amusement business. K. Max Smith Enterprises, Russell's Point, O., is holding to its \$39.50 price for counter model slum spindles. Several new games varying in price from \$50 to \$100 are being introduced and Smith reports that inquiries and orders are up.

International Mutoscope Corporation, Long Island, N. Y., is finding the raw materials problem acute and has discontinued some machines because of shortages. Its prices for Photomatics, Voiceographs, postcard vendors and Arcade equipment have been unchanged and prompt delivery is assured. Business would be excellent if sufficient materials were available, it reported.

Costs of paper and labor have hit Joseph Ledoux & Son to the tune of a 20 per cent price increase. Frank Ledoux, proprietor, states that future supplies of paper and other supplies are indefinite for his line of astrology charts, graphic photographs, Budia outfits, graphology, charts and hand charts.

Government demands for ammunition, guns and steel have cut sharply into the supplies available to H. W. Terpening Shooting Galleries & Supply Company, Ocean

Sweeney-White Set 66 Dates

SIOUX FALLS, S. D., March 31.—National Speedways, Inc., will present a total of 66 auto race meets this season, including the recent addition of three dates at the North Central Kansas Free Fair, Belleville, it was announced here by Gaylord White, who with Al Sweeney, heads the org.

Program at Belleville, one of the Midwest's best known dirt tracks, will include two big car meets, August 28 and 30, and a 100-mile stock car race August 31.

The organization's '51 summer season, longest since Sweeney and White joined forces, will open at Danville, Ill., with a big car meet, May 8. New still dates include those at Kansas City, Sedalia, Mo., and Webster City, Ia. Final races of the year will be at the Louisiana State Fair, Shreveport.

Park, Calif. Terpening anticipates further reductions in steel supplies and reports his business is down and prices are up.

The Taylor Game Shop, Columbia City, Ind., offering equipment for ball games and complete six cat outfits, has not increased prices yet, but Carl Snapp, new owner, believes increases will be forced when his present supplies of raw materials run out.

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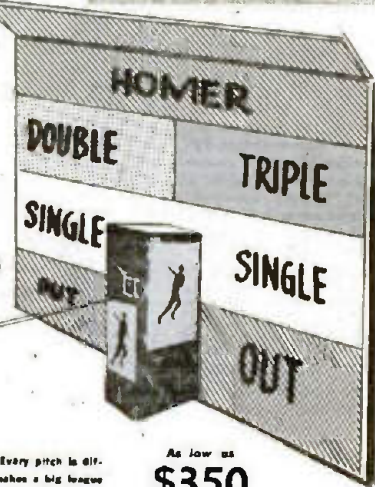
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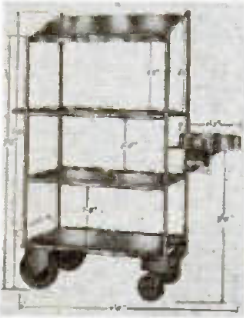
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TIPS ON RIDE MAINTENANCE

Keep 'Em Oiled, Level; Have Spare Parts, Goller Advises

IF THE Merry-Go-Round—or any other ride—breaks down this season it could mean loss of the ride indefinitely. Mid-season breakdowns, in view of defense restrictions, may bring more of a problem than ride operators can overcome.

That is unless the operator takes steps to be certain he'll stay in business despite shortages. Those steps are easy, according to John Goller, parts and maintenance authority at the Allan Herschell Company, North Tonawanda, N. Y.

In the case of rides at least, one can give the old oil and keep it on the level, too. Goller states that's exactly the way to keep devices in good running order, the way to avoid the cost of a week's or month's take at the season's peak. His experience shows that the most important points in ride maintenance are lubrication and level installations and advises this one-two-three system to keep rides running indefinitely:

Lubricate the device as directed by the manufacturer.

Make certain the installation—especially of high-speed rides—is level.

Anticipate parts needs: have replacements on hand before the need for them arises.

Common Sense Prescribed

Common sense, competent employees and compliance with the manufacturer's instructions will keep most rides in good order, he states. The makers provide lubrication charts and instructions with each ride. Places that need oil or grease are identified on the device itself. The operator who simply follows the instructions will have a minimum of trouble, Goller states.

Not to be ignored are the oil and grease specifications—telling how much and what weight of lubricant to use. These factors are vital to protect moving parts Goller stresses. In addition the wrong amount or grade of lubricant may reduce the amount of power developed by the unit's motor and cause slow starts and listless movement at greater operating cost.

That lubricating correctly means lubricating every designated place is emphasized by Goller, who points out that some careless operators regularly grease the convenient spots and as regularly pass up the grease cups which are hard to reach.

Proper greasing, he states, will serve to clean the machine with new grease forcing out the accumulations of dirt and sand as well as old grease. But it's still well to keep out as much dirt as possible. Dirt in the gears or other parts will grind the metal and ruin parts.

Instruct Employees

Of primary importance to operators in coming months is likely to be the problem of instructing



JOHN GOLLER

new employees. Goller reminds ops that proper maintenance doesn't follow when the man in the office knows what to do but the man on the ride doesn't bother. Owners should give employees full instructions for lubricating—and follow up by making certain all instructions are carried out.

Goller tells of one operator who gave the instructions but failed to check for performance. The employee had passed up a hard-to-reach grease point, but the first this operator knew about it was when the ride stopped. The ruined part cost \$400 and added to that was the loss of operating time.

Most ride men are fully aware that the device should be erected on a level base. But Goller's experience in filling parts orders and repairing damaged machines indicates that many installations are lopsided.

"They may be level on Sunday, but how about the following Wednesday?" Goller asks. To insure long, trouble-free operation,

he urges owners to make frequent checks, with special care going into the leveling of high-speed rides. As a reminder, he adds, "Check again after hard rains."

Wobble Causes Damage

Pointing up the leveling problem, Goller recalls that such rides as a Caterpillar frequently are equipped with flexible couplings to reduce speed between the power unit and the ride. Unless the power plant and ride are on the same level, the coupling will rotate irregularly, wobbling the rest of the unit. This leads to vibration, which puts extra strain on parts and more costly—it will cause crystallization and breakage.

Portable rides like the most punishment and consequently demand more careful maintenance, Goller points out. However, he asserts that permanent rides in parks and elsewhere are subject to the same damage over a longer period of time and should be given the same checks. Lubrication is as important to park rides as to carnival units, and while permanently located devices are usually mounted on level foundations, operators should not omit periodic

checks to verify that the footing hasn't shifted.

Goller declares that failure of expertly manufactured rides seldom can be blamed on parts weaknesses. Inadequate maintenance usually is the cause. To back this, he stresses that the greater majority of replacement parts are used by a minority of ride operators, placing repeat orders. Most ops escape extra expense by following maintenance rules.

Could Avoid Cost

He cites the case of a single operator who purchased 80 per cent of Allan Herschell's output of a certain part, a part which rarely, if ever, should need replacement. Few others ever have needed it and Goller is convinced the big buyer could avoid the replacement



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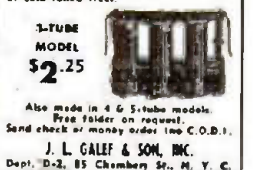


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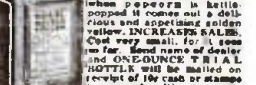
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cost thru careful maintenance. Allan Herschell Company joins with other makers in urging ride owners to anticipate their parts needs. Goller suggests that operators order the parts before they are needed in order to avoid supply delays which may be caused by shortages and defense orders. He suggests that owners stock parts which they have needed before—with particular attention to moving parts and those with roller bearings. While the government already has placed a number of metals on restricted-use lists, it's Goller's advice that ride owners "pretend all metals are rationed now," because others will be added to the restricted lists.

Give Detailed Orders
Aware that delays in filling orders means loss of operating time to the ride owner, Goller states that parts men make every effort at prompt delivery. Costs to the maker frequently are more than his price for the parts, he reports, particularly when special foundry service and other processes as well as fast transportation are used.

An important factor in ordering parts, according to Goller is providing full information. He reports some owners telegraph simply for a gear box without telling what type and model ride it is for. Orders should include the name of the ride, its serial number, the year it was built and, when possible, the serial number of the part wanted.

Goller also suggests that in times of shortages, operators should make special efforts to avoid loss of parts when a unit is being moved. "It's surprising," he reports, "how many parts are left on the lots during a season."

Makers Know Best

Another Goller maintenance tip is that experienced ride makers know best how to build their products. Operators should use only factory-made parts and these should be installed by trained mechanics.

Allan Herschell gear box work is done solely by a small group of highly skilled experts. Inexperienced mechanics at a local service station or machine shop are not likely to make proper repairs, he points out. In support he cites several cases in which amateur repair jobs caused not only new damage to the "fixed" part but also breakage or damage

to other parts. In the end, operators multiplied their repair costs. He states flatly that there are no "bugs" in established rides or the products of established makers. Thus, he says, operators should not try to make "improvements"—at least not while parts or new rides may be difficult to obtain.

Improvement Feils

One Herschell ride has a flexible coupling mounted on rubber. That rubber allows for some leeway if the device is not quite level. But a local mechanic convinced one ride owner that the rubber mounting should be replaced with steel bolts. That was done, ending any flexibility about the coupling and shattering the parts involved when the ride was started.

Ride men using electrical power should be certain they don't plug a 110-volt unit into a 220-volt line. Wiring and electrical parts are among the things to check for possible replacement needs before the season starts, he says.

"Good insurance for cable-operated rides is a spare cable set over the center for speedy installation in case the first one breaks," Goller advises.

New cables, he warns, should not be subjected to full loads at the start. Instead, the unit should be operated empty and then with partial loads so as to ease the new cable gradually to high tensions. Cable trouble can be caused by installing new ones too tightly, and temperature also should be observed when a new cable is put in. If it is installed tightly on a hot afternoon, it may snap when cooler evening temperatures contract the steel.

Goller adds that makers have sought to make ride operation and installation fool-proof. Parts are designed to withstand as much as 20 times the stress to which they are subjected. Later model rides frequently have power, gear and transmission systems so designed as to leave little chance for damage. Many kiddie rides are built so that few possibilities remain for carelessness operation to cause trouble.

But he warns that the operator who is counting on all-season operation will lavish care—and adequate lubrication—on his units. Those operators who do will find ride failures rare. And Goller points for proof to the 50-year-old rides still in steady service.

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(A) Photo of makeup showing general construction features of light tower section. Tower mounts twelve 15 in. dia. 3000-A Sylvania American Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



(B) Showing Downey winch for raising and lowering the pole to desired elevation. Each turn of winch lowers or elevates pole by one foot in any height between 21 ft. and 41 ft. Perfected cable mechanism employed in raising and lowering towers absolute protection against fouling.

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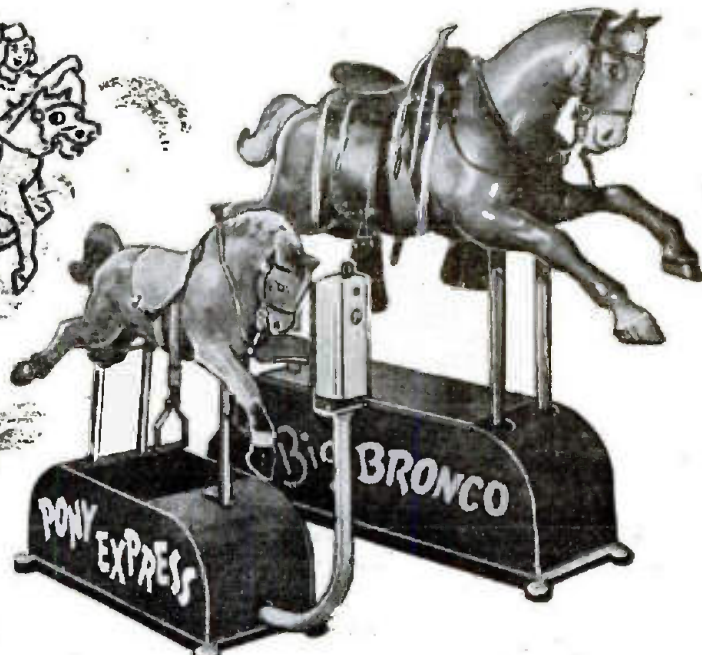
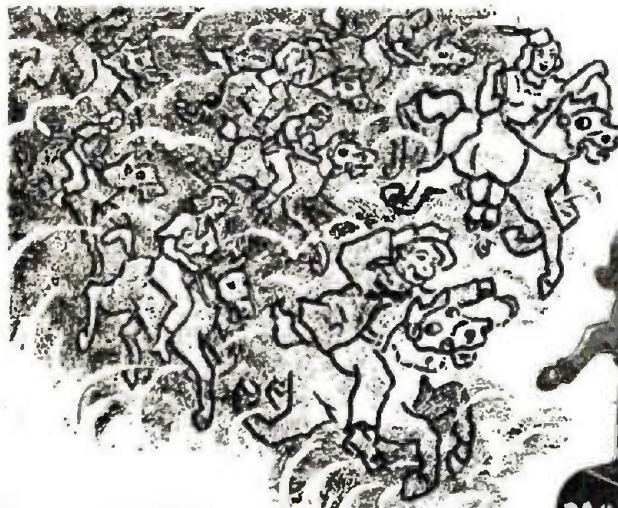
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POPPERS' PROBLEMS

Corn Supply Shortens; Box, Bag Prices Rise

POPCORN supplies are becoming increasingly tight, with serious future shortages hinging on how much acreage farmers plant in the product, supply houses report in a nationwide survey made by The Billboard.

Wholesalers of oils and other supplies, on the other hand, report adequate stocks. But they complain of an acute shortage of containers. Similarly, supply problems and higher prices turn up in the popcorn box and bag field. Costs of all packaging materials have skyrocketed as the government takes paper for its giant packaging projects, and demands for metals in defense work limit the stock available for cans and oil drums.

Manufacturers of poppers, warmers and other equipment believe their business may be curtailed by mid-season or earlier because of inability to get necessary materials. In a few cases, prices have been kept to the 1950 level but most makers have been forced to hike rates 10 or 20 per cent.

No "Shopping" Year

Harry C. Lazear, of the Wyandot Popcorn Company, Marion, O., says that supplies of popcorn are below normal and that whether there will be enough to take care of industry demands is doubtful. This is "not a year for shopping around," Lazear states in advising buyers to get with a dependable source of supply as soon as possible. An important factor, he says, is how much popcorn the farmers will plant this spring.

More Cans Needed

Francis H. Barnidge, president of Prunty Seed & Grain Company, St. Louis, advises that popcorn could be in short supply if farmers don't plant more than last year. And growers, he points out, will be comparing the dollar yield per acre for popcorn with that of field corn, soybeans and cotton. Large buyers should figure delivery will be more important than price, he states.

More Noiseless Sizes

Barnidge tells of an acute shortage of paper and boxboard

for popcorn containers and warns that prices of these items may go up. His firm is offering 27 sizes of popcorn bags, including a wider selection of the noiseless variety.

Availability of pails and drums for shipping coconut oil and peanut oil is a serious problem in the view of J. A. Ryan, vice-president of C. F. Simonin's Sons, Inc., Philadelphia popcorn seasoning house. He believes that the chief impediment to normal business will be the shortage of these containers.

Coconut oil and peanut oil are plentiful now, he reports, but by mid-summer he is concerned that the situation may change. Coconut oil must be imported and European demands have been heavy. Peanut oil is produced in this country but the supply may be diverted to other industries as a replacement for cottonseed oil, which is short because of 1950 cotton restrictions and subsequent failure of the crop.

Oils Up 50%

Corn popping oils are made from basic fats and oils which are world commodities sharply affected by world conditions, he states. A 50 per cent increase in the price came with the Korean crisis in 1950, and war or threat of war always causes increases in oil prices, Ryan points out.

The reported 15 per cent hike in popcorn prices is exceeded by the 20 per cent boost in peanut prices. Leon P. Kaloostian, of the Virginia & Spanish Peanut Company, Providence, R. I., reports general inflationary conditions forced the increase in his prices.

F. O. Young, owner of Atlanta Popcorn Supply Company, Atlanta, foresees a shortage of popcorn machines by next fall because of the materials situation. Prices already have gone up 20 per cent, he states, but immediate deliveries still are being made. Government spending and concentration of army camps in the South cause Young to expect a big season.

Northside Sales Company, Indianapolis, Ind., reports a 10 per cent price hike for popcorn and peanut machines and caramelcorn kettles. L. A. DeNelsky, owner, anticipates a shortage soon, and re-

ports that his supply sources are uncertain about future deliveries.

Some Prices Unchanged

Midland Popcorn Company, Minneapolis, has made no price changes on some of its popcorn machines and has added candy floss paper and wooden skewers for appliques to its catalog. This firm, handling corn, oil, carteries, salt, popcorn machines and peanut roasters, reports 10 to 20 per cent price rises in most lines.

Another company in the same field reports 10 per cent increases in prices of equipment and 20 to 50 per cent hikes on supplies. Equipment sales have dropped somewhat because of the price instability to get delivery on some items.

Krispy Kist Korn Machine Company, Chicago, is offering a new extra large popcorn warmer with remote control for the electric heating unit. It holds about 300 packages, displays 40 pounds of pre-popped corn and is listed at \$475.

By May 1, this firm believes, it may be limited to used or rebuilt equipment because of shortages, and it reports new equipment is more difficult to get each day. Its price increases on popcorn, caramel corn, peanut, candy, floss and snack cone machines average about 7 per cent.

Star Manufacturing Company, St. Louis, states that its prices for popcorn machines, French fryers, griddles, peanut roasters and roll warmers have been unchanged since July, 1950.

Briticus Manufacturing Company, Dover, Minn., states that increased costs of everything that goes into its popcorn cones have forced a 12 per cent increase in the product's price but that sales are up.

R-B, Radio Firm Tie Up

NEW YORK, March 31.—Nation-wide promotional tie-up with the Ringling-Barnum circus has been announced by the Emerson Radio & Phonograph Corporation, which will pilot on the show's new television skit to be presented in the center ring.

The bit will use a 10-foot Emerson television set as its main prop, and a two-page, two-color Emerson advertisement in the circus program will feature a circus motif. A key dealer will be chosen for each major city which the show will play. He will be given an advertising and merchandising package consisting of the operation of R-B advance men, who will arrange for personal appearances of circus stars at the dealer's store and suggestions as to how to achieve maximum sales by using free circus tickets and giveaways. Radio announcements, circus streamers and paper for window and store decoration and a tie-in co-op advertising mat for the dealer's use also will be part of the package.

Hamid Set At Waterbury

WATERBURY, Conn., March 31.—Grotto Circus will be presented at a local hall park for the sixth straight year the week of June 18 by the George A. Hamid & Son office, New York. It was announced this week.

Joe Hoghes, of the Hamid staff, will continue to personally handle the promotion.

Thailand Bans Animal Exports

SAN FRANCISCO, March 31.—Export from Thailand of water buffaloes, cattle, pigs, ducks, fowl and geese has been stopped, according to a recent report in the Far East Trader. Order was made by Royal Decree and also included a ban on export of elephants, horses, donkeys and all types of wild animals.

Ban is the outcome of a recommendation by the Ministry of Agriculture that Thailand export 3,200 head of cattle as requested by Malaya, Hong Kong, Malaya and the Philippines. The ban on export of wild animals is understood to be based on reports that with the growing trade in animals, Thai forests and jungles were being seriously depleted of wild life.

Since the end of World War II, a number of animal dealers have been operating in Thailand, buying elephants, tigers, leopards, monkeys, birds and other animals from local dealers and collectors and sending them abroad.

German Units Prepping for Canvas Treks

BERLIN, March 31.—With the Circus Barlay, featuring a good talent line-up but weak along show alley, closing its run here Sunday (18), time has come for most German acts to begin their canvas seasons. Barlay show will open in early April and will play about 50 stands throughout the Soviet-occupied zone.

Whether indoor shows will continue to be presented here during the summer has not yet been decided. Shortage of straight circus acts will probably hinder any plans for a prolonged season in Berlin.

Three new shows will go out this year—Circus Roland, Circus Hansa and an org formed by Grock the clown. First named unit has headquarters in Bremen and is managed by Aurelen, formerly press agent for the Hagenbeck show. Circus Roland has booked most of the top acts that appeared thru the winter with Barlay.

Strong programs have been set by Emil Wacker for both Circus Hansa and the Apollo Circus. Wacker recently acquired the Hansa show and has owned and managed the larger Apollo org since 1947.

New Top for Grock

The Grock show will go out with a new big top and make dates thru southwest Germany and into Austria during the spring and summer. Grock will be owner-manager of the circus, which will feature a modernized revolving ring. He will get top billing on the show, which will offer 10 acts. Consideration of a partnership between Grock and the owner of a German tent org has been abandoned.

Local newspaper and radio reports claim that Circus Krone may leave Munich after having headquarters here for more than 30 years. Krone is reported vexed with Munich authorities, feeling that they do not give him enough consideration as a sizable taxpayer. Despite good business enjoyed here over the years, Krone may play next winter in Rome, where successful runs were enjoyed in pre-war days. The Krone canvas season will start in Stuttgart this summer and end in the fall at Hamburg.

Small Circus Pletsch-Althoff, which did only fair business last season, may not get out this year. A decision has not yet been reached by management on the matter.

Knie Unit Ends Brussels Stand; Preps for Canvas

BRUSSELS, March 31.—The Knie Bros' (Swiss National) Circus, which has been playing the winter months at the big Cirque Royal arena in Brussels, and at the Hippodrome arena in Antwerp, Belgium, attending or reviving its programs monthly, wound up its indoor season at both spots March 11.

While equipment and most of the Knie animal acts entrained March 13 for winter quarters in Tapperswil, Switzerland, the Knie Liberty horses, in charge of Wenzel Kossmayer, left for an all-summer engagement at the Blackpool (England) Tower Circus, as did the Knie tiger and pony group and the Knie chimpanzees.

Knie Bros' Circus started out with its big top for its annual tour of Switzerland Monday (26). Show features animal acts and carries a large menagerie.

RB Gotham Meye To Use 41 Cars

NEW YORK, March 31.—No decision was reached this week as to how many sections Ringling-Barnum's show train will utilize for its trip here, although it is expected that the circus will arrive from Sarasota quarters as one 41-car unit.

Possible hitch in that procedure may arise if railroad officials decide that the show train is too high. In such an event the train will be split in two. The president and traffic manager of the Seaboard Line, which R-B will employ from Sarasota to Richmond, Va., will have a private car booked onto the show train for that leg of the northward trek.

Also being held in abeyance this

BOOK REVIEW:

Animal Doc Tells Tales on R-B Beasts

NEW YORK, March 31.—There is a unique one-of-a-kind aspect about the job held by J. Y. (Doc) Henderson, chief veterinary of the Ringling, Bros. and Barnum & Bailey Circus. For one thing, no other organization boasts so large or varied a group of wild and domestic animals. Or, if they do, the animals are snug in permanent quarters usually constructed to resemble their natural habitats, and not subject to being moved daily throughout the country for the biggest part of the year.

Doc Henderson gives a fascinating case book account of 10 years' of doctoring the Ringling animals in the book *Circus Doctor* (238 pages, \$3), written in collaboration with Richard Taplinger, New York publicist. The book will be published next Wednesday (4) to coincide with the opening of the Big Show in Madison Square Garden.

Doc started out as a country vet with a horse and cow practice in Shreveport, La. When he joined the circus he was given charge of the Big Show's 700 assorted animals. He soon found that he could utilize his experience in the domestic field to diagnose and treat his jungle charges for everything from belly aches to broken bones.

Covers Wide Range

While the accounting is far from clinical, it is conceivable that most practicing vets would want it against their reference books among the day when they might get a call from a traveling show, Beasts and their habits, and outstanding trainers and their methods are covered thoroughly. Environmental factors involving winter quarters, indoor dates and traveling under canvas are covered. The tragic flash fire in Cleveland in 1942 which destroyed the menagerie and in which 65 animals were lost, and the famous and ferocious Gargantuan are each portrayed in a chapter.

Writer Taplinger has done an excellent job of fashioning a highly readable tome. There is enough circus lore contained to make circus fans, and indeed professionals, turn handsprings for joy.—JIM MC HUGH.

Bouglione Unit Preps for Road

PARIS, March 31.—The Bouglione brothers are getting set to hit the road with their big top. Current bill at the Bouglione's big indoor Cirque d'Hiver arena, in Paris, features the Bouglione polar bears and their Liberty horses. Topping the circus numbers on the bill is the high sway-pole act of the Great Fattini.

Also on the program are the Harry Farlow Trio, acrobats; Conover and Sasi, knife throwing; Mercaux and Liliane, hand-to-hand; Willy Jo Duo, equilibrists; the Carolis, Risley act; Dinnats, trapeze; Kleins, bike act, and the feature clown duo, Maiss and Mimmle.

Cirque Medrano is continuing its Hollywood Follies revue, with Peg Leg Bates starring, and the zanie Craddock Trio providing the laughs. Circus acts in the show include Lohar, trapeze; Lance King, cowboy number, and clown gags by the Two Brunos and the Medrano joes. Germaine Mordant fronts the Medrano orchestra.

Chipperfield Org Adds New Big Top

LONDON, March 31.—Chipperfield's Circus, one of England's largest under canvas orgs, opened its season at Plymouth March 22. After a 10-day stand which ends tonight, show jumps to Exeter.

The Chipperfields have a new \$28,000 four-pole big top seating 6,500 and show's menagerie carries over 100 animals. Show features big trained animal acts, including one of the largest groups of performing elephants in Europe.

week was a move to eliminate the show's menagerie tent and place that division of the circus under the big top.

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Rodeo Dates

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APRIL

Douglas, Ariz.—Douglas Rodeo, April 7-8, 5 events, \$150 each, team tying Jackpot, total \$130, 3 perf. Art, DeLo and Joe Lambert, producers. Frank W. Sharpe Jr., secy. 317 O Ave.

Jasper, Tex.—April 11-14, 5 events, \$400 each, total \$2,000, 4 perf. C. Hillen. Jasper, Tex. Homer Todd, Fort Smith, Ark. producer.

Phoenix, Ariz.—April 13-15, 6 events, \$1700 each, total \$10,200, 6 perf. Mr. Blurkey, Junior Chamber of Commerce, Phoenix, Ariz.

Oklahoma City—Capitol Hill Rodeo, April 14-21, 6 events, \$325 each, wild horse race \$200, total \$2,325, 3 perf. Lee V. Ward, prom. Moore, Tulsa, Okla., 3125 S. South Robinson Capitol Hill, Oklahoma City.

Lynn Beutler, mgr. dir. Beutler Bros. Rodeo, Elk City, Okla., producer.

Red Bull, Calif.—Red Bull Round-Up, April 21-22, saddle bronk \$1,200, 5 events, \$400 each (includes steer roping), wild horse race \$100, total \$3,400, 1 perf. E. L. Hart, secy. O. F. Stover, pres. Atlanta—April 21-24, 5 events, \$800 each, total \$4,000, 5 perf. J. H. Evans, mgr. M. & C. Co., 215 S. Main St., Atlanta, Ga.

Modesto, Calif.—Modesto Rodeo, April 21-22, 5 events, \$190 each, wild horse race \$100, total \$800, 1 perf. Owen Tyrer, Rt. 4, Box 618, Modesto, Calif.

Long Beach, Calif.—Mounted Police Annual Rodeo, April 22, 5 events, \$200 each, total \$1,000, 1 perf. Bill Lamkin, mgr., 8642 W. 91st St., Long Beach, Calif.

Springville, Calif.—April 22-23, 5 events, saddle bronk \$100, bull riding \$100, calf roping and bareback \$50, team roping \$50, total \$350, 1 perf. E. R. Morgan, secy.

Oulaha, Okla.—Oulaha Rodeo, April 23-25, 4 events, no bareback riding, \$200 each, wild horse race \$200, total \$1,800, 2 perf. Earl Hudson, Mulhall, Okla., Rodeo Club, 210 C. Landers, Oulaha, Okla., Gen. Chm. Lynn Beutler, mgr. dir. Beutler Bros. Rodeo, Elk City, Okla., producer.

San Juan, Calif.—Newhall-Baugus Rodeo, April 28-29, 5 events, \$400 each, team roping \$250, wild cow milking \$250, total \$1,500, 3 perf. J. H. Evans, mgr. 21, 1931, Andy Jauregui, Newhall, Calif., producer. Wm. O. Bonnell, mgr., Beaumont, Calif.

Clovis, Calif.—Clovis Rodeo, April 28-29, 5 events, \$250 each, team roping \$250, total \$1,250, 2 perf. Lew Portune, treasurer. Entries will close Friday noon, April 27.

Vernon, Tex.—Santa Rosa Round-Up, April 30-May 3, 5 events, \$1,000 each, wild horse race \$400, total \$5,000, 6 perf. John Biers, mgr., Box 2130, Vernon, Texas. Lynn Beutler, mgr. dir. Beutler Bros. Rodeo, Elk City, Okla., producer.

MAY

Los Banos, Calif.—May 1, 6 events, \$125 each, total \$750, 1 perf. Elge D. Manring, rodeo chairman.

Guyton, Okla.—May 1-2, 5 events, \$250 each, total \$1,250, 1 perf. Chamber of Commerce Guyton, Okla. Lee Winget, Inman, Kans. mgr. dir. Geo. Stiches Co., Benca, Neb., producer.

Killeen, Tex.—Killeen Roping Club Rodeo, May 3-5, 5 events, \$300 each, total \$1,500, steer barrel race \$150, 3 perf. Roy J. Smith, secy. Killeen, Texas.

Beard, Tex.—Sheriff's Poole Rodeo, May 2-5, 5 events, \$200 each, total \$1,000,

3 perf. E. V. Hughes, secy. Bob, Eater, driver.

Paso Robles, Calif.—Paso Robles Round-Up, May 8-8, 5 events, \$300 each, team steer roping \$200, total \$1,700, 2 perf. Lou Wilson, secy. Dick Krick, president. Katsigelli, Mont.—5-7 Ranch Silver Buckle Rodeo, May 8, 4 events, \$75 each, total \$300, 1 perf. Bob Hartman, prod. Entries close May 5 at 12:00 noon.

Kansas City—American Royal Rodeo, May 8-12, 5 events, \$2,000 each, total \$10,000, 4 perf. Verne Elliott, Platteville, Colo., producer.

Monahans, Tex.—Pernain Basin Rodeo, May 10-12, 5 events, \$300 each, cutting horse contest \$300, total \$1,800, 3 perf. J. T. Harris, secy.

Hayward, Calif.—May 10-11, 5 events, \$300 each, total \$1,500, 1 perf. Burr Anderson, Clarksville, Tex. producer.

Las Vegas, Nev.—Elba Holdover and Rodeo, May 10-11, 5 events, \$1,000 each, wild horse race \$800, total \$5,000, 4 perf. E. J. Ollbreath, secretary, Las Vegas, Nev.

Bonora, Calif.—Mother Lode Rodeo, May 11-13, 5 events, \$250 each, total \$1,250, 2 perf. C. J. Mathews, prod.

Arlee, Mont.—Arlee Valley Rodeo, May 13, 5 events, \$75 each, total \$375, 1 perf. Winston Lytle, Arlee, Mont.

Tulsa, Okla.—Johnnie Lee Willis Stampede, May 18-20, 4 events, \$1050 each, total \$4,250, 6 perf. O. W. Mayo, Box 363, Tulsa, Okla., mgr. and producer.

Ocala, Fla.—Ocala Rodeo, stock stanchion by Beutler Bros. Rodeo, Elk City, Okla., Philburg, Kans.—Philburg Rodeo, May 18-19, 5 events, \$400 each, total \$2,000, 4 perf. Les Winget, Inman, Kans., mgr. dir. George Stiches Co., Benca, Neb., producer.

Kingman, Kan.—Kingman Cattleman's Picnic and Night Rodeo, May 17-18, 5 events, \$200 each, total \$1,000, 1 perf. Stanley Fairchild, chairman.

Springfield, Mo.—May 17-20, 5 events, \$500 each, total \$2,500, 1 perf. Harold Stahel, president, Queen City Lions Club, Springfield, Mo. Clyde S. Miller, Rich Hill, Mo., producer.

Yermo, Calif.—Calico Days Rodeo, May 17-20

Hayward, Calif.—Hayward 20/20 Club Rodeo, May 18-20, 5 events, \$200 each, total \$1,000, 3 perf. Cecil Jones, secretary.

Walden, Ia.—May 24-27, 5 events, \$400 each, total \$2,000, 4 perf. Clyde S. Miller, Rich Hill, Mo., producer.

Dalhart, Tex.—E. I. T. Reunion and Rodeo, May 25-27, 5 events, \$250 each, total \$1,250, 3 perf. Beutler Bros., Elk City, Okla., producers; Frank Parwell, rodeo chairman; W. E. Cantrell, secretary.

Russell, Kan.—May 28-27, 5 events, \$275 each, total \$1,375, 3 perf. Joe Mahoney, Chamber of Commerce, Russell, Kansas. Lee Winget, Inman, Kans., mgr. dir. Geo. Stiches Co., Benca, Neb., producer.

Springfield, Wash.—Jr. Chamber of Commerce Rodeo, May 28-28, 5 events, \$150 each, total \$750, 3 perf. Leslie W. Lee, committee member.

Benita, Mont.—Benita Boys' Club Rodeo, May 28-27, 5 events, \$200 each, total \$1,000, 2 perf.

Fort Smith, Ark.—Arkansas-Oklahoma Rodeo, May 28-28, 5 events, \$1,000 each, total \$5,000, 4 perf. B. K. Rodgers, chairman.

Yermo, Calif.—American Legion Rodeo, May 28, 5 events, \$100 each, total \$500,

1 perf. Wilfred Clon, producer. Ad-dress entries to American Legion.

Madison, Wis.—May 30-June 1, 5 events, \$400 each, total \$2,000, 5 perf. Robert M. Peck, Junior Chamber of Commerce, Madison, Wis. Clyde S. Miller, Rich Hill, Mo., producer.

Carlsbad, N. M.—Elba Rodeo, May 30-June 1, 5 events, \$300 each, total \$1,500, 4 perf. Beutler Bros., Elk City, Okla., producers; F. B. Rigdon, rodeo chairman.

Midland, Tex.—Midland Fair Rodeo, May 30-June 1, 5 events, \$750 each, wild cow milking \$750, total \$4,500, 5 perf. J. M. Epler, secretary, Midland, Tex.

JUNE

Yerington, Nev.—V. F. W. Rodeo, June 2-3, 5 events, \$300 each, total \$1,500, 3 perf. W. D. Askins, V. F. W., and American Legion Rodeo.

Lacrosse, Kan.—June 2-3, 5 events, \$200 each, total \$1,000, 3 perf. Paul Long, Aden, Kan., producer.

Santa Maria, Calif.—Santa Maria Elba Rodeo, June 2-3, 5 events, saddle bronk riding \$500, bull riding \$500, 3 events, \$500 each, total \$3,000, wild cow milking \$400, total \$3,400, 2 perf.

Glenview, Calif.—June 3, 5 events including team roping, bull riding, cutting \$100 each, total \$500, 1 perf. Cuff Burnett, producer, Hanford, Calif.

Sonoma, Calif.—Sonoma Rodeo, June 3, 5 events, \$125 each, total \$625, 1 perf. Shirley M. Jones, Rt. 2, Box 198, Sonoma, Calif.

Haynesville, La.—June 6-7, 5 events, \$400 each, total \$2,000, 4 perf. Burr Anderson, Clarksville, Tex., producer.

Sulphur, Okla.—Merford Heaven Stampede, June 7-8, 4 events, \$300 each, calf roping, steer roping \$100 each, total \$1,200, 3 perf. (unlabeled), A. T. Brown, president.

San Angelo, Tex.—June 7-10, 5 events, \$200 each, total \$1,000, 6 perf. D. D. Fanning, secy. mgr., Box 712, San Angelo, Tex. Lynn Beutler, mgr. dir., Beutler Bros. Rodeo, Elk City, Okla., producer.

Cedar Rapids, Ia.—June 7-10, 5 events, \$500 each, total \$2,500, 4 perf. Andy Haysman, Chamber of Commerce office, Clyde S. Miller, Rich Hill, Mo., producer.

Scottsbluff, Neb.—D. A. V. Rodeo, June 8-10, 5 events, \$300 each, total \$1,500, Les Winget, Inman, Kans., mgr. dir. George Stiches Co., Benca, Neb., producer.

Strong City, Kan.—June 8-10, 5 events, \$500 each, total \$2,500, 3 perf. Mal Frost, Strong City, Kan.

Livermore, Calif.—June 8-10, 4 events, \$700 each, saddle bronk riding \$1,000, team steer roping \$700, total \$4,500, 1 perf. A. D. Tillingham, president.

Afwood, Kan.—Afwood Rodeo, June 8-10, 5 events, \$200 each, total \$1,000, 2 perf. Matt Scheyerman, president; Fred Hair, secretary.

Seattle, Wash.—American Legion Rodeo, June 9-10, 5 events, \$300 each, wild cow milking \$100, total \$1,600, 7 perf. Frank Walsby, Frank Starr Post No. 11, American Legion, Bellevue, Wash.

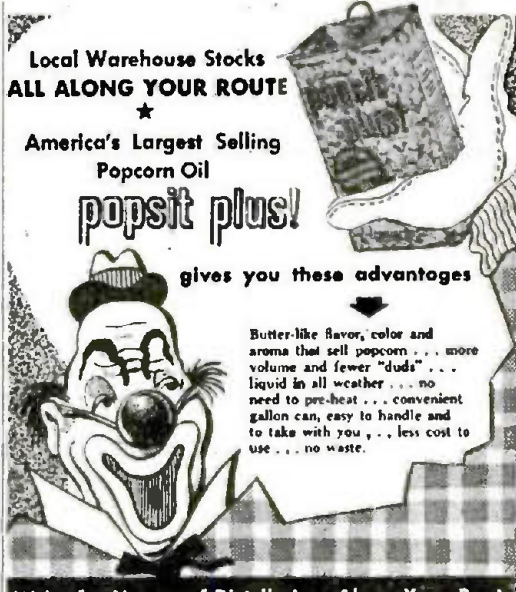
Jildewater, Tex.—June 11-13, 5 events, \$500 each, total \$2,500, 6 perf. Bud Tanshous, mgr. Jildewater Round-Up Association, Homer Todd, Fort Smith, Ark., producer.

Burlington, Tex.—June 12-15, 5 events, \$400 each, total \$2,000, 4 perf. Charles A. Moran, secretary, 316 Hagworth, Lynn Beutler, mgr. dir. Beutler Bros. Rodeo, Elk City, Okla., producer.

Payetteville, Ark.—June 12-15, 5 events, \$180 each, total \$900, 4 perf. Burr Anderson, Clarksville, Tex., producer.

San Saba, Tex.—June 14-16, 5 events, \$300 each, total \$1,500, 3 perf. C. B. Sheldon, secy.

Texasark, Tex.—June 14-16, 5 events, \$200 each, total \$1,000, 3 perf. Burr Anderson, Clarksville, Tex., producer.



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Tried and proven... made by world's largest manufacturer of floss machines. Model 120... the only direct drive variable speed floss machine on the market. No belt, modern and compact. 7 1/2" square aluminum pan, rheostats for speed and heat control. And more production than you've ever seen from any machine. Fully guaranteed. We stock rheostats, voltage boosters, bands and ribbons for all makes of machines.

\$295.00

35 QT. SUPER KETTLE

Here's the popper for large volume business. Pops 2 to 3 pounds of raw corn per popping. Can be easily motorized 19 1/2" diameter, 15" deep of 3/32" aluminum. Gearless agitator... sturdy... 35 quarts of popcorn per popping.

\$45.00

12 QT. SARATOGA POPPER

Low cost... top quality... all aluminum construction. Guaranteed gear alignment. The 12-quart Saratoga is easy to operate, dependable, built to last for years with heavy usage.

\$27.00

PORTABLE POPCORN OUTFIT

Set up anywhere! Plenty of storage space for boxes, seasoning, popped corn and unpopped corn. Complete outfit includes Coleman heating unit, 12-quart Saratoga popper and semi-pneumatic rubber tired wheels. Length 36", width 18", height 36" with legs, 18" without legs.

All-aluminum construction. Without legs and wheels at **\$174.50**

CONCESSION SUPPLY CO.
3916 SECOR RD. TOLEDO 13, OHIO

KIDDIE RIDES

BOAT RIDE thrills the kiddies. Six 1-piece Fiberglas rovin impregnated boats. 3 1/2" hull, powered by 1 horse electric motor. Can carry 36 children easily at one time. Large enough for adults - 25 ft. diameter circle. Low maintenance. Dry boats at all times. Easy to install. Tested and proven a top money maker at new Toledo Beach.

BIG ATTRACTIONS AT LOW COST

Non-Circular Auto Ride With Your Choice of Layout
A LOW COST, LOW-MAINTENANCE RIDE

Jeep ride down the "highway" for the kids. A non-circular auto ride in sturdy jeeps powered by 1 1/2-gal. batteries. Roadway can be laid out to suit space available. Each jeep will run 4 to 6 hours steady. Equipment furnished to recharge batteries over night. Top attraction at any location.

CONCESSION SUPPLY COMPANY
3916 SECOR RD. TOLEDO 13, OHIO

LEST WE FORGET



THE GOOSE THAT LAID THE GOLDEN EGGS



and the NEW SPECTACLE — already sprung on the present WAR — Cuts and Mats. If it's a "KYLE" Attraction it's a winner. Have produced shows at Soldier Field, Chicago; Stadium, Cleveland, Ohio; City Stadium, Baltimore; Yankee Stadium, N. Y. C.; Yale Bowl, New Haven, Conn.; Griffith Stadium, Washington, D. C., numerous centennials and larger celebrations.

We sell attractions outright, or produce 'em and promote 'em, too. Long established.

CHARLES KYLE

104 Judson Avenue, New Haven, Conn., or "The Billboard," 1564 Broadway, New York City. Wild West Extravaganza, Feature Fireworks and Displays for every purpose. May we serve you, too? Allow time for mail to reach me.



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"

New booking for July 4th. Fairs, Parks, etc.

ILLINOIS FIREWORKS COMPANY, INC.

Manufacturers since 1918

P. O. Box 192 Danville, Illinois Phone 1714

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

1951 Fair Dates

ALABAMA

Alexander City—Alexander City Fair, Oct. 15-20
Andalusia—Cornington Co. Fair, Oct. 21-27
Marion A. Boyette Jr.
Albany—Limestone Co. Colored Fair, Oct. 4-8
Mrs. Odell Smith
Birmingham—Alabama State Fair, Oct. 1-8
B. B. McClure
Dothan—Houston Co. Tri-State Fair, Oct. 28-Nov. 3
Leonard J. Lunford
Florence—North Ala. State Fair, Sept. 17-21
C. H. Jackson
Geneva—Ozark Co. Fair, Nov. 3-10
Sylvester Cooper
Huntsville—Madison Co. Fair & Tenn. Valley Expo, Sept. 14-20
D. C. Finney
Ozark—Dale Co. Fair, Oct. 28-Nov. 3
Don P. Sontome
Renoek—Randolph Co. Fair, Oct. 15-20
C. J. Bartlett

ARIZONA

Phoenix—Arizona State Fair, Nov. 2-11
George Blake

ARKANSAS

Arkadelphia—Clark Co. Fair Assn. Sept. 17-18
Jimmie Chambers
Bentonville—Benton Co. Fair Assn. Sept. 28-29
C. M. Burger
Blytheville—Northwest Ark. District Fair, Sept. 28-30
Robert E. Blaylock
Booneville—Logan Co. Livestock Show & Fair, Aug. 26-Sept. 1
George E. Lusk Jr.
De Queen—Sevier Co. Fair Assn. Sept. 19-22
Ralph B. RKE
Fort Smith—Ark.-Okla. Livestock Expo, Dist. Free Fair, Sept. 24-26
Jim Krone Jr.
Hope—Third District Livestock Show, Sept. 14-20
Bob Shivers
Little Rock—Arkansas Livestock Show & Rodeo, Oct. 1-8
Clyde E. Byrd
Mena—Polk Co. Free Fair, Sept. 18-19
Mrs. John DeShazo
Paris—North Logan Co. Fair Assn. Oct. 15-16
Van Pennington
Pine Bluff—South Ark. Livestock Show Assn. Week of Sept. 16
George H. Stand
Russellville—Pope Co. Fair Assn. Sept. 19-22
W. B. Langford
West Helena—Phillips Co. Fair Assn. Sept. 17-22
David Solomon Jr. Helena

CALIFORNIA

Anderson—Shasta Co. District Fair, Sept. 6-9
Joseph J. Spear
Angels Camp—Calaveras Co. Fair, May 18-20
Carl T. Hill
Antelope—Contra Costa Co. Fair, Aug. 6-12
Norman D. Hundberg
Arcadia—Sanita Anita Park—World Transportation Fair, June 8-Sept. 9
Ira W. Curry
Auburn—28th District Agr. Assn. Sept. 21-23
L. P. Morgan

Bakersfield—Kern Co. Fair, Sept. 28-30
Lloyd H. Good
Bonaville—Mendocino Co. Fair, Sept. 28-30
W. J. June
Callista—Napa Co. Fair, July 1-4
Edmund Warrenner
Cedarsville—Woodco. Co. Fair, Sept. 7-9
Walter T. Rodman
Chico—Silver Dollar Fair, May 23-27
Maurice J. Rogan
Chicochilla—Chicochilla Junior Fair, May 18-19
Paul J. Christoffersen
Colusa—Colusa Co. Harvest Festival, Sept. 20-23
William B. Randall
Crocker—Del Norte Co. Fair, Aug. 17-18
Robert B. McClure
Del Mar—San Diego Co. Fair, June 28-30
Paul T. Mannan
Dixon—Solano District Fair, May 3-6
Patrick T. McCarthy
Eureka—North District Fair, June 13-15
Ralph H. Barnes
Ferndale—Humboldt Co. Fair, Aug. 9-12
Dr. J. N. D. Windley
French—Fresno District Fair, Oct. 1-13
Tom A. Dodge
Galt—Sacramento Co. Fair, July 1-10
Ben W. Kellett
Grass Valley—Yuba Co. Fair, Sept. 13-16
Lloyd Freeman
Orkeley—Butte Co. Fair, Aug. 22-26
Joe Whittaker
Rendler—Kings Co. Fair, Sept. 27-30
Leon Dunning
Hayfork—Trinity Co. Fair, Aug. 24-28
J. D. Berry
Hemp—Farmers Fair & Festival, Sept. 8-9
William H. Leake
Hollister—San Benito Co. Fair, Oct. 5-7
J. M. Leonard
King City—Salinas Valley Fair, April 26-27
L. H. Burns
Lafayette—Lake Co. Fair, Sept. 1-3
C. P. Lewis
Lodi—San Joaquin Valley Fair, Sept. 6-9
D. R. Jacos
Los Banos—Merced Co. Fair, May 3-6
C. W. Bates
McArthur—Imperial-Northern Fair of Shasta Co., Sept. 1-3
Francis A. Cassaway
Fall River Mills
Marina—Madera District Fair, Sept. 27-30
J. T. O'Shaughnessy
Mariposa—Mariposa Co. Fair, Sept. 1-3
Dale K. Campbell
Merced—Merced Co. Fair, Sept. 12-16
W. C. Westberg
Monterey—Monterey Co. Fair, Aug. 16-19
Fred B. McCargar
Horse-Rags District Fair, Aug. 9-12
Lawell J. Estington
Northridge—San Fernando Valley Fair, Aug. 26-Sept. 2
Max P. Schonfeld
Orland—Orland Co. Fair, Sept. 13-16
L. M. Cantwell
Paso Robles—San Luis Obispo Co. Fair, Aug. 27-28
Lawrence W. Levin

CONNECTICUT

Bethlehem—Bethlehem Fair, Sept. 9-9
Mrs. Frank Devine, 23 East St. Waterbury
Danbury—Danbury Fair, Sept. 28-Oct. 7
John W. Leahy
Durham—Durham Agr. Assn. Sept. 28-30
Mrs. Harold F. Hall, Durham Center
Fairfield—Greenfield Hill Orange Fair, Sept. 8
Rudy B. Sperry
Oxford—Oxford Agr. Soc. Sept. 2-3
Theodore C. Ellis

CONNECTICUT

Holyoke—Phillips Co. Fair, Aug. 22-24
George J. Rober
Julesburg—Sevier Co. Fair, Aug. 13-16
C. W. McMillan
Litchton—Arapahoe Co. Fair Assn. Aug. 10-12
Forrest P. Hammen
Loveland—Larimer Co. Fair & Rodeo, Aug. 13-18
Betty J. Herder
Pueblo—Colorado State Fair, Aug. 18-24
W. R. Kettle
Niles—Oxford Co. Rodeo Assn. Sept. 2-3
J. W. Hysinger
Rocky Ford—Arapahoe Valley Fair Assn. Sept. 4-6
Ted L. Chasault
Sterling—Overland Trail Round-Up & Fair, Aug. 28-31
H. E. McConde
Trinidad—Trinidad Round-Up Assn. Sept. 2-3
Harry L. Bolme

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Perkins—Fourth District Fair, July 18-18
Dolph Young
Pleasantville—El Dorado Co. Fair Assn. Sept. 7-8
Bilvie Hanson
Pleasanton—Alameda Co. Fair Assn. June 27-July 1
Wray L. Bradstrom
Plymouth—Amador Co. Fair, Aug. 24-26
Wentworth Lynch
Pomona—Los Angeles Co. Fair, Sept. 14-16
C. B. Afterbaugh
Quincy—Plumas Co. Fair, Aug. 9-13
Paul E. Scott
Red Bluff—Tehama Co. Fair, Aug. 31-Sept. 2
Robert R. Noble
Roseville—Placer Co. Fair, Aug. 6-12
Hie Hoddington
Sacramento—California State Fair, Aug. 10-Sept. 8
E. F. Orren
San Francisco—North Livestock Expo, Oct. 16-Nov. 4
Nye Wilson
San Jose—Santa Clara Co. Fair, Sept. 18-18
Russell E. Pettit
Sed. Mats.—San Mateo Co. Fair, Aug. 28-31
William M. Wilson
Santa Ana—Orange Co. Fair, Aug. 18-19
R. M. C. Pullenwidder
Santa Barbara—Santa Barbara Co. Fair, July 25-28
Jesse H. Chambers
Sonoma—Mother Lode Fair, May 3-6
C. B. Mathews
Stockton—San Joaquin Co. Fair Assn. Aug. 18-19
E. O. Vollmann
Susanville—Lassen Co. Fair, Aug. 21-26
A. A. Jensen
Tulare—Tulare Co. Fair, Sept. 18-23
A. J. Elliott
Tulare—Tulare Co. District Fair, Aug. 6-11
C. A. Rigbee
Oxnard—Ventura District Fair, Aug. 24-28
Mrs. M. C. Peters
Ventura—Ventura Co. Fair, Oct. 3-7
L. E. Verhush
Victorville—San Bernardino Co. Fair, Aug. 12-24
Orin Robertson
Watsonville—Santa Cruz Co. Fair, Sept. 27-30
E. F. Johnson
Woodland—Yuba Co. Fair, Aug. 16-18
Stuart H. Wale
Yreka—Siskiyou Co. Fair, Aug. 24-28
Edward B. Matthews
Yuba City—Yuba-Butter Fair, Sept. 27-30
Roy L. Welch

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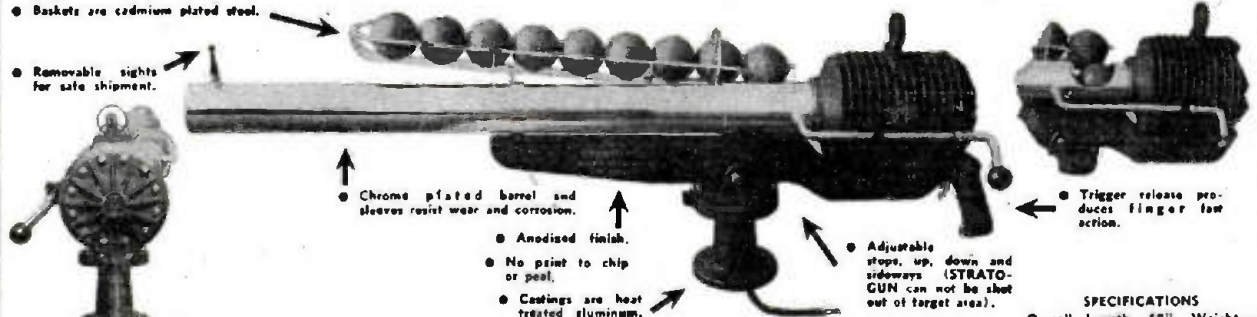
Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard. The next complete list of Fair Dates will be published in the issue of The Billboard to be dated June 30.

STRATO-GUN

Most Exciting Game in 20 Years!

Beyond a doubt this game has created more excitement than anything in 20 years. The Strato-Gun has been enthusiastically received by numerous concessionaires throughout the country. SUPERIORITY IN DESIGN AND OPERATION.

Never Too Old—Too Young—Too Short—Too Tall To Play STRATO-GUN



• Baskets are cadmium plated steel.
• Removable sights for safe shipment.

- Chrome plated barrel and sleeves resist wear and corrosion.
- Anodized finish.
- No paint to chip or peel.
- Castings are heat treated aluminum.
- Adjustable stops, up, down and sideways (STRATO-GUN can not be shot out of target area).

SPECIFICATIONS
Overall Length—48". Weight—32 lbs. Operates efficiently between 60 and 100 lbs. pressure. Barrel Length—27". Barrel Diameter—2 1/8". O. D. Compressor capacity output recommended in excess of 2 (C.F.M. at 150 lbs.). (Example) 5 STRATO-GUNS—10 C.F.M. + at 150 lbs.

Operator can mount or remove STRATO-GUN in less than 10 seconds.
PRICE \$345.00 F. O. B. Los Angeles
Order Now for Early Delivery

MANUFACTURED BY
JUNKIN MACHINE COMPANY
8825 CROCKER AVE. LOS ANGELES 3, CALIF.

ORDER NOW ... Complete SET-UP Details Furnished
STRATO-GUN SALES CO.
1976 GARNET SAN DIEGO 9, CALIF.
Also, Netting-Gun-Target-Compressors

Hampburg-Lyme-Lyme Orange Fair Assn. Aug. 17-18. Francis Harrison, Old Lyme, Conn.
 Meriden-Meriden Orange Fair. Sept. 21-23. Mrs. Martha E. Thibault, South Meriden.
 North Haven-North Haven Fair. Sept. 8-9. Laura Bartlett, North Haven.
 Orange-New Haven Co. 4-H Fair Assn. Aug. 17-18. Ruth Mine.
 Riverston-Riverston Fair. Oct. 13-14. Grand D. Seymour, R. D. 2, Winsted, Conn.
 Stafford Springs-Stafford Fair. Sept. 27-28. Louise L. Benton.

DELAWARE

Harrington-King & Sauer Co. Fair. July 23-25. T. B. Roberts.

FLORIDA

Panama-Florida Interstate Fair. Oct. 21-Nov. 5. J. E. Prentiss.
 Tallahassee-North Fla. Fair Assn. Oct. 26-Nov. 3. Lloyd Rhoads.

GEORGIA

Atlanta-Southeastern Fair Assn. Sept. 27-Oct. 7. Mike Benton.
 Augusta-Exchange Club Fair. Oct. 26-Nov. 3. H. Olson Henderson.
 Bainbridge-Decker Co. Fair. Oct. 15-16. T. E. Rick.
 Catoosa-American Legion Fair. Sept. 30-31. Walter W. Waldrop.
 Columbus-Chatahoochee Valley Expo. Oct. 8-13. F. L. Jenkins.
 Cordele-Cemical Georgia Fair. Oct. 23-28. J. D. Rainey.
 Douglas-Coffee Co. Fair. Oct. 23-27. Tom T. Yellows.

Elberton-Elberton Fair. Sept. 17-22. I. V. Holme.
 Gainesville-Northeast Georgia Fair Assn. Sept. 10-15. Gabe O. Jarrard.
 Lafayette-Walker Co. Fair Assn. Sept. 1-3. Fred E. Henry.
 Macon-Georgia State Fair. Oct. 15-16. E. Rom Jordan.
 Manchester-Tri-County Fair. Last week in Sept. W. G. Wray.
 Marietta-Emmett Co. Fair. Oct. 8-13. Earl M. Warner.
 Valdosta-South Georgia Fair. Nov. 5-10. H. K. Wilkinson.

IDAHO

Blackfoot-Eastern Idaho State Fair. Sept. 11-15. Ruth C. Hartwood.
 Boise-Western Idaho State Fair. Aug. 21-25. Clara E. Hunt.
 Burley-Cassia Co. Fair & Rodeo. Aug. 21-25. Sam H. Clark.
 Cottonwood-Idaho Co. Rock Assn. Sept. 1-5. George Cook, Orangeville, Idaho.
 Homedale-Owyhee Co. Fair. Aug. 1-5. M. R. Logan.
 Lava Hot Springs-Bannock Co. 4-H Club Fair. Aug. 23-25. Albert Myrick, Pocatello.
 Orofino-Clearwater Co. Fair. Sept. 21-22. Arlen H. Bruce.
 Valley-Weber Round-Up & Fair Assn. Aug. 1-5. Claude Wake.

ILLINOIS

Alton-Edward Co. Fair Assn. Aug. 21-24. Loy E. Thread.
 Anthon-Deer Co. Agri. Assn. Aug. 20-21. Charles O. Ford.
 Alton-Bloomington Co. Fair Assn. Aug. 5-10. Fred E. Henry.
 Anna-Anna Fair. Aug. 21-25. Glendale Ruders.
 Arthur-Monro-Douglas Co. Fair Assn. Aug. 21-25. H. H. Hood.
 Augusta-Augusta Livestock Assn. July 17-20. L. Wayne Robinson.
 Belleville-Clare Co. Fair Assn. July 28-Aug. 4. George L. Ortes.
 Bellevue-Northern Ill. Fair Assn. Aug. 1-5. M. K. Priddy, Sr.
 Bloomington-McLean Co. Fair. Aug. 6-8. Kenneth Benjamin.
 Bridgeport-Lawrence Co. Fair Assn. Aug. 10-12. Grover C. Grom.
 Brownstown-Payette Co. Fair Assn. July 26-Aug. 1. James J. Prentiss.
 Carlinville-Deer Co. Fair Assn. Aug. 1-4. Oral E. Cooper, Palmyra, Ill.
 Carmi-White Co. Agri. Soc. Aug. 12-17. Ben Beatty.
 Carleton-Greene Co. Fair Assn. July 18-22. Dewey Mahabadi.
 Charleston-Cole Co. Fair Assn. July 31-Aug. 4. Robert E. Blackford.
 Chicago-International Livestock Expo. Nov. 24-Dec. 1. William E. Oultrie.
 Danville-Eastern Ill. Fair Assn. July 20-Aug. 3. Paul C. Jolley, Indianapolis, Ill.
 Du Quoin-Du Quoin State Fair. Aug. 25-Sept. 3. Ott. Maye.
 Elgin-Kane Co. Fair. Aug. 3-5. Harry E. Rapus.
 Elizabeth-Community Fair & 4-H Show. Aug. 7-9. Raymond J. Blaust.
 Fairbury-Fairbury Fair Assn. Aug. 21-25. Robert J. Maurer.
 Fairfield-Wayne Co. Fair. Aug. 6-10. Joe Peltz.
 Farmer City-Farmer City Fair. July 26-Aug. 1. Raymond Neer.
 Flora-Clay Co. Fair Assn. July 30-Aug. 3. Leroy K. Petty, Clay City, Ill.
 Freeport-Bloomington Co. Fair Assn. Aug. 21-25. Roy Hertz, Orangeville, Ill.
 Georgetown-Georgetown Agri. Fair. Aug. 20-25. G. E. Blayney.
 Golconda-Pope Co. Fair. Aug. 26-31. Phillip Schoettle.
 Greenup-Greenup-Cumberland Co. Fair Assn. Aug. 20-25. W. E. Freeman.
 Greenville-Bond Co. Fair Assn. Aug. 21-25. Theron T. Dewey.
 Griggsville-Western Illinois Fair. July 2-5. J. R. Skinner.
 Harrisburg-Saline Co. Agri. Assn. July 1-5. L. M. Hancock.
 Havana-McCain-Pullman Fair. Aug. 28-31. R. H. Mosier, Spearsburg, Ill.
 Highland-Madison Co. Fair Assn. Aug. 1-5. James H. Wilson.
 Jacksonville-Morgan Co. Fair. July 31-Aug. 2. Bill Walker.
 Jerseyville-Jersey Co. Fair. July 23-28. H. S. Hunter, East, Ill.
 Kankakee-Kankakee Co. Fair. Aug. 6-11. Roy Robinson.
 Knoxville-Knox Co. Fair. Aug. 8-10. Ray Swanson, Galesburg, Ill.
 La Fayette-La Fayette Fair. July 31-Aug. 4. Charles Carter, Toulon, Ill.
 Lewistown-Pullman Co. Fair Assn. July 31-Aug. 3. Leobian Crissey.
 Lincoln-Logan Co. Fair Assn. Aug. 5-10. Wubur E. Layman.
 Litchfield-South Central Dairy Day & Fair. Aug. 6-9. Mrs. Ida Allen.
 Maclester-Hamilton Co. Fair Assn. July 26-Aug. 2. M. Redd Mead.
 Macomb-McDonough Co. Fair Assn. July 24-27. Charles Conner.
 Marion-Williamson Co. Agri. Assn. July 18-21. Ray Miller.
 Marshall-Clark Co. Fair. Aug. 6-10. Fred Hoffington.
 Martinsville-Martinsville Fair Assn. July 15-21. H. T. Bennett.

Marion-Grundy Co. District Fair. Aug. 31-Sept. 1. Wayne F. Carter.
 Mendon-Adam Co. Fair. Aug. 4-8. I. M. Brumback.
 Mendota-Tri-County Fair. Sept. 1-3. Paul A. Stenger.
 Metropolis-Monroe Co. Fair Assn. July 1-7. Paul T. Powell, Vienna, Ill.
 Millard-Iroquois Co. Fair. Aug. 8-10. Kenneth T. Rickard.
 Monmouth-Monmouth Co. District Fair. Aug. 10-12. Eugene J. O'Neil, Manteno, Ill.
 Morrison-Whiteside Co. Fair Assn. Aug. 15-16. V. M. Deeringer.
 Mount Carmel-Carmel Fair. July 22-24. E. Guy Poley, West Salem, Ill.
 Mount Sterling-Brown Co. Fair. July 31-Aug. 7. Walter E. Manny.
 Mount Vernon-Mt. Vernon State Fair. Assn. July 8-14. Clyde Lee.
 Newburgh-Washington Co. Fair Assn. Aug. 13-17. Hubert C. Smith.
 New Berlin-Sangamon Co. Jr. Fair Assn. 22-27. Charles Reimer.
 Newton-Jasper Co. Agri. Assn. July 8-13. C. L. Balsman.
 Orlona-Crawford Co. Fair Assn. Aug. 27-31. O. E. Price.
 Orlona-Osht Community Fair. Sept. 6-8. Orlis F. Iole.
 Olney-Buchanan Co. Fair Assn. Aug. 28-31. W. H. Bost.
 Oregon-Ogle Co. Fair. Sept. 1-3. E. D. Landers.
 Park-Park Tri-County Fair Assn. Aug. 15-20. J. James Molik.
 Pannock-Edgar Co. Fair Assn. July 22-28. J. J. Troop, Jr.
 Peoria-Heart of Illinois Fair. Aug. 21-26. Paul Nicely.
 Peoria-Will Co. Fair Assn. Aug. 24-26. Thomas L. Clinton.
 Peoria-Union Co. Agri. Fair. Aug. 28-31. Harry G. Plimkirk.
 Piasa-Piasa-Werry Co. Agri. Assn. July 16-20. Mrs. J. E. Stump.
 Pleasant Hill-Pike Co. Fair Assn. Aug. 28-31. J. I. Langhans.
 Pontiac-Livingston Co. Fair Assn. Aug. 1-9. Guy K. Gee.
 Princeton-Bureau Co. Fair. Aug. 21-24. Wayne Bledsoe.
 Rockville-Warren Co. Fair. Aug. 21-24. John Pett.
 Russell-Schuyler Co. Fair Assn. July 3-6. Harvey Settles.
 Salem-Marion Co. Fair Assn. Aug. 20-25. Jack Reading, Centralia, Ill.
 Sandwich-Sandwich Fair Assn. Sept. 6-8. C. R. Brady.
 Shannontown-Columbia Co. Fair Assn. Springfield-Illinois State Fair. Aug. 16-18. Hubert W. Blissett.
 Strongsville-Anderson Co. Fair. Aug. 1-3. Ralph Butler.
 Taylorville-Charlton Co. Fair. July 22-27. Cliff C. Ruster.
 Urbana-Champaign Co. Fair Assn. Aug. 31-24. Jesse J. Fraher.

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Vienna-Johnson Co. Fair, July 22-27.
R. M. (Peter) Gordon
Virginia-Cas. Co. M. Fair Assn. Aug. 27-30.
M. M. Craft.
Warren-Warren Fair, Aug. 18-19. J. W. Richardson.
Wauconda-Lake Co. Fair Assn. Aug. 2-3.
Charles W. Wray, Wadsworth, Ill.

INDIANA

Anderson-Anderson Free Fair, July 2-7.
Earl J. McCaskey
Argos-Marshall Co. 4-H Fair Assn. Aug. 14-18.
C. J. Umbough.
Auburn-DeKalb Co. Fair Assn. Aug. 27-Sept. 1.
W. B. Walter, St. Joe, Ind.
Bloomfield-Ebner Co. Farm Fair, Aug. 6-11.
Erwin D. Scott
Boonville-Boonville Fair Assn. July 20-Aug. 4.
Albert C. Derr.
Burlington-Burlington Fair Assn. Sept. 18-22.
Harvey Byers.
Brownstown-Jackson Co. Free Fair Assn. Aug. 8-11.
Richard Hill.
Carmel-Vermilion Co. Fair Assn. July 17-21.
Craig Jones, R. R. 3, Dana, Ind.
Cortsville-Wayne Co. 4-H Club Free Fair, Aug. 8-11.
Larry Section, R. R. 4, Richmond.
Columbus-Berthelom Co. Fair Assn. July 15-20.
F. M. Overstreet.
Connersville-Fayette Co. Free Fair, Aug. 13-17.
O. Ross Dersell.
Corydon-Milan Fair Assn. Aug. 27-Sept. 1.
G. L. Knox.
Corydon-Harrison Co. Agri. Soc. Aug. 10-25.
Dr. L. B. Wolfe.
Decatur-Decatur Free Biret Fair & Agri. Show, July 22-28.
R. W. Pruden.
Ellettsville-Ellettsville Co. Fair, July 11-Aug. 4.
Leland Bargett.
Flora-Carroll Co. 4-H Fair, July 18-Aug. 4.
Robert A. Jarek.
Frankfort-Clinton Co. Fair, Aug. 18-24.
O. M. Meeker.
Franklin-Jackson Co. 4-H & Agri. Fair Assn. July 30-Aug. 4.
L. A. Winslow.
Goshen-Elkhart Co. Fair, Aug. 20-25.
Roy W. Alton.
Greencastle-Pulaski Co. Fair, Aug. 6-11.
Thomas R. Hendricks.
Greensburg-Decatur Co. Fair Assn. July 24-27.
Mrs. Otis Egan.
Hartsville-City-Blackford Co. Fair, Aug. 14-18.
Fred Major.
Indianapolis-Indiana State Fair, Aug. 30-Sept. 7.
Carl Tyler.

Kendallville-Noble Co. Fair, Aug. 13-18.
Clinton B. Rimmel.
La Porte-La Porte Co. Fair, Aug. 13-18.
Robert Peilan.
Lawrenceburg-Oranbarn Co. Fair, July 22-28.
Harold A. Carlton.
Logansport-Cass Co. Fair, Assn. July 22-28.
Silas Baber, Thomas J.
Lynn-Lynn Community Club Fair, Aug. 21-25.
A. P. Foster.
Muncie-DeKalb Co. Fair, July 29-Aug. 4.
Ray Brookman.
New Bethel-Martin Co. Fair Assn. Aug. 1-5.
Harry C. Roberts, Wamanaker, Ind.
North Vernon-Jennings Co. Fair, July 8-13.
Silas Baber.
Oakland City-4-H Fair, July 10-21.
Eust Mason.
Osgood-Ripley Co. Fair Assn. July 29-Aug. 4.
Wm. B. Deley.
Portland-Jay Co. Fair Assn. Aug. 8-10.
O. E. Holapple.
Princeton-Clifton Co. Agri. Soc. Aug. 13-18.
J. A. McCoy.
Reasdale-Jasper Co. Fair Assn. Aug. 11-14.
Charles E. Rardin.
Rockyville-Parke Co. Fair Assn. Aug. 12-18.
Arnold Jacobs.
Rushville-Parke Co. Agri. Assn. July 30-Aug. 3.
Ernest E. Privett.
Salem-Farmers-Merchandise Fair Assn. Aug. 11-13.
Harvey R. Tapp.
Shelbyville-Shelby Co. Fair Assn. Aug. 3-10.
Ralph B. Briggs.
South Bend-Elkhart Co. 4-H Fair, Aug. 1-4.
Oscar Valentine.
Spencer-Owen Co. Fair Assn. Aug. 14-17.
Dora G. Gentry.
Sunman-American Legion Fair, Aug. 14-18.
E. W. Bowers.
Terra-Terra-Wasash Valley Fair Assn. Aug. 19-25.
J. J. Arre.
Wasson-Kosciusko Co. Fair Assn. Aug. 13-18.
Robert B. Jones, R. R. 4, Community.
Winamac-Pulaski Co. 4-H & Community Fair, Aug. 8-11.
Neal Watt, Star City, Ind.

Edon-Wapello Co. Fair Assn. Aug. 20-23.
L. W. Hall.
Edora-Hardin Co. Fair, Sept. 4-7.
Wilson W. Hendry, New Franklin, Ia.
Elkader-Elkader Fair, Aug. 23-28.
B. P. Beifort.
Emmetsburg-Palo Alto Co. Fair Assn. Aug. 6-8.
H. E. Barringer.
Zacharyville-Emmett Co. Agri. Show, Aug. 20-22.
L. N. Shonketter.
Fairfield-Jefferson Co. Jr. Agri. Assn. Aug. 7-10.
Kenneth Larson.
Ponda-Peabodons Co. Agri. Soc. Aug. 14-20.
B. F. Sartz.
Fort Dodge-Webster Co. 6-H Fair, Aug. 14-18.
Jala W. Bram.
Greenfield-Adair Co. Fair, Aug. 20-23.
Oran Don Carlin.
Grundy Center-Grundy Co. Fair, Aug. 5-11.
C. H. Tress.
Grafton-Crawley-Osborne Co. Fair, Sept. 6-7.
G. W. Prince.
Hampton-Franklin Co. Fair Assn. Aug. 18-23.
Jacy Swanson.
Hartley-DeKalb Co. Agri. Assn. Aug. 14-15.
John W. Longstreet, Primghar, Ia.
Humboldt-Humboldt Co. Agri. Soc. Aug. 20-22.
Leah J. Gentry.
Ida Grove-Ida Co. Agri. Soc. Aug. 20-22.
Bruce W. Marcus.
Independence-Buchanan Co. Fair Assn. Aug. 1-7.
W. J. Campbell, Jr., Ia.
Indianapolis-Warren Co. Agri. Assn. Aug. 4-7.
Glen Pelton.
Jefferson-Greene Co. Fair Assn. Aug. 6-11.
R. E. Richardson.
Knoxville-Van Buren Co. Fair, Aug. 6-8.
Arthur J. Secker.
Knoxville-Marion Co. Fair Assn. Aug. 15-19.
Henry Harlin.
La Mesa-Plymouth Co. 4-H & Agri. Soc. Aug. 20-21.
Don P. Carter.
Leon-Decatur Co. 4-H Club Fair, Aug. 4-8.
E. H. Allen, Garden Grove, Ia.
Lorimer-Lorimer Agri. Soc. Aug. 15-18.
Clyde Thompson.
Malvern-Muskege Co. Fair, Aug. 8-9.
Abeloid Schultz.
Manchester-DeKalb Co. Fair, Aug. 1-18.
Richard R. Johnson.
Manson-Cathoon Co. Fair Assn. Aug. 18-19.
Ralph Kanning.
Marquette-Jackson Co. Fair, Aug. 9-12.
L. S. Linn.
Marshalltown-Central Iowa Fair, Aug. 14-20.
Woodard R. Benson.
Mason City-North Iowa Fair Assn. Aug. 13-19.
Mildred C. Lawson.
Missouri Valley-Adair Co. Fair Assn. Aug. 21-25.
Fred C. Behm.
Monticello-Jones Co. Fair Assn. Aug. 21-25.
Claude Applegate.
Mount Airy-Ringgold Co. Fair Assn. Aug. 14-18.
Stuart W. Hoover.
Mount Pleasant-Henry Co. Fair, Aug. 30-Aug. 4.
Dr. George W. Sutton.
Merrill-Woodbury Co. Fair Assn. Sept. 4-8.
F. W. Rubelsky.
Maabury-Big Four Fair Assn. Aug. 17-19.
Horion Bloom.
Nebraska-Glory Co. 4-H Fair Assn. Aug. 13-18.
Glen C. Rahn, RFD 2, Amer. Ia.
Northwood-Worth Co. Fair, Aug. 12-13.
A. T. Grosland.
Onawa-Moonee Co. Fair Assn. Aug. 20-23.
Harold J. McNeill.
Orange-Mitchell Co. Fair Assn. Aug. 23-25.
Harry D. Hedrick.
Oswego-Clarke Co. 4-H Fair Assn. Aug. 13-16.
Guy C. Kerr.
Oskaloosa-Southern Iowa Fair Assn. Aug. 8-10.
Clyde Harris.
Pottsville-Big 4 Agri. Soc. Aug. 20-26.
Z. A. S. Burdick.
Rock Rapids-Big Four Co. Fair, Aug. 18-19.
Bob Sutton.
Rockwell City-Calhoun Co. Expo, Aug. 1-7.
J. H. Butler.
Sac City-Sac Co. Fair, Aug. 20-22.
L. T. Freese.
Riley-Oswego Co. Livestock Show, Aug. 20-21.
Paul P. Cavanaugh.
Spencer-Clay Co. Fair Assn. Sept. 16-19.
Bill Woods.
Spirit Lake-4-H Club Congress, Aug. 15-17.
L. E. Hendrick.
Thompson-Winneshago Co. Junior Show, Aug. 13-15.
C. E. Judd.
Tipton-Cedar Co. Fair Assn. Aug. 1-10.
Eugene H. Moore.
Tulsa-Tama Co. Fair, Aug. 8-11.
Ed Weaver.
Vernon-Benton Co. Fair, Aug. 6-9.
Ed Carver.
Watson-National Dairy Cattle Congress, Sept. 29-Oct. 4.
E. S. Kiehl.
Waukon-Alamakee Co. Fair, Aug. 13-14.
Lynn Probert.
Waverly-Bremer Co. Fair Assn. Aug. 14-18.
L. V. Orsland.

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Webster City—Hamilton Co. Fair. Sept. 27-28. Pat W. Wallace.
West Liberty—Liberty Fair. Aug. 20-21. Robert P. Barclay.
West Union—Payette Co. Fair. Aug. 21-22. Ed Rauder.
Wheeling—Chester Co. Fair. Aug. 18-19. Robert R. Reinert.
Winchester—Marion Co. Fair. Aug. 20-21. Earl Orvas.

KANSAS

Ahrens—Central Kan. Free Fair. Aug. 20-24. C. S. Adams.
Aurora—Aurora Grand Fair. Oct. 6-8. Mrs. Ina Cifers.
Belle Plaine—Belle Plaine Fair Assn. Sept. 13-14 (tentative). Delia W. Davis.
Belleville—North Central Kan. Free Fair. Aug. 27-31. Homer Allen.
The Narrows—Douglas Co. Fair Assn. Aug. 29-31. Max Baumhauer. Leocompton, Kan. Chenoey—Seeger Co. Fair Assn. Aug. 29-30. Frank A. Rydzicki.
Clay Center—Clay Co. Free Fair Assn. Aug. 14-17. C. H. Peterson.
Coffeyville—Inter-State Fair. Aug. 31-Sept. 3. Lawrence M. Smith.
Cotton—Thomas Co. Fair Assn. Aug. 14-17. J. B. Knapp.
Columbus—Cherokee Co. Am. Legion Fair. Aug. 20-25. Joe W. Cook.
Dighton—Lane Co. Fair. Aug. 9-10. E. A. Bryant.
Ellis—Ellis Co. Junior Free Fair. Sept. 12-15. John Egger.
Emporia—Levy Co. Fair Assn. Aug. 21-24. Kenneth A. Scott.
Garrettsville—Anderson Co. Fair Assn. Aug. 21-24. Fred L. Coleman.
Glasco—Cloud Co. Fair Assn. Aug. 6-8. Lowell J. Nutland.
Goodland—North Kan. Dist. Free Fair Assn. Aug. 21-24. H. R. Shimeale.
Herdington—Barber Co. Fair Assn. Aug. 20-21. J. M. McKea.
Harper—Harper Co. Fair Assn. Aug. 21-24. R. E. Dresser.
Harrison—Harrison T. L. County 4-H Fair. Aug. 29-Sept. 1. L. K. Dunaway.
Hillsboro—Marion Co. Fair Assn. Aug. 21-24. D. S. Kitchin.
Holton—Jackson Co. Fair Assn. Aug. 21-24. Malt J. McAsary.
Horton—Tri-County Fair Assn. Aug. 20-21. Jules A. Bourquin.
Hutchinson—Kansas State Fair. Sept. 16-21. Virgil C. Herington.
Independence—Kincaid Farmers Fair Assn. Sept. 27-28. J. C. Adams Jr.
Liberal—Plymouth Fair. Aug. 29-Sept. 3. Charles H. Kulow.
Mound City—Linn Co. Fair Assn. Aug. 18-21. John H. Moran.
Newton—Harvey Co. Fair Assn. Aug. 20-21. Krill E. Meade.
New Lebanon—Norton Co. Fair. Aug. 13-17. M. R. Kirchil.
Osage City—Osage Co. Fair. Aug. 15-17. E. D. Orlier.
Osborn—Osborne Co. Fair. Aug. 20-24. Benny Goodman.
Owage—Labette Co. Fair Assn. Aug. 7-9. Glen W. Hammock.
Owens—Franklin Co. Fair. Aug. 21-23. Bert J. John L. O'Neill.
Peach—Miami Co. Fair Assn. Aug. 11-13. Bert Cramer.
Richmond—Richmond Free Fair Assn. Aug. 27-28. John H. Woodard.
Saint Francis—Cherokee Co. Fair. Aug. 26-31. Harold D. Shull.
Seneca—Nemaha Co. Agrl. Fair. Aug. 6-8. Al Sperling.
Smith Center—Smith Co. Free Fair. Aug. 22-24. Paul Olpin.
Springdale—Rooks Co. Free Fair. Aug. 21-23. George F. Oatmeyer.
Sylvan—Grass—Sylvan Grove Fair Assn. Aug. 20-24. A. Diers.
Tavares—Taylor Fair Assn. Sept. 6-7. H. M. Minnich.
Topeka—Leavenworth Co. Fair Assn. Aug. 24-26. George L. Baker.
Topeka—Kansas Free Fair Assn. Sept. 1-4. M. W. Jenkins.
Washington—Washington Co. Fair Assn. Sept. 6-8. A. C. Pohnken.
Weirville—Weirville Picnic Fair Assn. Sept. 6-7. M. Cramer.
West Mineral—Mineral District Free Fair. Sept. 3-4. John Blair.
Wenmore—Nemaha Co. Free Fair Assn. Aug. 9-11. Raymond McDaniel.
Winfield—Cowley Co. Fair Assn. Aug. 20-31. Noble Bradbury.

KENTUCKY

Alexandria—Alexandria Fair. Sept. 1-3. J. W. Shaw. Newport, Ky.
Bardonia—Knox Co. Fair. Aug. 23-25. Charles O. Black.
Beattyville—Lee Co. Fair. Oct. 4-6. Lee Tyler.
Bonneville—Owsley Co. Fair Assn. Sept. 20-22. Fred W. Ochsard.
Brooksville—Bracken Co. Fair. July 6-7. Richard B. Wills.
Burlingame—Cumberland Co. Fair. Aug. 20-24. Earl H. Bourges.
Dry Ridge—Williamstown—Grant Co. Fair. Aug. 8-11. Robt. Hume, Williamstown, Ky.
Oermantown—Oermantown Fair Assn. Aug. 8-11. R. K. Asbury, R. 1. Augusta, Ky.
Clatsop—Harrods Co. Am. Legion Fair. July 18-21. Gordon E. Brown.
Hardsburg—Breckinridge Co. Fair. Aug. 23-25. E. B. Kennedy.
Harrodsburg—Harrods Co. Fair. July 23-26. H. E. Yates.
Irvine—Ballou Co. Fair Assn. Aug. 20-23. A. C. Wilkinson.
Louisville—Kentucky State Fair. Sept. 1-15. J. Dan Baldwin.
Munfordsville—Hart Co. Fair Assn. Sept. 20-22. John P. Rowlett.
Owingsville—Bath Co. Fair Assn. Last of Sept. Harold D. Reynolds.
Paducah—West Kentucky Fair Assn. July 10-13. Clyde Peel.
Russellville—Logan Co. Fair. Aug. 13-16. Jack Stungell.
Shelbyville—Shelby Co. Agrl. Assn. July 31-Aug. 6. Phil W. Mowser.
Sturgis—Union Co. Fair Assn. Aug. 17-20. A. L. Thornberry.
Warsaw—Owlittin Co. Farmers Fair Assn. Aug. 22-25. William F. LeGrand.
West Liberty—Morgan Co. Fair. Sept. 19-21. Charlie Dixon.

LOUISIANA

Amite—Tangipahoa Parish Fair Assn. Oct. 4-7. Joseph H. Goldsby.
Coushatta—Iber Parish Fair Assn. Sept. 19-22. Lester F. Vetter.
Cornington—St. Tammany Parish Fair Assn. Sept. 21-24. E. L. Landon.
De Ridder—Bourgeois Parish Fair Assn. Oct. 2-6. John T. Wooden.
Donaldsonville—South La. State Fair. Oct. 4-7. Adolph Weller.
Eunice—Bossier LA. Fair Assn. Aug. 17-21. Mrs. J. P. Bessel.
Friday—Cameron Parish Fair. Oct. 18-20. H. W. Kemp, Monteezy, La.
Franklin—Washington Parish Fair Assn. Oct. 16-17. Ed Wood.
Houma—Claiborne Parish Fair Assn. Oct. 3-6. L. H. Doubin.
Jennings—Jeff Davis Parish Fair. Oct. 2-7. T. E. Orend.
Jonestown—Jackson Parish Fair Assn. Sept. 24-29. Blanche M. Howard.
Levee—Verden Parish Fair Assn. Sept. 17-22. F. W. Jackson, Simpson, La.
Livingston—Livingston Parish Fair Assn. Sept. 27-29. A. J. Berry, Albany, La.

Mansfield—DeBoto Parish Fair Assn. Oct. 11-14. D. W. Hewitt.
Marksville—Avoyelles Parish Fair Assn. Oct. 8-7. Kermil J. Ducoet.
Mindy—Bossier—Webster Fair. Oct. 8-11. Harry Anderson.
New Iberia—La. Sugar Cane Festival & Fair Assn. Sept. 24-30. M. A. DeLellis.
Natchitoches—West Carroll Parish Fair. Oct. 14-20. J. Wayland Smith.
Obelin—Allen Parish Fair Assn. Sept. 27-29. G. C. Meaurio.
Olla—North Central La. Fair. Sept. 29-30. W. Vinyard.
Vidalia—St. Lande Parish Fair. Sept. 29-30. Mrs. B. B. Bred.
Vernon—North La. State Fair. Oct. 8-13. C. Allen Moore.
Shreveport—State Fair of La. Oct. 20-24. W. R. Hirsch.
Sulphur—Calcasieu—Cameron Parish Fair. Oct. 22-27. Mrs. Irene L. Owens.
Tallulah—LA. Delta Fair Assn. Oct. 16-19. J. M. Dillford.
Thibodaux—Lafourche Parish Agrl. Fair. Sept. 20-23. S. P. Blanchard.
Verde—Grant Parish Fair Assn. Sept. 27-30. C. A. Parvis, New Verde, La.
West Monroe—Ouachita Valley Fair Assn. Oct. 8-13. John Brinson, Monroe.
Winnfield—Winn Parish Fair. Oct. 3-6. Crawford.
Winnabow—Franklin Parish Fair. Oct. 10-13. W. B. Scriber.

MAINE

Bangor—Bangor State Fair. Aug. 6-11. H. O. Palfrey, Skowhegan, Me.
Dover—Dover—St. Margarets Valley Fair Assn. Aug. 25-28. Frank A. Pierce.
Farmington—Franklin Co. Agrl. Soc. Sept. 18-22. Frank Knowlton.
Fryeburg—Fryeburg Fair. Oct. 1-6. G. M. Norton.
Kennebec—Maine State Fair Assn. Sept. 3-8. J. Bourke.
North Waterford—World's Fair Assn. Sept. 28-29. Wilbur E. Hollingsworth.
South Kennebunk—South Kennebunk State Fair. Aug. 11-16. Roy E. Symons.
Windsor—Windsor Fair. Aug. 29-Sept. 3. E. R. Hayes.

MARYLAND

Frederick—Frederick Fair. Oct. 3-6. Guy K. Klotter.
Hagerstown—Hagerstown Fair. Week of Sept. 17. John L. Swain.
Thurmont—Thurmont Fair. Aug. 29-Sept. 8. William P. Schlucreberg.

MASSACHUSETTS

Blandford—Union Agrl. Soc. Sept. 2-3. Lee E. Wyman.
Brookton—Brookton Fair. Sept. 8-15. Frank W. Langman.
Cummington—Hillside Agrl. Soc. Aug. 25-28. Raymond A. Warner, Williamsburg, Mass.
Great Barrington—Barrington Fair. Sept. 9-11. Edward J. Carroll, Agawam, Mass.
Greenfield—Franklin Co. Fair Assn. Sept. 9-12. H. K. Campbell.
Huntington—Littleville Fair. Sept. 29-30. Leon J. Keiso, Chester, Mass.
Marblehead—Marblehead Agrl. Soc. Aug. 10-21. Horace C. Keene.
Northampton—Three County Fair. Sept. 3-8. John L. Bannan.
Sperdy—Sperdy Agrl. Assn. Sept. 1-3. Philip A. Quinn.
Topsfield—Topsfield Fair. Sept. 3-8. Paul Cowson.
West Springfield—Eastern States Expo. Sept. 16-22. Charles A. Nash.

MICHIGAN

Adrian—Lansing Co. Fair Assn. Sept. 17-23. H. H. Hungerford.
Allegan—Allegan Co. Fair. Sept. 10-15. J. H. Snow.
Bad Axe—Huron Co. Fair. Aug. 14-18. William E. Louisa.
Bay City—Bay Co. Fair. Aug. 13-16. Webster B. Ganser.
Cadillac—Keweenaw District Fair Assn. Sept. 3-7. Arvid E. Swanson.
Centerville—St. Joseph Co. Fair. Sept. 17-21. Lester R. Schrader.
Charlevoix—Eaton Co. 4-H Fair. Aug. 28-Sept. 1. Hans Kardi.
Corunna—Shiawassee Co. Agrl. Soc. Aug. 11-18. Blair Woodman.
Detroit—Michigan State Fair. Aug. 31-Sept. 8. James D. Fries.
East Jordan—Charlevoix Co. Agrl. Soc. Sept. 4-8. Ed Rehman, Boyne City, Mich.
Escanaba—Upper Peninsula State Fair. Aug. 14-19. H. P. Lindsay.
Fowlerville—Fowlerville Fair. July 21-Aug. 4. Robert E. Smith.
Gladwin—Gladwin Co. Fair Assn. Aug. 6-11. Paul Colbeck, Brevorton, Mich.
Greenville—Montcalm Co. Fair Assn. Aug. 1-4. William Christensen.
Hartford—Van Buren Co. Agrl. Soc. Sept. 3-7. Paul F. Richter.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 15-20. H. B. Keller.
Isley City—Isley City Fair. Aug. 7-11. Harold Muir.
Ionia—Ionia Free Fair. Aug. 6-11. Ross Setlow.
Iron River—Iron Co. Agrl. Soc. Aug. 23-26. T. C. Vaughan.
Jackson—Jackson Co. Agrl. Assn. Aug. 27-31. Iona Storms.
Marine—Berrien Fair. Aug. 28-31. R. M. Owsenside, Coopersville, Mich.
Mason—Ingham Co. Fair. Aug. 13-18. Joy O. Davis.
Midland—Midland Co. Fair. Aug. 21-25. H. D. Parish.
Pineconing—Pineconing Fair Assn. Sept. 7-10. Mrs. E. J. Bred.
Saginaw—Saginaw Co. Agrl. Soc. Sept. 8-13. Clarence H. Herndon.
Stewart—Stewart Agrl. Soc. Sept. 10-20. Mrs. Mae Warren.
Traverse City—Northwestern Mich. Fair. Aug. 28-Sept. 1. Arnel Bagstrom.

MINNESOTA

Albert Lea—Freeborn Co. Agrl. Soc. Aug. 28-29. Herman D. Jensen.
Alexandria—Douglas Co. Fair. Aug. 24-27. J. S. Thorsness.
Appleton—Swift Co. Fair Assn. Aug. 27-28. J. C. Anderson.
Aurora—Mower Co. Fair. Aug. 7-12. P. J. Boland.
Bagley—Clearwater Co. Agrl. Soc. Aug. 2-5. Mrs. Margaret Davis.
Barnesville—Cay Co. Fair Assn. July 9-11. Theo. Holm.
Harport—Washington Co. Agrl. Soc. Aug. 18-19. B. C. Williams.
Cambridge—Isanti Co. Agrl. Soc. Sept. 5-8. O. Carlson.
Detroit Lakes—Becker Co. Fair Assn. Aug. 9-11. O. W. Peoples.
Fairmont—Marble Co. Agrl. Soc. Sept. 13-18. John S. Livermore.
Faribault—Rice Co. Agrl. Assn. Aug. 6-12. Frank B. Dutton.
Farmington—Dakota Co. Agrl. Soc. Aug. 9-12. W. E. (Gene) Mohr.
Fergus Falls—Otter Tail Co. Fair Assn. Aug. 22-23. Knute Hanson.
Pertie—Polk Co. Fair Assn. July 19-23. J. W. Beckland.

Poston—East Polk Co. Fair. July 6-8. B. Algaard.
Olinwood—Pope Co. Agrl. Soc. Sept. 21-23. J. L. Lewis.
Grand Rapids—Itasca Co. Fair. Aug. 16-19. Francis Mullins.
Hallock—Kittson Co. Agrl. Soc. July 9-13. Calvin R. Bouvette.
Herzman—Grant Co. Agrl. Assn. Aug. 3-5. Vadlock.
Arthur C. Johnson.
Jackson—Steele Co. Fair. Aug. 16-18. Anton C. Geiger.
Jordan—Scott Co. Fair. Sept. 6-9. R. H. Her.
Kasson—Dodge Co. Fair. Aug.—Victor T. Sander, Dodge Center.
Lodgepole—Todd Co. Agrl. Soc. Aug. 26-29. Logan C. Snow.
Luverne—Roose Co. Agrl. Soc. Aug. 16-18. Omer A. Goll.
Madison—Lac qui Parle Co. Fair. Sept. 6-9. Wayne Wessner.
Mahnomen—Mahnomen Co. Agrl. Soc. Aug. 13-15. Jerry Binek.
Montevideo—Chippewa Co. Fair Assn. Aug. 18-19. J. J. Severson.
Mora—Kanabec Co. Agrl. Soc. Aug. 16-18. Victor Ekstrom.
Morris—Stevens Co. Agrl. Soc. Aug. 25-28. J. W. Freeman.
New Ulm—Brown Co. Fair. Aug. 16-19. William A. Johnson.
Owatonna—Steele Co. Agrl. Soc. Aug. 16-19. Stan Muckie.
Perham—Perham Agrl. Soc. July 26-29. W. G. Weber.
Pine City—Pine Co. Agrl. Soc. Aug. 2-4. E. J. Wamhoff, Hinckley, Minn.
Preston—Preston Co. Fair. Aug. 23-26. Charles H. Utley.
Princeton—Mille Lacs Co. Agrl. Soc. Aug. 11-15. R. C. Anagnost.
Proctor—South St. Louis Co. Fair Assn. Aug. 3-5. Elmer J. Gerbman.
Redwood Falls—Redwood Co. Agrl. Soc. Sept. 6-8. Edwin J. Henderson.
Rouseau—Rooseau Co. Agrl. Soc. July 23-26. Charles Christenson.
Saint Charles—Winona Co. Fair Assn. Aug. 16-18. Roger M. Anderson.
Saint Cloud—Steele Co. Agrl. Soc. Aug. 17-19. C. B. Varner.
Saint Paul—Minnesota State Fair. Aug. 21-25. Douglas K. Baldwin.
Saint Peter—Nicollet Co. Agrl. Assn. Aug. 23-26. Dr. Roy A. Dean.
Shelburne—Wabasha Co. Agrl. Soc. Aug. 14-17. J. M. Roche.
Two Harbors—Lake Co. Agrl. Soc. Aug. 23-26. J. Torstein Orinaker.
Tyler—Lincoln Co. Fair Assn. Aug. 22-26. Therkel Jorgensen.
Waconia—Carver Co. Agrl. Soc. Aug. 12-15. Louis E. Schreiber.
Wadena—Wadena Co. Fair. July 26-Aug. 1. Clyde E. Kelley.

MINNESOTA

(Continued on page 32)

KIDDIE RIDES
PRESERVED BOATS
STREAMLINED AUTO
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Amusement Parks

ALABAMA
 Aniston—Oxford Lake Park, W. E. (Bill) Morgan, owner-mgr.; has six rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books pay and free attractions.

Birmingham—Fair Park Kiddieland, R. H. McIntosh, mgr.; has 22 rides, pool.

Phenix City—Lido Four Park, owned by city; Clyde B. Layton, mgr.; has 19 rides, 40 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

CALIFORNIA
 Balboa—Balboa Fun Zone, Al Anderson, owner-mgr.; has five rides, 23 concession games, Penny Arcade, coin machines; books free attractions.

Compton—Doye O'Dell's Tiny Tot Park, Doye O'Dell, part owner; Harry C. Matthews, part owner and mgr.; has 11 rides, books attractions.

Guerneville Park—Guerneville Village, Jack W. Wright, owner-mgr.; has five rides, eight concession games, rink, Penny Arcade, coin machines.

Long Beach—Virginia Amusement Park, Pacific Mutual Life Ins. Co., owners; R. A. Ludwig, mgr.; has six rides, 20 concession games, Penny Arcade.

Long Beach—The Pike, C. C. Mariette, mgr.; has two rides, 16 concession games, pool, Penny Arcade, coin machines.

Long Beach—Long Beach Am Co., "The Pike," L. P. (Pat) Murphy, mgr.; has 26 rides, 36 concession games, Penny Arcade, pool, ballroom.

Los Angeles—Suker & Suker Park, Piratone and Compton Bldg., Harry Suker, mgr.; has nine rides, four concession games.

Los Angeles—Beverly Park, David E. Bradley, owner-mgr.; has 11 rides, Penny Arcade.

Los Angeles—Lucas Kiddieland, 1321 Riverdale Drive, J. L. Lucas, owner-mgr.; has 11 rides.

Oceanside—Oceanside Beach Amusement Park, Harry Gordon, owner-mgr.; has two rides, 30 concession games, Penny Arcade, coin machines.

Ocean Park, Santa Monica—Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 18 rides, 43 concession games, Penny Arcade, coin machines; books attractions occasionally; 15 rides in Kiddieland.

Pismo Beach—Pismo Playland Park, George A. Dost, owner-mgr.; has nine rides, 18 concession games, rink, Penny Arcade, coin machines; books orchestras, pay and free attractions.

Redondo Beach—Redondo Gayway, Al Miller, mgr.; has 11 rides, six concession games, rink, Penny Arcade, coin machines; books attractions.

San Diego—Mission Beach Amusement Center, Warner Austin, mgr.; has seven rides, 31 concession games, pool, rink, Penny Arcade, coin machines; books attractions.

San Francisco—Walter Playland-of-the-Beach, George K. Whitney, owner-mgr.; has 27 rides, 28 concession games, rink, Penny Arcade, coin machines.

Santa Cruz—Santa Cruz Beach, Louis W. Jenkins Jr., mgr.; has 16 rides, 20 concession games, pool, Penny Arcade, coin machines, ballroom.

Santa Monica—Diel's Amusement Park, Joe Diel, owner-mgr.; has six rides, 18 concession games, Penny Arcade, coin machines.

Santa Monica—Santa Monica Amusement Pier, W. D. Newcomb Jr., operator; has four rides, seven concession games, Penny Arcade, ballroom.

Sunland—Sunland Amusement Park, C. H. Adams, owner-mgr.; has 26 rides, 18 concession games, pool, Penny Arcade, Venetian-Hoppyland, Williams (Hollywood Casald) Boyd, part owner; Clifford E. Binger, mgr.; has 23 rides, 10 concession games, pool, Penny Arcade, coin machines; books attractions.

COLORADO
 Denver—Elitch Gardens, Arnold B. Gurdler, mgr.; has seven major and eight kiddie rides, two concession games, Penny Arcade, coin machines; books orchestras and attractions.

Denver—Lakeside Amusement Park, Benjamin Kraemer, mgr.; has 14 rides, six concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

Durango—Lakeside Amusement Park, Benjamin Kraemer, mgr.; has 14 rides, six concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

Fort Collins—Mtnaqua Lakeside Park, Harry W. Blinnwood, mgr.; has eight rides, 14 concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

CONNECTICUT
 Bridgeport—Pineau Beach, owned by city; John C. Molloy, mgr.; has 12 rides, 12 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions occasionally.

Bristol—Lake Compoance Amusement Park, Pierce & Norton Co., Inc. owners; has seven major and four kiddie rides, seven concession games, rink, Penny Arcade, coin machines; books orchestras and free acts.

Middlebury—Lake Quanspuug Amusement Park, M. J. Leon, mgr.; has six rides, three concession games, beach, rink, Penny Arcade, coin machines; books orchestras and attractions.

New Haven—Savin Rock Park, Frederick E. Love, mgr.; has 17 rides, 75 concession games, rink, three Penny Arcades, coin machines; books orchestras and attractions.

New London—Ocean Beach Park, owned by city; Meredith Lee, sup.; has 11 rides, two concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

Waterbury—Lakewood Park, owned by city; J. J. Curtin, supt. of parks; has two rides, three concession games.

DELAWARE
 Port Penn—Augustine Beach and Park, Tommy Tark, owner; Jack Penson, mgr.; has five rides, 18 concession games, Penny Arcade, coin machines; books orchestras and free attractions.

FLORIDA
 Daytona Beach—Forest Amusement Park, Jim Forest, owner and manager; has six rides, three concession games.

Jacksonville Beach—Boardwalk, M. M. Shelley, pres. Boardwalk Assn.; has 12 rides, 14 concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

Jacksonville Beach—Griffen Amusement Park, R. A. Griffen, Jr., owner; R. A. Griffen Jr., mgr.; has 14 rides, six concession games; books free attractions.

Miami—P. O. Children's Playgrounds, Police Benevolent Assn., owners; L. C. Reese, mgr.; has eight rides.

West Palm Beach—Hartwell Grove Amusement Park, Mac Macreese & Bud Watson, owners; has five rides, 10 concession games, coin machines, books orchestras, attractions.

GEORGIA
 Atlanta—Lakewood Park, Mills Benton, mgr.; has 14 rides, 11 concession games, rink.

IDAHO
 Coeur d'Alene—Playland Pier, W. Earl Bonner, mgr.; has six rides, two concession games, Penny Arcade.

ILLINOIS
 Aurora—Exposition Park, Orville P. Fox, owner; Don Johnson, mgr.; has five rides, pool, rink, books orchestras.

Chicago—Riverside Park, A. Schmidt, gen. mgr.; has 40 rides and major attractions, 75 concession games, rink, three Penny Arcades.

Danville—Fairgrounds Park, W. P. Brown, owner and mgr.; has four rides, two concession games, pool, rink, coin machines.

Lake Villa—Sherwood Park, George Ros. mgr.; has six rides, five concession games, pool, Penny Arcade, coin machines; books pay attractions.

Lycans—Fairland Park, Richard Miller, owner; Alfred Miller, mgr.; has 12 rides, 11 concession games; Penny Arcade.

Oakland—Green Oaks Kiddieland, M. J. Doolan, owner; Anna Doolan, mgr.; has 11 rides.

Port Washington—Lakes Park, owned by city; Chas. P. and Harry B. Brown, mgrs.; has five rides, concession games, bathing beach, Penny Arcade, coin machines.

INDIANA
 Angola—Buck Lake Ranch, Eleanor and Harry Smith, mgrs.; has six rides, eight concessions; books pay attractions.

Fort Wayne—West Burnham Amusement Park, H. B. East, mgr.; has 19 rides, 13 concession games, pool, Penny Arcade, books free attractions.

Gary—Savage Center Expo Park, Tommy Bacca, mgr.; main office, 303 N. Wash. Ave., Chicago; has two major and five kiddie rides, 21 concession games, rink, Penny Arcade; books orchestras, pay and free attractions.

Hamilton—Circle Park, D. E. Waterhouse, mgr.; has four rides, four concession games, pool, rink, Penny Arcade, coin machines; books attractions.

Indianapolis—Riverside Amusement Park, John L. & Earl D. Coleman, owners; H. E. Parker, mgr.; has 21 rides, 18 concession games, rink, Penny Arcade; books orchestras and attractions.

Nicholas City—Washington Park, Harold E. Hart, mgr.; has eight rides, 12 concession games, Penny Arcade; books orchestras.

Mechanicsville—Ideal Beach Resort, T. E. Spackman, mgr.; has five rides, three concession games, Nickel Arcade, rink, coin machines; books orchestras and attractions.

South Bend—Playland Park, Earl J. Redden, owner-mgr.; has 18 rides, 10 concession games, rink, Penny Arcade; books attractions.

IOWA
 Arnold Park—Bent Amusement Park, Elio M. Bent, mgr.; has eight major and four kiddie rides, 24 concession games, beach, rink, Penny Arcade; books attractions.

Clear Lake—Bayside Park, R. A. O'Leary, mgr.; has five rides, six concession games, rink.

Council Bluffs—Playland Park, Abe Stucky, mgr.; has 14 rides, 23 concession games, Penny Arcade, coin machines; books attractions.

Dayton—Mississippi Valley Amusement Park, H. A. O'Brien, mgr.; has five rides, five concession games, rink, 15 rides; books orchestras and attractions.

Dayton—Riverview Park, Robert A. Reichardt, mgr.; has 18 rides, 18 concession games, Penny Arcade, books orchestras, pay and free attractions.

Rutledge—Grandview Park, Ross Henscock, owner-mgr.; has 10 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Sioux City—Riverview Park, R. M. Warfield, owner; M. R. Warfield, mgr.; has 15 rides, 25 concession games, Penny Arcade, coin machines; books orchestras and attractions.

Storm Lake—Lakeside Beach, Walter Lawrence, mgr.; has four rides, four concession games, lake, rink, Penny Arcade; books orchestras, pay and free attractions.

KANSAS
 Bonner Springs—Lakewood Park, L. D. Ward, owner-mgr.; has five rides, 16 concession games, pool, rink; books orchestras and attractions.

Wichita—Joyland Hillside and Joyland Central, The Ottaway, mgrs.; has 20 rides, 10 concession games, Penny Arcade, coin machines.

KENTUCKY
 Dayton—Taraoma Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, Penny Arcade, coin machines.

Lexington—Joyland Park, O. D. Kincaid, pres.; has 14 rides, 12 concession games, pool, Penny Arcade, coin machines; books orchestras.

Louisville—Poptaine Ferry Park, J. B. Slaughter, mgr.; has 14 rides, four concession games, pool, rink, Penny Arcade, coin machines; books orchestras, free attractions.

LOUISIANA
 New Orleans—Audubon Park, owned by city; Charles Doucet, mgr.; has three rides, pool; books orchestras and attractions.

New Orleans—Pontchartrain Beach, Harry J. Ball, man. dir.; has 18 rides, 13 concession games, Penny Arcade; books free attractions.

MAINE
 Old Orchard Beach—Palace Playland, Seashore Am. Corp., owners; Samuel Oehler, mgr.; has eight rides, 18 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.


Upper Gloucester—Royal River Park, Howard I. Small, mgr.; has six rides, concession games, pool, rink, Penny Arcade; books orchestras and attractions.

York Beach—Punland Amusement Park, Mas and Samuel Spector, owners, has seven rides, eight concession games, free pool, Penny Arcade, coin machines; books attractions.

MARYLAND
 Baltimore—Carlin's Park, John J. Carlin, owner; has 20 rides, 10 concession games, pool, roller and ice rinks, Penny Arcade, coin machines; books free attractions.


Baltimore—Collings Grove Beach, Norman Clarke, mgr.; has six rides, 11 concession games, Penny Arcade, coin machines; books pay attractions.

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Baltimore—Kiddland, Charles W. Swan, mgr.; has eight rides, 12 concession games, pool, Penny Arcade; books orchestras and attractions.

Baltimore—New Bay Shore Park, William P. Chew, owner; William F. Blum, mgr.; has 10 rides, 10 concession games, beach, Penny Arcade; books attractions.

Baltimore—Gwynn Oak Park, Arthur B. Price, owner; D. W. Fisher, mgr.; has 14 major and eight kiddie rides, 12 concession games, Penny Arcade, coin machines; books orchestras and attractions.

Braddock Heights—Braddock Heights Park, J. H. Baker, mgr.; has three rides, two concession games, rink, Penny Arcade; books pay attractions.

Chesapeake Beach—Seaside Park, Seaside Park, Inc., owner; J. M. Rector, mgr.; has four rides, 10 concession games, pool, Penny Arcade, coin machines; books pay sets occasionally.

Chesapeake—Talesmaster Park, Talchester Lines, owners; O. O. Huppman, mgr.; has five rides, two concession games, rink, Penny Arcade.

Earlsville—White Crystal Beach, Alfred E. Green, owner-mgr.; has two rides, eight concession games, Penny Arcade, coin machines.

Glenn Echo—Glenn Echo Park, O. P. Price, mgr.; has 10 rides, pool, coin machines; Marshall Hall, near Washington, D. C.—Marshall Hall Park, L. C. Addison, mgr.; has 10 rides, 10 concession games, Penny Arcade, coin machines.

Ocean City—Windsor Resort, D. Trimmer J. mgr.; has 18 rides, 10 concession games, Penny Arcade, coin machines.

MASSACHUSETTS

Aravlan, near Springfield—Riverside Park, Edward J. Carroll, owner-mgr.; has 24 rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Auburndale—Norumbega Park, Norumbega Park Co. owners; Roy Gill, mgr.; has 10 rides, 10 concession games, Penny Arcade, books orchestras, acts.

Dartmouth—Lincoln Park, John Collins, owner-mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Fitchburg—Whiston Park, Harold O. Gilmore, mgr.; has nine rides, three concession games, beach, rink, Penny Arcade; books orchestras.

Holyoke—Mountain Park, Holyoke Street Railway Co. owners; Louis D. Peitler, mgr.; has six rides, six concession games, rink, Penny Arcade, coin machines; books orchestras and free attractions.

Mendon—Lake Wipmuc Park, Nat Hochberg, mgr.; has five rides, six concession games, rink, Penny Arcade; books pay attractions.

Nantasket Beach—Paragon Park, Lawrence M. Stone, mgr.; has 12 rides, seven concession games, rink, Penny Arcade, coin machines; books orchestras, free attractions.

New Bedford—Aurahut Park, Daniel E. Clark, owner-mgr.; has five rides, eight concession games, rink, Penny Arcade.

Revere, Boston—Revere Beach, has 56 rides, 40 concession games, rink, Penny Arcade, coin machines; books attractions.

Salisbury—Salisbury Beach, Chamber of Commerce, has 18 rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books free attractions.

Worcester—Hawthorn Park, City Park, Sam Russell, mgr.; has 11 rides, 18 concession games, beach, Penny Arcade, coin machines; books free attractions.

MICHIGAN

Bay City—Wendens Beach, G. O. Colbert, mgr.; has 11 rides, 18 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Detroit 65, Clinton Park & Amusement Beach Park, Harry Stahl, supt.; has 25 rides, 30 concession games, rink, Penny Arcade, coin machines; books orchestras.

Detroit—Motor City Park, Victor Horowitz, mgr.; has 12 rides, 10 concession games.

Detroit—Reginald Park, Cy Wagner, mgr.; has 34 rides, 18 concession games, rink, Penny Arcade; books attractions.

Flint—Flint Park, Flint Park & Amusement Co. owners; has 16 rides, 12 concession games, rink, Penny Arcade; books free attractions.

Grand Rapids—Ramses Park, G. R. Motor Coach Co. owners; Don Williams, mgr.; has 15 rides, 30 concession games, rink, Penny Arcade, coin machines; books orchestras, pay and free attractions.

Huntsville—Lakeland Park, Robert E. Haney, mgr.; has 12 rides, 18 concession games, rink, Penny Arcade, coin machines; books orchestras and free attractions.

Lansing—New Toledo Beach, Stella L. Walter, mgr.; has eight rides, 14 concession games, rink, Penny Arcade, coin machines; books name bands.

St. Joseph—Beverly Beach, Mrs. L. J. Drake, owner; H. J. Terrell, mgr.; has 11 rides, 12 concession games, Penny Arcade, coin machines; books orchestras.

Utica—Utica Amusement Park, Milton Brown, mgr.; has three rides, concession games, Penny Arcade; books orchestras, attractions.

MINNESOTA

Excelsior—Excelsior Amusement Park, Fred W. Pearce Co. Inc., owners; Fred W. Clapp and J. F. Collins, mgrs.; has 14 rides, 11 concession games, rink, Penny Arcade; books orchestras, free attractions.

Fairmont—Interlaken Park, Al Wambler, mgr.; has four rides, six concession games, lake, rink, books orchestras and free attractions.

MISSOURI

Joplin—Hollywood Amusement Park, R. A. Brullinger, owner-mgr.; has rides, concession games, pool, coin machines; books attraction.

Kansas City—Palford Park, Marion Brandau, owner; Harry Duhan, mgr.; has 24 rides, 20 concession games, rink, Penny Arcade; books orchestras and free attractions.

North Kansas City—Winnwood Beach, R. O. Young, mgr.; has three rides, five concession games, pool, rink, coin machines.

Robertson 181, Louisi—West Lake Park, Joseph Solis, owner; F. D. Kramer, mgr.; has 15 rides, seven concession games, pool, rink, Penny Arcade, coin machines.

St. Joseph—Lake Contrary Amusement Park, L. F. Ingersoll, owner-mgr.; has nine rides, four concession games, Penny Arcade, coin machines; books orchestras, free acts.

St. Louis—Chain of Rocks Amusement Park, Carl F. Fisher, owner; Thomas T. Turner, mgr.; has eight rides, 12 concession games, pool, rink, Penny Arcade, coin machines; books attractions.

St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 20 rides, six concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

Springfield—Doling Park, owned by city, W. W. Morrison, lessee; has seven rides, four concession games, rink, Penny Arcade; books attractions.

Valley Park 151, Louis Co.—Valley Beach Amusement Park, Reno Wergeland, owner-mgr.; has three rides, eight concession games, Penny Arcade, coin machines.

NEBRASKA

Beatrice—Lib's Park, Lip Phillips, owner-mgr.; has five concession games, pool, books orchestras and attractions.

Lincoln—Capital Beach Park, O. J. Carpenter, mgr.; has nine rides, five concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Omaha—Carter Lake Kiddieland & Pleasure Pier, James D. Carpenter, mgr.; has 14 rides, eight concession games.

NEW HAMPSHIRE

Manchester—Crystal Lake Park, Mrs. John K. Smith, owner; has three rides, eight concession games; books free attractions.

Manchester—Pine Island Park, Dennis Collins, mgr.; has eight rides, 18 concession games, rink, Penny Arcade; books orchestras and attractions.

NEW JERSEY

Asbury Park—Palace Amusement, E. Lang & E. Resnick, owners-mgrs.; has five rides, five concession games, Penny Arcade, coin machines.

Atlantic City—Million Dollar Pier, Max Tubbs, mgr.; has 18 rides, 20 concession games, Penny Arcade, coin machines; books attractions.

Atlantic City—Steel Pier, George A. Hamid & Son, owners; Richard Endicott, mgr.; has 14 concession games, coin machines; books orchestras and pay attractions.

Atlantic City—Sleeping Bear Pier, Atlantic Am. Co. owners; has 10 rides, four concession games.

Clementon—Clementon Lake Park, Theodore G. Gilman, mgr.; has 15 rides, 15 concession games, Penny Arcade, coin machines; books attractions; orchestras occasionally.

Greentech—Greentech Park, W. W. Dougherty, mgr.; has four rides, six concession games, lake, Penny Arcade; books attractions; orchestras occasionally.

Irvington—Maplewood—Olympic Park, Henry A. Guenther, owner-mgr.; has 24 rides, 15 concession games, pool, rink, Penny Arcade; books free attractions.

Lake Hopatcong—Bertrand Island Park, Ray D'Agostino, mgr.; has 10 rides, 20 concession games, lake, Penny Arcade, coin machines; books orchestras and attractions.

Mays Landing—Lake Lenape Park, Eugene Leblanc, mgr.; has five rides, three concession games, rink, Penny Arcade.

Palisades—Palisades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 25 rides, 19 concession games, pool, Penny Arcade; books orchestras and pay attractions.

Pennsville—Riverside Beach Park, L. K. Christman, mgr.; has 14 rides, four concession games, pool, rink, Penny Arcade.

Philas—Arden Park, Arthur F. Lee, owner; Joseph Applebaum, mgr.; has five rides, 10 concession games, lake, rink, Penny Arcade, coin machines.

Seaside Heights—Freeman's Amusement Center, J. Stanley Tunney, mgr.; has 15 rides, 15 concession games, Penny Arcade, coin machines.

Seaside Heights—Seaside Heights Casino, J. Chapiro, mgr.; has 15 rides, 20 concession games, pool, Penny Arcade, coin machines.

West Orange—Crystal Lake Park, D. Mauro, owner-mgr.; has six rides, four concession games, pool, Penny Arcade.

Willapa Co.—Plymouth Cedar Schilling Corp., owners; Robert J. Kay, mgr.; has 10 rides.

Woodcock—Canaan Amusement Park, S. B. Ramoaga & Sons, owners; Dick Edwards, mgr.; has 6 rides, 23 concession games, Penny Arcade, coin machines.

NEW YORK

Angola—Lally's Amusement Park, Michael Guseita, mgr.; has six rides, 15 concession games, Penny Arcade; books orchestras and free attractions.

Albion—Albion Park, Joseph J. Padellaro, mgr.; has 11 rides, 12 concession games, Penny Arcade, coin machines; books attractions.

Averill Park—Crystal Lake Park, M. Gertrude Wagstaff, mgr.; has five rides, five concession games, Penny Arcade, coin machines.

Buffalo—New Liberty Park, Harry A. Hines, owner; Percy Maroney, mgr.; has 14 rides, 14 concession games; books attractions.

Canaan—Roseland Park, William W. Murr, owner-mgr.; has 11 rides, 20 concession games, Penny Arcade, coin machines; books attractions.

Croghan Lake—Sherman's Amusement Park, the Sherman, owners; has seven rides, eight concession games, beach, Penny Arcade, coin machines; books orchestras and attractions.

Croghan Lake—Sheepchase Park, Sheepchase Amusement Co., owner; James J. Onofrio, mgr.; has 31 rides, concession games, Penny Arcade, coin machines.

Corfu—Boulder Park, Indian Falls, Wm. Morris, owner-mgr.; has six rides, 18 concession games.

Geneseo—Long Point Park, Mrs. H. W. Berry, owner; C. F. Johnston, mgr.; has five rides, four concession games, rink, Penny Arcade, coin machines; books orchestras.

Jamestown—Clifton Park, Harry A. Hiltner, owner; Marshall Green, mgr.; has 18 rides, 18 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Lake Ronkonkoma, L. L.—Turner's Park, Wm. W. Berger, mgr.; has four rides, two concession games, lake, coin machines.

Malibu 183Park—Suburban Park, Fred W. Seerle, mgr.; has 10 rides, eight concession games, rink, Penny Arcade, coin machines; books free attractions.

Occot—Occot Beach Amusement Park, Hubert Flynn, owner; Edward J. Flynn, mgr.; has six rides, 20 concession games, rink, Penny Arcade, coin machines.

Occot Beach—Kiddieland, A. C. Pos, owner; has four rides, five concession games.

Peekskill—Indian Point Park, Point Am. Corp., owners; E. D. Keimann, mgr.; has 17 rides, concession games, Penny Arcade, pool.

Ridgeland Springs—Candarego Park, Joe Meyer, owner-mgr.; has five rides, two concession games, lake, rink, coin machines; books orchestras and attractions.

Rochester—Rochester Park, Geo. W. George, W. Long, owner-mgr.; has 12 rides, eight concession games, rink, Penny Arcade, coin machines; books attractions.

Rockaway Beach—Seaside Amusement Park, Peter Drambour, owner; Fred Drambour, mgr.; has six rides, eight concession games, Penny Arcade.

Rockaway Beach—Rockaway's Playland, A. Joseph, owner; has six concession games, Penny Arcade; books free attractions.

Rye—Rye Park, Allan E. MacIntosh, mgr.; has 24 rides, two concession games, pool, rink, Penny Arcade, coin machines; books attractions.



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Amusement Park, E. J. Casey, mgr.; has four rides.

Toronto, Ont.—Sunnyside Beach, owned by 14-hour Commission, F. R. Scandrett, exec. mgr.; has 13 rides, 18 concession games, pool, Penny Arcade; books attractions.

Vancouver, B. C.—Rosedale Amusement Park, Marlan Ross, mgr.; has seven rides, 18 concession games, rink, Penny Arcade, coin machines; books attractions.

Winnipeg Beach, Man.—Winnipeg Beach Amusement, Ltd., owners; A. B. Platt, mgr.; has six rides, 18 concession games, rink, Penny Arcade, coin machines; books Canadian bonds.

Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

ARKANSAS

Hot Springs—Poinsett Lake Resort, E. C. Wrenham, owner-mgr.; has pool, Penny Arcade; books attractions.

Little Rock—Willow Springs Park, J. A. Jacobs, owner-mgr.; has 18 concession games, pool, rink, Penny Arcade, coin machines; books orchestras.

CALIFORNIA

Mana-Vichy Springs Amusement Park, Meete E. Harris, owner-mgr.; has two concession games, pool, coin machines; books orchestras and attractions.

COLORADO

Wheat Park—Riverside Park, G. W. Gilliam, mgr.; has four concession games, rink; books orchestras.

CONNECTICUT

Killingly—Wildwood Park, P. J. Sheridan, owner; Robt. Sheridan, mgr.; has pool, rink, Penny Arcade; books orchestras.

Rockville—Gandy Beach Park, George D. Bokis, owner; M. H. Bokis, mgr.; has lake, rink, Penny Arcade, coin machines; books orchestras.

South Coventry—Sholes Lakeside Park, Leonard J. Sholes, owner; has beach, rink; books attractions.

FLORIDA

Pensacola—Gull Beach Amusement, Fred B. Rainey, owner-mgr.; has Penny Arcade, coin machine.

GEORGIA

Macon—Ragan's Park, Will C. Ragan, mgr.; has one ride, three concession games, lake, Penny Arcade, coin machines.

INDIANA

Cedar Lake—Community Center Park, E. W. Will, mgr.; plays vaudeville, free and hillbilly acts.

Evansville—Vabroudy Amusement, Metroy and Bob Vabroudy, mgrs.; has six rides, La Fayette—Columbian Park, owned by city; A. W. Clemens, mgr.; has two rides, pool; books attractions.

IOWA

Waverly—Electric Park, C. E. Peterson, owner-mgr.; has 10 concession games, Penny Arcade; books orchestras, attractions occasionally.

KANSAS

Wichita—Sandy Beach, Norris E. Stauffer, owner-mgr.; has pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

MASSACHUSETTS

Norhampton—Look Park, owned by city; Paul Marum, mgr.; has one ride, pool; books attractions.

MICHIGAN

Benton Harbor—Home of David Park, Clarence (Chick) Bell, mgr.; has five rides, four concession games, coin machines; books orchestras and free attractions.

Berkshire—Kiddieland, Paul Orude and Sienna Barbour, mgrs.; has five rides, two concession games.

Deubach—Crystal Park, C. W. Patterson, mgr.; has three rides, one concession game.

MINNESOTA

Fairmont—Hend's Park, E. R. Hand, owner-mgr.; has two rides, two concession games, lake; books orchestras and attractions.

Luver—Lynwood Park, Dave J. Lemphers, owner-mgr.; has one ride, three concession games, rink, books orchestras.

Minneapolis—Happy Acres Amusement Park, 18th and Normandale Road, Al Provencher, mgr.; has three kiddie rides, two concession games.

MISSOURI

Excelsior Springs—Lake Maurer Park, Chas. E. Gardner, mgr.; has two rides, three concession games, pool, rink; books attractions.

Frontenac—Spring Lake Park, A. J. Keller, owner-mgr.; has two concession games, pool, Penny Arcade, coin machines.

Kirkwood (St. Louis)—Byvan Beach Park, Carl P. Tripp, owner-mgr.; has one ride, six concession games, pool, Penny Arcade, coin machines.

NEBRASKA

Cret—Tuxedo Park, F. J. Kober, mgr.; has two rides, lake; books orchestras and attractions.

Omaha—Penny Park, Joseph Malar, mgr.; has pool, coin machines, books orchestras.

NEW HAMPSHIRE

Lochme—Gardner's Grove, J. Copeland, mgr.; has one ride, nine concession games, pool; books orchestras and attractions.

Spofford—Ware's Grove, P. H. Cheever, owner-mgr.; has lake, rink, coin machine; book orchestras.

NEW JERSEY

Burlington—Byvan Lake Park, Ed Ruth, owner-mgr.; has four concession games, pool, rink; books orchestras, pay and free attractions occasionally.

North Wildwood—Sportland, Lew Trendler and Harry Corliss, owners; B. B. Ramey, mgr.; has pool, concession games, coin machines.

NEW YORK

Cuba—Olivetree Park, William Rasmussen, owner-mgr.; has three rides, six concession games, pool, rink, coin machines; books pay and free attractions.

Irvine—Gandy Beach Park, William Burghard, owner-mgr.; has one ride, six concession games, beach, Penny Arcade, coin machines.

Mable Springs—Midway Park, George Carr, mgr.; has two rides, four concession games, beach, rink, Penny Arcade, coin machines.

Waltham, L. I.—Jones Beach State Park, owned by State; has pool, rink.

NORTH CAROLINA

Raleigh—Pullen Park, owned by city; Henry Wall, mgr.; has one ride, pool, rink, coin machines, books orchestras and attractions.

OHIO

Alliance—Lake Park Amusement Co., R. D. Williams, mgr.; has two rides, five concession games, pool, rink; books orchestras.

Bowling Green—Wolmar's Park, H. P. Volmar, mgr.; has one ride, 18 concession games, Penny Arcade.

Coshocton—Lake Park, James E. Rice, owner; Fred S. Sisson, mgr.; has two rides, Penny Arcade, books orchestras and free attractions.

Mesa—Million—Crystal Lake Park, M. C. Schneider, mgr.; has two rides, seven concession games, rink, Penny Arcade.

Monton-on-the-Lake—Lido Beach Park, Mentor Beach Am. Co. owners (Bob Joo, RPD 1); has 18 concession games, rink, Penny Arcade, coin machines; books orchestras.

OKLAHOMA

Enid—Lake Nellums Park, Carlye Russell, mgr.; has one ride, four concession games, pool; books orchestras and attractions.

PENNSYLVANIA

Hanover—Willow Beach, D. M. Wilmer, owner; has pool, rink; books attractions.

Hegins—Dell Lake Park, Herman Otto, owner; Paul Suttman, mgr.; has two rides, six concession games, pool; books orchestras and attractions.

Johnstown—Ideal Park, Milton Dilleth, owner-mgr.; has one ride, four concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Lancaster—Maple Grove Park, Dan Tomlin, mgr.; has pool, rink.

Scranton—Philadelphia—Somerton Springs Park, Vernon D. Platt, mgr.; has pool, Penny Arcade, coin machines; books orchestras occasionally, free attractions.

Union City—Marcelan Beach Park, C. Max Lee, owner-mgr.; has one ride, two concession games, pool, rink, coin machines; books attractions.

RHODE ISLAND

Oakland Beach—Midway Park, Joseph L. Carole, mgr.; has two rides, three concession games, rink, two Penny Arcades.

TENNESSEE

Columbia—Mid-State Fair Park, has three rides, 11 concession games, rink, coin machines; books orchestras and attractions.

TEXAS

Fort Worth—Forest Park, owned by city; Harry Adams, mgr.; has five rides, pool, concession, soo.

Henderson—Lake Forest Park, owned by city; Leroy R. Beatty, mgr.; has four rides, pool.

UTAH

Salt Lake City—Sunset Beach on Great Salt Lake; Phil Derr, mgr.; has three concession games, Penny Arcade, coin machines; books orchestras and attractions.

WASHINGTON

Renton—Redondo Beach Park, Weston J. Beitz, mgr.; has two rides, rink, Penny Arcade, coin machines.

WISCONSIN

Appleton—Waverly Beach, Howard Campbell, owner; Rud Machre, mgr.; has two rides, rink, Penny Arcade, coin machines; books orchestras, free attractions.

Beulah—Waverly Beach, S. L. Cahusan, owner-mgr.; has three rides, five concession games, rink; books orchestras.

Chippewa Falls—Wisota Beach, P. C. Cole, owner; has one ride, two concession games; books attractions.

Green Bay—Bay Beach Park, owned by city; Clarence Edges, mgr.; has three rides, four concession games, rink, coin machines; books attractions.

Hortonville—Dyer's Beach, S. A. Buchman, owner-mgr.; has one ride, three concession games, pool, ice rink, coin machines; books attractions.

Wausau—Playtime Park, Frank Van Duser, owner-mgr.; has four rides.

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A CONCENTRATED PURE DAIRY PRODUCT

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The New All-in-One Pasteurized POWDERED Mx. Packaged in handy 3 lb. bags. Each package makes 2 1/2 gal. finished product at cost of only 45c per gal. Superior in taste and texture. Chocolate or vanilla flavor.

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16 lb. cases chocolate CREMORE @ \$14.40

16 lb. cases vanilla CREMORE @ \$14.40

Payment Enclosed Ship C. O. D.

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OPS FORESEE MORE \$\$, BIGGER CROWDS IN '51

Employment-Wage Picture Leads To Optimism Altho Costs Climb

CHICAGO, March 31.—Optimism rules in parkmen's thinking for the coming season, with almost all operators declaring that they look for improved business. Attendance-wise and on a per capita spending basis, funspot ops expect bigger things in 1951 than they received in 1950.

This feeling is indicated in replies to *The Billboard's* survey and

and it marks an about-face from the impressions of the corresponding period a year ago, when ops figured they'd be lucky to break even with 1949. The bright outlook for the new season stems from the impact of the international situation on U. S. economy. The brief explanation, "more people working," offered by J. Victor Shayeb, of Revere Beach, Boston, sums up the thought of most operators.

E. Pierce, of Lake Compounce, Bristol, Conn., points out that more people will be earning more overtime pay, hence more money will be available. Edward L. Schott, of Coney Island, Cincinnati, adds that credit regulations on houses and automobiles will keep more cash in the public's pocket. Ora

Colbert, of Wenona Beach, Bay City, Mich., opines that defense work will allow fewer vacations for workers and that they, therefore, will be seeking more amusement locally.

Weather Must Improve
R. M. Spangler, manager of Rolling Green Park, Sunbury, Pa., says that business is bound to be better because "weather couldn't be much worse" than it was last season. Several ops report high hopes for greater grosses to follow their additions of new attractions or their development of more potent promotion and publicity plans.

Picnic prospects are unchanged at most spots. The operators at a majority of parks said they would

(Continued on page 85)

Dan Schneider Buys Interest In Cedar Point

Hotel Man Sells Share in Resort; Reorganize Firm

SANDUSKY, O., March 31.—Dan M. Schneider has purchased the interest of Torrance C. Melrose in Melrose Cedar Point, Inc., operating company of Cedar-Point-on-Lake-Erie near here. Schneider last season was general manager of the resort. The corporation holds Cedar Point under a 10-year lease with G. A. Boelking Company, owners.

Schneider has resigned as treasurer and general manager of the Melrose chain of hotels in Ohio. Sam Gerstner, manager of the Tudor Arms Hotel, Cleveland, part of the Melrose chain, continues as manager of the Breakers Hotel. He was named to the latter spot about a month ago.

The resort operation includes, in addition to the Breakers Hotel, 200 acres of land, restaurants, lunchrooms, rides, concessions, beach and other amusements.

William H. Evans, resort publicist, operated a booth at the Detroit travel show and at a similar show in Cleveland.

The booth included a small Ferris Wheel and plugged the steamer, Put-in-Bay, which again will carry excursionists from Detroit to Cedar Point this season. Tentative plans for the ship, owned by N. M. Constans, of Detroit, call for Sunday, Tuesday and Thursday trips.

350 Attend 25th New England Meet

Continued from page 50

pointed out what techniques were used to sell.

In commemoration of the organization's silver anniversary, a souvenir brochure, containing a condensed history of NEAAPB was distributed to members and their guests at the noon meeting.

The panel forum included Fred T. Lauerman, Chicago; Clarence Borggard, Harry Storin, Allan E. MacNicol, Playland, Rye, N. Y., and Morris Weiner, Paragon Park, Nantasket.

Borggard, speaking on repairs on rides and structures, paints and other preservatives, pointed out that park owners must pay more and specialize in attention to maintenance of equipment because of the present emergency. Parts and labor will be harder to get, and every effort must be made to keep existing equipment in good condition at all times, he declared.

Lauerman, Chicago insurance rep, spoke on *Unusual Types of Insurance*; MacNicol spoke on *Personnel* and Weiner operator of Joseph's Paragon Park eatery on *Breakdown of Food Costs*. Wallace St. C. Jones gave his reminiscences. The general business meeting in the afternoon concluded with the re-election of the following officers

who will serve during 1951:

John Collins, Lincoln Park, North Dartmouth, president; John J. Dineen, Hampton Beach first vice-president; Lawrence Stone, Paragon Park, second vice-president; Wallace St. C. Jones, Wm. Berry Company, treasurer; Fred L. Marwick, Salisbury Beach, secretary. Two new directors were added: Russell Jones, Boston, and Allan E. MacNicol.

John J. Dineen was chairman of the program committee, which included Clarence Borggard, Edward Carroll, George A. Hamid, Edward Laventure, Victor Shayeb and Lawrence Stone.

Presentation of the Individual Distinguished Service Plates were made by Dineen to the following: Norman S. Alexander, Woodside Park, Philadelphia; Daniel E. Bauer, Acushnet Park, New Bedford, Mass.; Mrs. Daniel E. Bauer; The Billboard Publishing Company, Henry Bowen, Whalom Park, Fitchburg, Mass.; John J. Campbell, Baltimore; John L. Carlin, Baltimore; Edward J. Carroll, Riverside Park, Agawam, Mass.; Joseph L. Carrolo, Riverside; Mrs. Andrew A. Casassa, Revere Beach, Mass.; Joseph Cohen, Paragon Park, Nantasket; John Collins, Lincoln Park, North Dartmouth; James A. Donovan, Salisbury Beach, Mass.; Howard A. Duffy, Old Orchard Beach, Me.; John L. Duffy, Old Orchard; E. R. Enegren, Lake Pearl; Thomas L. Gill, Norumbega Park, Auburndale, Mass.; Harold D. Gilmore, Whalom Park; George A. Hamid, New York; Paul S. Haney, Rocky Point Park, Warwick, R. I.; Mrs. Daniel P. Healey, Massachusetts State Police Department; Wallace St. C. Jones, Boston; Charles B. Lake, Crescent Park, R. I.; Lauerman Brothers, Chicago; Lusse Bros. Philadelphia; W. F. Mangelis & Company, Coney Island; Fred L. Markey, Salisbury Beach, Mass.; Mr. F. E. Mason, Miami Beach, Fla.; L. D. Pellister, Mountain Park, Holyoke, Mass.; Philadelphia Toboggan Company; Pierce & Norton Families, Lake Compounce, Bristol, Conn.; William Rabkin, Long Island City; N. Y.; Herbert N. Ridgway; Leonard B. Schless, Washington; George P. Smith Jr., Salisbury Beach, Mass.; Harry Storin, Riverside Park, R. S. Uzzell, New York; Barney J. Williams, Manchester, N. H.; and Mr. Victor Shayeb, Revere Beach, Mass.

At the banquet, Edward J. Carroll, proxy of NAAAPB, was presented a leather club chair and foot stool by the New England association.

A floorshow was presented by the Al Martin Agency, Boston, and included five acts: Happy Tom and Jerry, roller skating; Barbara Davis, aerobic dance; Kay and Carol, jugglers; Jimmy Joyce, songs and patter; Cyrling Kirks, Johnny Archer and his orchestra played and Tommy Kay of Kay and Carol, was emcee.

Cincy Adds Animals

CINCINNATI, March 31.—E. W. Townsley, director of the Cincinnati Zoo, returned Thursday (29) from an air trip to South Africa where he went to purchase animals. He said that three gorillas from French Equatorial Africa, some other animals and a number of birds, many of which have never been seen here, will arrive at the Zoo soon.

Coney Island Tabs Nifty Easter Takes

NEW YORK, March 31.—Despite nippy weather Easter Sunday (25), Coney Island rang up big turnouts and practically all rides, shows and concessions were open for business, which continued brisk until nearly 8 p.m.

In addition to rides that have been operating the past few weekends, the big Gyroscop and the Boomerang, on the Kyrime's lot, and a water ride, in Feltman's establishment, went into operation Sunday.

Rose's Circus Side Show, on Surf Avenue, and the World in

Wax, on Stillwell Avenue, joined the Eden Wax Museum—open a week earlier—in taking down their shutters. A newcomer is a new Sidel's venture, *Coccolade de Varietis*, which opened in a new theater occupying the former Stable restaurant-cafe building on Surf Avenue. Show has a flashy front and was drawing good biz with a ball of four, or more, girls. Sidel will operate his former gille spot at the eastern end of Surf Avenue as a Negro show house this season.

Chilly breezes nipped business at the boardwalk spots to some extent but kiddie rides, arcades and lunchrooms chalked good takes. Surf Avenue, the Bowery and side streets of the amusement area saw all rides, games, arcades, eateries and concessions getting good play.

Detroit Spot Plans Opening

DETROIT, March 31.—Plans for reopening the miniature amusement park at Island Lake north-west of here are being made, but Grace Ziegler, ride owner, has not yet decided which devices will be used. There is a possibility that a Merry-Go-Round will be added to the line-up.

Erwin Baldridge is preparing his Arcade at the park for opening in time for the resort trade, and Joseph Szabo is expected to open his adjacent roller rink within the next two weeks.

EAST			
NAME	LOCATION	WEEKENDS	DAILY
Revere Beach	Revere, Mass.	March 25	April 19
Lake Compounce	Bristol, Conn.	March 31	May 30
Idlewild	Ligonier, Pa.	April 1	May 20
Suburban	Manlius, N. Y.	May 5	May 25
Lenape	West Chester, Pa.	April 28	May 28
Rocky Glen	Moosic, Pa.	May 6	May 28
Bronx Beach	New York	March 25	May 26
Look	Florence, Mass.	April 15	May 28
Tolchester Beach	Chestertown, Md.		June 10
Riverside	Agawam, Mass.	March 31	April 30
Riverside	Morgantown, W. Va.		May 30
Forest	Hanover, Pa.	April 12	May 30
Meadowbrook	Baltimore		May 30
Rolling Green	Sunbury, Pa.	April 15	
Twin Grove	Pine Grove, Pa.	May 20	May 30
Playland	Niagara Falls, N. Y.	April 28	May 26
Playland	Rye, N. Y.	May 19	May 26
Rockaway Playland	Rockaway Beach, N. Y.	March 18	May 26
Palisades	Palisades, N. J.		April 21
Westview	Westview, Pa.	April 29	May 18
Conneaut Lake	Conneaut, Pa.		May 25
Olympic	Irvington, N. J.	May 6	May 18
Kewywood	Pittsburgh	April 22	May 18
Coney Island	Cincinnati	April 28	May 28
Zoo Park	Columbus, O.	April 29	May 30
Puritas Springs	Cleveland	April 15	May 30
Playtime	Kenosha, Wis.	May 5	June 15
Rose Park	Prairie du Chien, Wis.		May 5
Wenona	Bay City, Mich.	May 18	May 29
Ideal Beach	Monticello, Ind.	May 4	May 25
Craig Beach	Lake Milton, O.		April 28
Valhalla	Slayton, Minn.		May 1
Kiddleland	Melrose Park, Ill.	March 25	April 15
Menor Beach	Menor, O.	May 4	June 11
Motor City	Detroit	March 24	May 1
Fairyland	Chicago	March 25	May 6
Maumee	Toledo		May 30
Uncle John's	Vincennes, Ind.	March 25	May 6
Walled Lake	Detroit	May 11-18	
Edgewater	Detroit	April 14	
Riverview	Chicago		May 16
Lakeside	Dayton, O.	March 24	May 30
Cedar Point	Sandusky, O.	March 24	June 25
Joylands	Wichita, Kan.	March 25	May 1
Galveston Pier	Galveston, Tex.		June 15
Chilhowee	Knoxville, Tenn.		May 12
Springlake	Oklahoma City		April 27
American Legion	Dothan, Ala.		Feb. 10
Sea Island	Beaufort, S. C.		March 1
Sydow's Playland	Killeen, Tex.	March 1	
Ponchartraine	New Orleans	March 25	April 18

WEST			
NAME	LOCATION	WEEKENDS	DAILY
Redondo Beach	Redondo, Wash.	April 1	July 3
Lagoon	Salt Lake City	May 5	May 30
Gay Way	Redondo Beach, Calif.		June 10
Tiny Town	Compton, Calif.	March 11	

Easter Leads Ops To Early Openings

Most Funspots Set Usual April, May Starts for Full-Time Skeds

CHICAGO, March 31.—An early Easter prompted many amusement park operators to advance their week-end preview dates to late March, but generally funspot ops are holding to the traditional late April or early May to launch their Saturday-Sunday operations.

Full-scale operations in the majority of cases will start as usual in late May, a survey by *The Bill-*

board disclosed. Most ops indicated that they have little inclination to advance their major openings, although an important number weakened for the Easter trade.

In contrast to this season, the only major spot to open in late March last year was Rockaway Playland, Rockaway Beach, N. Y. This spring, Rockaway Playland moved its week-end opening ahead another week to March 18 and thus retained the early bird title.

Rockaway's lead-off was threatened for a time by the Ottaway's twin spots in Wichita, Kan., Joyland Central and Joyland Hillside, where March 15-18 openings were scheduled. However, cold weather in Kansas killed that plan and the Joylanders put out the latch strings on Easter. There also were spots in the South which opened earlier and some in California which continued year-round operation.

Few spots are staging any type of opening day ceremonies, particularly for the week-end prints. However, some plan "official" openings shortly after their actual full-time bows.

Enthusiasm for early spring tries was dampened by extended rains in 1949 and chilled by elongated cold spells in 1950, and these sad experiences were important considerations in setting most starting times.

300,000 Jam A. C. at Easter Despite Chill

ATLANTIC CITY, March 31.—Hotel proprietors and police officials estimated a Boardwalk turnout of 300,000 persons here Easter Sunday (25), with over a third coming from New York.

Pre-holiday estimates put the crowd at 500,000, but the mercury did not rise above the upper 40's. Traditional dawn services, slated to be held outdoors at the end of Steel Pier, were held indoors at the pier theater when the temperature dropped to 34 degrees early in the morning.

Dancing Withers At Nebraska Spot

BEATRICE, Neb., March 31.—Eldon F. Gable, chairman of the park board here, said efforts to put dancing on a paying basis at the public Riverside Park have not been successful despite trials with several grades and types of bands.

See ad in the Coin Machine Section, Page 163 on . . .

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Sensational New COIN-OPERATED 18' ELECTRONIC BOWLING GAME

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WITH THE NAME OF
YOUR
PARK
RESORT
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BOWLING MACHINE
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Miniature Train
450 feet Track
7-Car Tilt-a-Whirl
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These Rides are practically new, no junk.
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1951 Rock-O-Plane, like new.
Can see it in operation.
IDLE HOUR PARK
Phoenix City, Ala.

Concessions Wanted

For one of the best beaches in the South.
New open. Hot. Novelties. Fish Pond.
Hoop-La. Any legitimate not conflicting.
Write or Wire

FRENCHIE L.F. GRANDE
Box 827
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COME AND GET IT!

Double Loop O-Plane, excellent condition, with 2 electric motors, one dynamo phase and one three phase. Can be operated on either motor. Beautifully illuminated including 8 towers. Lighted base and 8500 extra new parts. Price \$500.00

MAX GRUBBER
201 E. 8th St., Long Beach 1, N. Y.

HELP WANTED

Foreman for No. 18 Ferris Wheel. Work the year round. No Novelties. State salary and experience and salary expected in first letter.

GRIFFEN AMUSEMENT PARK
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Concessionaire Wanted

Legitimate Games only. Small Upside N. Y. Beach and Amusement Park. We have buildings—you equip and work on percentage. Must have previous park experience.

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For summer season. Park preferred. Will consider carnival. Thoroughly experienced and capable of assuming complete charge. Will accept position as Mechanic only. Full information and references on request.

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Steam type engine. Gas driven. 14 in. gauge. Four Cars. Seats 32. 1200 ft. 8 lb. tall. Write for price and photos.

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For A Double-Barrel Shot at PROFITS...

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PROVEN GROUP GAMES

ESTABLISHED LEGALITY



Designed and Manufactured by

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The original Derby Races, the consistent money-maker for nearly 15 years.

Only a few of these games available. They are no longer manufactured in our plant.

"The Derby Races is still tops and I think it is the best game ever made," writes a well-known park operator. There are letters of this kind on file in our office—proving that Derby Races is still the tops.

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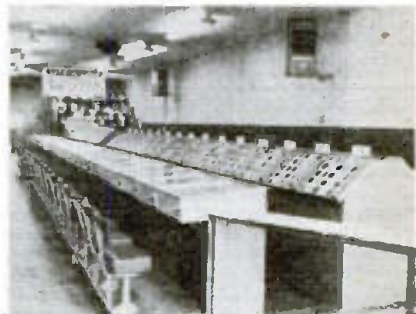
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Streamlined ... Automatic Checker that insures correct daily count.

Striking plastic scoreboard in 5 gay colors. Hardwood cabinets—durable formica playing field. Bronze bushing plungers—plug-in connections.

Player's option—10c, 20c or 30c per play per table—double or triple takes.

Patented adjustable ball-plunger with feather-touch control.



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A limited number of units are available to qualifying parks. If the spot warrants, we will operate in your park on a concession basis. Let us hear from you. All correspondence treated confidentially.

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WANT TO BOOK IN PARK NEXT TO PLATTSBURG BEACH 5 MAJOR RIDES

A-1 spot for sea, Wildlife, Frozen Custard, also Rides, any good Concession. No gambling. Have Merry-Go-Round, Boats, Kiddie Planes, Ponies, Trains, Arcade. Free rate. This is Montreal's beach and playground. Finest fresh-water beach in New York State. This is THE spot. Opens May 19th.

PLAYLAND PARK, 25 Charlotte St., Plattsburg, N. Y. Phone: 317—Norman Dams.

FOR LEASE

Scale and Age Concession at leading Negro Beach Park. Wax Workers and Service Personnel in the area. Flat rental or percentage.

Located at

SEAVIEW BEACH
Near Norfolk, Virginia
Write 431 Granby St., Norfolk, Va.

ESTON SEABOLT

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PLAYLAND PARK
San Antonio, Texas

COMPLETELY REHABOVATING 27-ACRE NATURAL LAKE PARK IN PHILADELPHIA SUBURBS — DRAWING CAPACITY 2,000,000 PERSONS

WANTED: ALL KINDS of RIDES for Kiddies and Grown-Ups CONCESSIONS

→ Permanent Season—Opening May 26, 1951
We're out to build up one of Eastern Pennsylvania's Finest Amusement Parks.
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LAKEVIEW AMUSEMENT PARK
1443 W. Main Street, Norristown, Pennsylvania. Phone: Norristown 5-8000
Frank M. Coven, Park Director

FOR LEASE

Lot 200x800 feet, 200-foot frontage facing North Lamar Blvd. or Dallas Highway. Ideal location for Kiddie Playland or Miniature Golf Course, enough space for both if desired. All cash rent or percentage rental. If interested, contact owner.

JACK H. KEY

606 1/2 RIO GRANDE ST. AUSTIN, TEXAS

EASTER SEALS ARE PRACTICAL AND HELPFUL TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Nation's Parkmen Optimistic

Continued from page 82

have about the same volume as last season. A strong minority of those answering picnic questions in the survey reported, however, that their outing business is up. C. C. MacDonald, manager of Idlewild at Ligonier, Pa., reported a 2 per cent increase. L. L. Knoebel, of Elysburg, Pa., advised that booking was up 10 per cent at Knoebel's Grove. Gibby Sterling, of Rocky Glen, Scranton, Pa., foresees a 30 per cent climb. Rose Park Zoo at Prairie Du Chien, Wis., led the field with anticipation of a 50 per cent increase in picnic bookings, attributed largely to radio plugs and new zoo guide book.

Still posing a problem for a number of parks was the question of cut-rate admissions for uniformed members of the armed services. About half of the spots already have decided that they will charge GIs the full rate. The other half was about evenly divided between those who will reduce the ante and those who have

not yet made up their minds. Another group, including Puritas Springs, Cleveland, is making no change in GI prices now but noted that reductions may be in order later. This decision depends on volume of servicemen business and perhaps on public opinion.

Food Prices Up?

Where a year ago the operators were primed for elimination of the 20 per cent admission tax and subsequent reduction of ride and concession prices, this season finds them with little hope of tax modification or price reductions. Instead, they are struggling to keep food concession prices down.

Suburban Park, Manlius, N. Y., will charge higher prices for foods and drinks unless government restrictions apply. Rolling Green, Sunbury, Pa., is withholding judgment until the cost of raw products becomes established for the season. Lakeside Park at Port Dalhousie, Ont., indicates that Canadian spots are facing some of the same problems as U. S. parks. He reports the price of hamburgers will go up a nickel. Other prices there will remain unchanged.

Other spots, for the most part, expect to levy the same charges as last year for food and drink concessions. Leo Haenlein, manager of Zoo Park, Columbus, O., voices the stand of most spots when he says, "We do not intend to raise any prices, neither will we cut quantity or quality."

Less controversial is the question of ride and game prices for the season. Operators were virtually unanimous in reporting they would continue their 1950 rates in these fields. Several swim pool operators, however, told of plans for hiking admission charges.

Most Pay 20% Tax

While numerous park operators voiced strong opposition to the 20 per cent federal admission tax on rides, only a few indicated in the survey that they would do other than collect and pay the levy, at least until after the federal courts have given a final ruling on the tax challenge now pending.

Arthur E. Fritz, Chicago Kiddieland operator, won a lower court decision that the tax did not apply to certain amusement ride set-ups, and an appeals court hearing is expected to be opened this spring.

Fritz, himself, reports he is not paying the tax. A few other operators say they will collect it but will pay it to the government under formal protest. Several stated they were undecided and one park man said he would go along with the majority.

The majority apparently will follow suggestion of the National Association of Amusement Parks, Pools and Beaches to its members that they pay the tax as usual pending outcome of the legal fight.

Jones Beach Starts Major Building Plan

NEW YORK, March 31.—In anticipation of topping last summer's record-breaking attendance of 6,603,800 visitors, Jones Beach is rushing a series of expansion projects, some of which will be ready for the coming season. The remainder are to be finished in 1952.

Principal project set for an early opening is a 2,000-foot long bathing beach. A paved auto parking lot will front along 1,000 feet of the beach with a capacity for 1,600 cars.

Utilitarian projects nearing completion are a \$1,000,000 brick sewage disposal plant and a new Administration Building, which will house offices for the Jones Beach supervisory staff, and a boardwalk souvenir shop.

Slated for completion in 1952 is a \$4,000,000 Marine Stadium, fronting on Zach's Bay. Stadium will seat 8,200 spectators in a moon-shaped amphitheater facing a large semi-circular stage being constructed in the bay. An underwater tunnel will provide passageway between the stadium and the stage—with elevators at each end. A 76-foot revolving stage and tall towers fitted with three tiers of diving boards are part of the stage equipment, making it possible to present combined aquatic and stage productions.

Rosefelt Arrives With Zoo Animals

SAN FRANCISCO, March 31.—A cargo of four baby elephants, 250 monkeys, 100 mynah birds, several leopards, two gibbons, a couple of honey bears, one 18-foot python and a tapir were unloaded here this week. They were collected during the past six months in Siam and Burma by Noel Rosefelt.

Rosefelt said most of the animals will be sent to zoos around the country. The tapir will be flown to the Honolulu zoo.

Figi Has Iowa Motel

STORM LAKE, Ia., March 31.—J. L. Figi, former manager of Lakeside here, now is operating a motel and trailer camp. Present manager of the funspot is Walter Lawrence. Orville (Shorty) Lawrence handles the fishing and boats facilities.

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FAIRS-EXPOSITIONS

UPPED GATE, GRANDSTAND PRICES SKEDDED BY MANY

Annuals of Varied Sizes Tilt 'Em; Stand Scale Revisions Predominate

CALGARY, Alta., March 31.—Calgary Exhibition and Stampede, one of Canada's major annual events, will operate this year with higher grandstand prices. Scale will be \$1, \$1.50 and \$2, against \$1 and \$1.50 in 1950, J. Charles Yule, manager, announced.

Despite the hike, advance sale of seats has continued big. Sale

Oregon House Okays 5-Man Salem Board

Measure Removes Control of Event From Ag. Director

SALEM, Ore., March 31.—By a vote of 46 to 11 the Oregon House approved a bill transferring the control of the State fair from the director of agriculture to a five-man board. This completed legislative action on the bill. The measure was approved by a vote of 5 to 2 by the Senate Agriculture Committee early last month.

Introduced by Sen. Rex Ellis, Pendleton, the bill would create a five-man board with a representative from each of the congressional districts and one from the State at large.

Rep. Sprague Carter, Pendleton, said that the measure was "an attempt to save the State fair." Rep. Alva Goodrich, Bend, rapped the Ellis proposal as just another bill to create "another commission to add to the 125 boards Oregon already has." Goodrich also hit the move as a means of settling the dispute between Leo Spitzbard, for 15 years State fair manager, and E. L. Peterson, agricultural director. Spitzbard was released and reinstated but submitted his resignation to become effective at the discretion of the farm director.

Plan Video Show Feature At Chatham

CHATHAM, N. Y., March 31.—Ten-Age Barn, video show presented Friday nights over WRGB, Schenectady, N. Y., will be telecast from Columbia County Fair here September 1-3. William A. Dardess, secretary, has announced.

Square dancing competition also will be staged at the annual. Adult admission fee is slated to rise from last year's 75 cents to 75 cents with the same figures holding true for the grandstand show. Dardess said there probably will be a free gate for servicemen.

Scheduled improvements include expansion of cattle sheds, continuation of a fencing program and extension of a paving project.

Blackfoot, Idaho, Sets Thrill Show For First Time

BLACKFOOT, Idaho, March 31.—Eastern Idaho State Fair here will present an auto thrill show for the first time this year when Jole Chitwood's Auto Daredevils will stage matinee performances the final two days, Ruth G. Hartkopf, secretary, announced.

Horse races will be featured the first three days of the fair, with circus acts between the events. A rural safety program for boys, sponsored by machinery exhibitors, will be an addition to the program. Plant improvements include the construction of two new cattle barns.

opened February 15 and in the first several weeks \$50,000 in duicals were sold. Gate is unchanged at 25 cents.

Pueblo Hikes
PUEBLO, Colo., March 31.—Colorado State Fair patrons will pay higher grandstand prices at this year's event which will celebrate the State's 75th anniversary, W. H. (Bill) Kittle, manager, announced. New rates will be \$1.50 and \$2 compared with \$1.25 and \$1.50 last year.

Austin Ups Gate
AUSTIN, Minn., March 31.—While Mower County Fair here will double its outside gate admission from 25 cents to 50 cents, grandstand tickets will remain unchanged, according to P. J. (Pete) Holand, secretary. Present grandstand scale is \$1, \$1.25 and \$1.50.

Tilt-Grandstand
CASPER, Wyo., March 31.—Central Wyoming Fair here will hike its grandstand tickets 25 cents but will drop its front gate prices, according to R. S. (Bob) Latta, sec-

retary. New grandstand prices are \$1.50 to \$2.25. Front gate will be 60 and 25 cents, lowered from last year's 75 and 35 cents.

Mason City Ups G.A.
MASON CITY, Ia., March 31.—North Iowa Fair here has set higher admission prices for its ice show, auto races and thrill show in front of the grandstand for the 1951 fair, M. C. Lawson, secretary, reports. General admission rates will be hiked from 75 cents to \$1, with the better seats unchanged at \$1.50.

Manitowoc Hikes Both
MANITOWOC, Wis., March 31.—Manitowoc County Fair, keeping pace with rising general costs, has increased its front gate 10 cents and its grandstand general admission tickets 15 cents, according to A. F. Rank, secretary. The 1951 gate will be 50 cents and grandstand 75 cents for general admission.

Merced Ups Gate
MERCED, Calif., March 31.—Alto Merced County Fair here (Continued on page 90)

Free Servicemen's Admission Gains

Sacramento, Hutchinson, Muskogee, Hamburg and Minot Revive Policy

CHICAGO, March 31.—The number of fairs in the United States and Canada which will grant free front-gate admissions this year to uniformed service personnel continues to mount, a survey by The Billboard indicates.

Recent additions to the growing list include California State Fair, Sacramento; Kansas State Fair, Hutchinson; North Dakota State Fair, Minot; Oklahoma Free State Fair, Muskogee, and Erie County Fair, Hamburg, N. Y.

A large number of county fairs have indicated that it was too early to make any decision but said they would probably go along on the cuff gate. Others, not located near service camps nor off the usual beaten paths of G.I.s, said they had not given it much thought.

A few fairs operating with a free front gate will open their grandstands to the servicemen.

Crowds Top Million Mark At Mass. Fairs

BOSTON, March 31.—Attendance at fairs, exhibits and other shows throughout the State, including Brockton and Eastern States Exposition, reached 1,145,061, it was revealed this week.

Agriculture exhibits totaled 70,085, an increase of 8,633 over the same period last year. This figure did not include either Brockton or ESE. Boys' and girls' exhibits increased, representing about 43 percent of the total agricultural exhibits at fairs.

State paid out \$48,977.60 to agricultural annuals, and fairs contributed \$39,390.54 of the \$88,368.14 total paid for agricultural premiums. Seven events staged pari-mutuel races, and \$68,563.40 was paid to the State from the total \$3,515,709 handle.

Re-Elect Rosser Prez

LURAY, Va., March 31.—S. Frank Rosser was re-elected president of Page County Fair here, and Mrs. Eleanor Fogleman was re-named secretary. Mrs. Lena Williams is treasurer.

others will give them cut-rate tickets. The Bottineau County Fair, Bottineau, N. D., which has a free front gate, will admit them gratis to their grandstand.

A number of events point out that State laws prevent them from giving free admissions to members of the armed forces.

Additional district and country (Continued on page 90)

51 Annuals Again Set for New York

ALBANY, N. Y., March 31.—A total of 51 fairs—the same number as last year—again are scheduled for New York State in 1951. Total includes New York State Fair, Syracuse, September 1-8 and 50 county and town fairs. Season gets under way July 22 and runs thru September 20.

Traditionally opening the season will be the Tioga County Fair, Owego, July 22-29. And also in accord with tradition, the final outdoor fair will be at Dundee, September 18-20.

Dates of the fairs together with the listing of officers, were announced by the New York State Department of Agriculture and Markets. The department works with the fairs in an advisory and supervisory capacity and also audits the fairs' premium payments preliminary to limited reimbursement from State funds.

Dearborn, Mich., Sets 19th Century Annual for May 18

DEARBORN, Mich., March 31.—A 19th century type fair will be held here May 18 in Greenfield Village, early American museum founded by the late Henry Ford.

Fair will follow the theme of early days with a few modern touches—including a parade of antique automobiles. Exhibits from the museum will be featured including the carriage used by General Tom Thumb, original Barnum midget.

Amusements will be of the minstrel show variety and early American square dancing. Event is under direction of Melvin C. Yahnke.

Tripp, S. D., Expands Stand To Hold 3,000

TRIPP, S. D., March 31.—Additions to the grandstand at Hutchinson County Agricultural Fair here this year will increase its capacity to 3,000, R. T. Hirsch, secretary, announced.

Attractions set include a revue booked thru Williams & Lee Attractions, hot rod and stock car races and the Tri-State Shows on the midway. New special events will be 4-H Club parades, judging contests and a crochet contest.

Lawrence Welk Ork To Double At Minot, N. D.

To Play Nightly For Dances, Give Two Stand Shows

MINOT, N. D., March 31.—Lawrence Welk and his orchestra have been signed as the main attraction at North Dakota State Fair here, and in addition to playing at nightly dances, will be featured in two afternoon grandstand performances, Bob Finke, secretary, announced.

Welk, a native North Dakotan, was booked thru Charles Richter, of Music Corporation of America's Minneapolis office, and will bring several specialty numbers in with him. Variety acts will be added for the matinee programs, according to Finke.

Other attractions this year include 20th Century Shows on the midway, a Barnes-Carruthers nightly revue in front of the grandstand, Jole Chitwood thrill show two afternoons and two matinee stock car races.

Negotiations are also under way to get the Curtiss Candy Company pony hitch and the United States Air Force exhibit unit, but nothing is definite on them.

Michigan Events To Up Admissions

LANSING, Mich., March 31.—Michigan fairs generally will hike admission prices at either their outside gates or grandstands this year, according to an informal survey made at the fair managers and directors school conducted by the Michigan Association of Fairs here Monday and Tuesday (28-27).

The question of whether prices would be upped was posed by Paul F. Richter, associate president, who presided at the Hotel Porter sessions. A definite majority of the 60 delegates present indicated by a show of hands that prices had already been increased or such action was contemplated.

Other developments at the short course included the announcement that a new uniform record system for State aid payments would be tried at several fairs this year with the idea of making it a State-wide project. Association also reactivated its grievance committee

Sedalia To Hike Indoor, Outdoor Seat Capacity

To Up Bleacher, Stand to 12,000, Coliseum to 3,000

SEDALIA, Mo., March 31.—Missouri State Fair will increase seating capacity of its grandstand-bleachers and coliseum this year, expanding the former to 12,000 seats and the latter to 3,000, W. E. (Bill) Preston, secretary, announced.

The grandstand expansion program, to cost an estimated \$35,000, includes the addition of 500 box and 500 reserved seats to the main stand and the erection of a 4,000-seat bleacher north of the main grandstand to replace rered wood seats. The additional bleachers, all-steel with wood seats, were purchased last fall from the Lubbock (Tex.) Fair.

Expansion of the horse show coliseum will entail adding 500 seats. The building's interior will undergo a complete paint job.

Attractions this year will include the Cetlin & Wilson Shows in its first appearance on the midway. Barnes-Carruthers Theatrical Enterprises, Inc., will provide the night grandstand show and National Speedways, Inc. (Al Sweeney-Gaylord White), will run motorcycle and auto races. Other attractions will include horse races, horse shows and horseshoe pitching, the latter an addition to the program.

Morristown Loosens Kid Ducat Policy

MORRISTOWN, Pa., March 31.—Directors of Morris County Fair Association at a meeting here Monday (26) decided to keep admission charges for this year's fair on a par with 1950. They also voted to liberalize the policy governing children's ticket sales.

Ducat arrangement will be 85 cents for adults and 40 cents for children, tax included. Advance sale tickets, to be made available thru recognized non-profit organizations, will be 65 cents for adults and 30 cents for moppets, tax included.

All children under eight years will be admitted free. The age limit on children's ducats will be raised to permit their use by kids up to 14 instead of the 12-year-old limit formerly employed.

Committee reports indicate that commercial and domestic arts exhibits and the cattle show will be expanded considerably this year. Alexis L. Clark, manager, said that the fair's theme would be developed around home life in the county.

MICHIGAN EVENTS TO UP ADMISSIONS

Sixty Delegates Attend Short Course; Assn. Revives Grievance Committee

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after several years and recommended that harness race men be charged the same stable rates as livestock exhibitors.

Friel, Key Speaker
James D. Friel, manager of Michigan State Fair, Detroit, was one of the key speakers and discussed the 1951 State fair and the coming Detroit Centennial.

Harry B. Kelley, association secretary, assisted President Richter the first day of the meeting but was called back to Hillsdale due to a family death. Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, substituted for the absent Kelley the second day.

Most of the sessions were of the panel discussions type with subjects including appropriations, management, exhibitors, judging, contests, taxes, sanitation, advertising and publicity, finances, midway contracts, trailer parking and wages.

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CIRCUIT AT 40 IS YOUNG

W. Canadian B Continues To Blaze Trail for Youth

By BRUCE PEACOCK
FORTY YEARS after a humble inception, the Class B Circuit of Western Canada is a vigorous effective leader in the vital job of encouraging, promoting and emphasizing youth activities with a view to improving livestock and agricultural production of Western Canadian provinces.

The loop, operating as the Western Canada Fairs' Association, embraces 14 towns and small cities in Manitoba, Saskatchewan and Alberta as follows: Portage la Prairie and Carman, in Manitoba; Weyburn, Estevan, Moose Jaw, Yorkton, Melfort, Lloydminster, North Battleford and Prince Albert, in Saskatchewan; and Lethbridge, Vermillion, Vegreville and Red Deer, in Alberta.

Mostly three-day events, the B fairs are predominantly agricultural shows with emphasis on livestock competitions, farm machinery demonstrations and judging of stock by boys and girls. Industrial displays and exhibits of women's cooking and handicrafts are important in the make-up of the shows, and harness, races, light horse jumping and livestock parades are usually featured. This season will be the fourth in a row for grandstand acts of the Sun-Grossman agency, Des Moines, while Wallace Bros. Shows, Toronto, are filling a five-year midway contract. Grandstand entertainment has long been of high caliber.

Agricultural Benefits

Agricultural men and government officials say that the circuit has done more for agriculture than any other org in Canada.

To rate B status and qualify for federal government financial assistance, a fair needs a recommendation from the Department of Agriculture in its province and must show that in the three years prior to application for admission to the circuit, prize money distributed thru its agricultural classes averaged not less than \$3,000.

Federal aid is in the form of annual payments up to \$1,800 for permanent improvement of a fair to assume half the cost; \$500 for support of junior activities and \$200 for judges' expenses. Special consideration may also be given by way of grants for improvements.

Provincial government grants are not on a uniform basis for the three provinces, but a fairly general principle is an annual payment equal to half the prize money paid out, with a maximum of \$2,500.

Improvement Grants

In Saskatchewan the provincial government also makes outright grants to A and B fairs for permanent improvements in buildings for youth actively accommodations. The grant was recently increased from up to \$5,000 to up to \$10,000 on a 50-50 basis. There are also some additional small grants for special livestock shows and sales and assistance for expenses of farm boys' and girls' camps.

The present set-up of the Western Canada Fairs' Association has only operated since 1923, some of its members have been active since before the railroads moved into Canada's West, and all have had close ties with the agricultural growth of the prairies.

Daddy of them all is the Portage la Prairie annual. When the Marquette Agricultural Society put on the first fair in 1872, Portage had a population of 300 and the show drew 400 entries. By 1883 the town's population was 3,500 and the event had assumed the provincial exhibition title. Manitoba's first such fair, The tag is borne by Brandon, of the Class A Circuit, which has been the provincial exhibition officially since 1897.

Portage a Leader

The Portage exhibition has always been one of the leading Class B fairs and has paid particular attention to fostering improvement in agriculture. One of its agricultural features, started in 1885, was a plowing match. The contest is still the biggest annual event of its kind in Western Canada.

Secretary of the Portage la Prairie show for 20 years has been Keith Stewart who, in January of this year, was re-elected secretary of the Western Canada Fairs' Association for his 17th term.

Stewart's records show that the

years 1939 to 1948 were the most successful of any period in the history of the 14 fairs. Since then he reports, the trend to mechanized farming has brought a decline in rural population and a proportional leveling off in entries and attendance.

Junior Interests

An expanding variety of junior work has resulted in the B fair emerging as an institution sponsoring a year-round program of activities and no achievement of fairs has reflected greater credit on those responsible. Stewart says, "Federal and provincial departments of agriculture have changed our course in this work and given us leadership and direction, as well as financial support. And the work in this field has only begun," he comments.

An integral part of the year-round work of B fairs is the encouragement of boys' and girls' clubs to train youths in agriculture, livestock production and homemaking. Beef calf, dairy calf, swine, poultry, grain, clothing and food projects are included in the club programs.

Viewpoint of circuit officials is pretty well summed up by A. Schultz, secretary-manager of the Weyburn (Sask.) Exhibition, who says: "The boys and girls of today are the farmers of tomorrow and we can make farming more attractive by educating them in the ways of filling a five-year mid-way contract. Grandstand entertainment has long been of high caliber."

Future Farmers

Recognizing that the youth of today is the agriculturist of tomorrow, the Class B fairmen at their annual meeting in Winnipeg in January set up a three-man committee to study junior work activities. The committee will survey the three prairie provinces to seek ways of expanding such work and of developing new projects to encourage youth participation in the fairs.

The B loop traces back to the Western Canada Fair Managers' Association which was formed in 1911 to set standards, arrange dates and contract attractions for all prairie fairs. A new organization was created in 1915 and separate fair circuits were set up on the basis of size, but it was not until 1923 that two distinct bodies were formed — the Western Canada Fairs' Association and the Western Canada Association of Exhibitions, Brandon, Calgary, Edmonton, Saskatoon and Regina comprise the latter, the Class A Circuit.

In what is now the province of Saskatchewan, Prince Albert and Moose Jaw are the old-timers, both having started in 1884.

Farmers Organize

Even before the birth of Prince Albert as a town, 84 farmers had gathered in a tiny schoolhouse to organize the Lorne Agricultural Society and stage the district's first fair. In 1905 the organization adopted its present title, the Prince Albert Agricultural Society, but it is still primarily a farmers' organization.

For 20 years the Moose Jaw fair was dormant but, reorganized in 1938, it has grown from a two-day show to the only four-day date on the B Circuit.

Yorkton had a fair in 1885 and gained early fame for its livestock competitions and chariot races. A novel attraction in 1895 was a gopher tail contest and the winner displayed 475.

Carman got its start in 1878; Vermillion, North Battleford, Melfort and Estevan in 1906; Lloydminster in 1907; Weyburn in 1908; Lethbridge and Vegreville also have long and imposing records.

Gains Reputation

For its record of public service, and its accomplishments in the promotion of agriculture in Northern Saskatchewan's rich farming area, the Prince Albert Agricultural Society has gained an enviable reputation.

The annual exhibition is only one of the many projects on its 12-month program which includes a six-week youth training school, a brew show and sale, swine

show and sale, fat stock show and sale and bull show and sale. Shows had sales conducted in 1950 resulted in a cash turnover of \$162,200.

In addition, the society assists an auxiliary group, the Swine Breeders' Improvement Association, a mutual-aid group for herd improvement.

Three of the secretary-managers on the B Circuit are women—Mrs. Vera Hyland, Moose Jaw; Mrs. Ethel Dean, Estevan, and Miss Antoinette Draffenza, Yorkton.

Women have active roles on the directorates of the fairs, too, particularly at Prince Albert, Melfort and Carman.

Women Active

Policy of the 25-woman committee at Prince Albert is to interest others in exhibiting at the summer fair and to that end it sponsors craft schools at which sewing, upholstering, leather work and copper tooling are taught.

Thru these schools the women directors urge rural residents to go back to their districts and teach their friends the crafts, the idea being that they, in turn, will become interested enough to enter exhibits at the exhibition.

During fair week the women directors prepare and serve 900 meals daily to farm boys' and girls' camp residents and fair board directors, and also operate the farm girls' camp.

An annual event sponsored by the women at Prince Albert is an exhibitors' school. Aim of the one-day school is to assist women in improving the caliber of their exhibition entries. Instructresses from the extension department, University of Saskatchewan, Saskatoon, stand to point up the outstanding features considered by judges when prize-winners are decided.

Achievement Days

Achievement days to provide instruction to farm girls and homemakers' and girls' club rallies are also conducted by the women's org.

Like the women of Prince Albert, the young men of the Carman district contribute greatly to the successful operations of that town's 75-year-old annual and the fair board are other active groups.

R. C. McGregor, a long-time director of the Dufferin Agricultural Society at Carman, says as far as he knows the fair there is the only one in Western Canada and perhaps the whole dominion with a young men's section.

The org made its mark as 20 young farmers and businessmen were formed in 1937 and has operated efficiently ever since. The affiliated with the senior fair board, it has its own officers and monthly meetings and operates the annual spring seed fair on its own.

Directors on Par

Directors of the junior group attend the senior meetings on an equal footing and take part in the discussions but have no power to vote on major spending.

Assigned to work with the older directors in the fair's departments, the youths are then well-fitted to step into vacancies on the senior board.

The junior board is also active in the promotion of boys' and girls' work and any new youth club is helped financially until it can plan its own activities to raise money. Popular features at most Class B fairs, and on the A Circuit, too, are the farm boys' and girls' camps, attended annually by hundreds of teen-agers who, during a fair date, can enjoy a supervised educational program and an exciting change of environment. An indication of the importance attached to these camps by the fair boards is the great amount of money they have spent in recent years to improve camp accommodations.

Prince Albert, Weyburn, Estevan, Melfort, North Battleford, Lloydminster, Moose Jaw and Yorkton all have farm camps.

The camps provide an opportunity for youthful members of field crops and forage clubs, livestock clubs and home-makers' clubs to learn more about modern agricultural practices and home im-

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provements. Programs are definitely of an educational nature and are a distinctive feature of Saskatchewan exhibitions.

Teen-agers attend in teams sponsored by various agricultural organizations in their home district and planned schedules and supervised dormitory life, usually in a fairgrounds building, are provided. The boys judge livestock, identify weeds, see agricultural demonstrations and visit local industries. Agenda for the girls centers mainly around instruction in baking and sewing.

The camps are financed by the fairs and conducted by the University of Saskatchewan's extension department, with the assistance of the dominion and provincial departments of agriculture. A committee of the fair board at each center looks after local arrangements.

The junior judging competitions were introduced at the Brandon (Man.) Exhibition as far back as 1901, the first farm boys' camp in the West was not held until 1913 at the Winnipeg Industrial Exhibition, and the first in Saskatchewan at Regina in 1915. By 1922, camps were being held at North Battleford, Melfort, Yorkton and Prince Albert on the B Circuit.

Farm Boys Meet

Farm camps at B fairs run only two or three days except at Lloydminster, Sask., where they last seven days. Farm boys meet first at a near-by lake and then move to Lloydminster for the fair.

"To my knowledge," says George K. Ross, exhibition manager, "it is the only seven-day farm boys' camp held in Canada." A farm girls' camp is held during the fair.

In recent years, with the government of Saskatchewan giving cash assistance for such purposes, fairs such as Yorkton, Moose Jaw, North Battleford, Prince Albert, Estevan and Melfort have added permanent youth activities' buildings.

Prince Albert, which has consistently promoted and encouraged farm youth programs, was the first agricultural society to provide accommodation of this kind and now boasts the largest and best-equipped facilities.

Winter Building Use

In late winter the buildings are used for six-week courses, designed to deal with problems of everyday farm life. A typical course has to do with instruction in the use of tractors and farm

machinery, modern trends in agriculture and livestock raising. Instruction on the domestic side of farm life is provided for girls at Prince Albert and North Battleford, where the courses are co-educational.

Youth training programs are sponsored jointly by the Dominion Department of Labor and the provincial departments of education and in Saskatchewan they are supervised by the university's extension department. A major development in the past two years has been the acceptance of the agricultural short courses by exhibitions as a major phase of their junior activities work.

Class B fairs, on the whole, have been making a remarkable comeback since the dustbowl, depression days of the '30s. Spurred on by the generous financial aid of the dominion and provincial governments for plant improvements and assistance in junior work, their well-being is reflected in renovations and expansion.

Extensive Improvement

At Prince Albert, during 1949-'50, improvements costing \$30,000 were made, including a new exhibit building, a livestock sales ring, new fencing and permanent concession booths. Hard-surfacing of a part of the grounds is planned for this year at a cost of \$10,000. Improvements made in the period 1947-'50 amount to approximately \$100,000.

Moose Jaw, since its fair was reorganized in 1936, has put some \$54,000 into grounds improvements. A World War airport building bought and moved to the city at a cost of \$30,000 provides winterized living and classroom space for 60 young men to attend agricultural short courses.

At Lethbridge, Alta., the exhibition folded in 1939 and was reorganized in 1947 as the Lethbridge and District Exhibition and Roden Association. Faced with a deficit of over \$8,000 then, it now has assets of \$34,000 and has put \$35,000 of its profits back into repairs and improvements on its 50-acre plant in the past four years. This year it plans \$15,000 in improvements, including a new show and sales ring and a large concession building to replace many of the smaller booths.

Fair Hard Hit

The Weyburn Fair, hard hit but unbowed in the face of dust and

drought, is proud of its 43 years of continuous service. Its plant is valued at \$200,000. An organization that has done much in the way of youth development, it was the first B fair to sponsor a regional seed grain show, the first to sponsor inter-calf club shows and sales and the first to play host to members of American 4-H clubs.

At Yorkton, exhibition attendance has held up well despite terrific setbacks by rain and even a cyclone, which wrecked the grandstand just before an opening day. Yorkton, with excellent youth training facilities, sponsors junior club work and conducts fat stock shows, purebred cattle sales and seed grain fairs.

Another fair that recognizes the importance of developing junior agricultural work, Vermillion, Alta., conducts a one-week short course giving 120 young people valuable information along the practical lines of agriculture and home economics. Committees have also been set up to investigate ways of enlarging the present youth program.

Emphasizes Agriculture

The North Battleford Exhibition, 45 years old, places the emphasis on agriculture in its year-round program that includes a fat cattle show and sale, purebred bull sale, farm machinery demonstration, calf club and farm garden field days, weed control meetings, field crop competitions and assistance by way of cash bonuses to calf clubs.

The North Battleford show has been making a profit in the last six years and has spent thousands of dollars on renovations.

Lloydminster, keeping pace with the trend to mechanized farming, had \$250,000 worth of machinery on display at last year's fair and is planning now for a big showing of household appliances. Active since 1922 in promoting events other than its fair, the organization is particularly noted for its annual bull sales, now in their 32d year.

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Annals Hike Admission Fees

Continued from page 86

will hold its grandstand rates unchanged, front gate ducaus will sell for 25 cents and 50 cents, W. C. Wankberg, secretary, reports. Last year's admission was a straight 25 cents.

Hikes Gate Stand

PARKER, S. D., March 31.—Turner County Fair patrons will this year dig deeper for admissions to both the fair and grandstand, Dr. J. H. Shaeffer, secretary, announced. Front gate has been upped from 25 to 35 cents; grandstand ducaus from \$1 to \$1.20.

Up-Seats Stand

SKOWHEGAN, Mo., March 31.—Altho the outside gate at the 1951 Skowhegan State Fair will remain at the \$1 level, grandstand ducaus will undergo a sizable boost, according to R. E. Symons, general manager. To see the grandstand attractions patrons will pay \$1 to \$1.50 including tax, compared with 85 cents to \$1.25 a year ago.

General Hike

ROCKY MOUNT, N. C., March 31.—Norman Y. Chambliss, manager of Rocky Mount Agricultural Fair here, has announced a 10-cent increase on front gate admissions and a recaling of grandstand prices. New gate is 75 cents. Day grandstand tickets are now 50 cents.

Abilene, Kan., Completes New 60G Exhibit Building

ABILENE, Kan., March 31.—Central Kansas Free Fair here has completed its new \$60,000 exhibit building which will be used at this year's fair to display 4-H work, home demonstrations and open-class grains, C. S. Peck, secretary, announced.

The 136 by 96-foot fireproof structure is faced with native stone. The display room is equipped with tie stalls and will accommodate 50 head of livestock. In addition to the main hall, there is an assembly room, kitchen, storage space, office and two complete rest-rooms.

Attractions at this year's annual will include the Joie Chitwood thrill show and hot-air-pulling contests, with horse races also a possibility.

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and night 75 cents against a straight 60 cents last year.

Up Gate 25%

MONTICELLO, Ia., March 31.—Altho the grandstand continues free, Great Jones County Fair here will up its front gate admission price 25 cents, Claude Appleby, secretary, reports. New tab will be \$1 including tax.

Up Both 15 Cents

AUDUBON, Ia., March 31.—Gate and grandstand admissions at Audubon County Fair here will be boosted 15 cents this year, D. C. Perley, secretary, infos. Hike will place both gate and grandstand on a 75 cent price.

40 Cent Tix

ARLINGTON, Neb., March 31.—Washington County Fair here will increase its grandstand rates sharply from 60 cents to \$1 this year, H. C. McClellan, secretary, reports. Fair's 25 cent gate will continue.

Down Up Gate

MASON, Mich., March 31.—Patrons at Ingham County Fair here will pay 50 cents to go thru the front gate compared with 44 cents last year, Joy O. Davis, secretary, announced. Grandstand scale will remain unchanged at 60 and 90 cents, and \$1.20.

Drops Cheap Seats

CEDARVILLE, Calif., March 31.—Modoc County Fair will drop its lower-priced grandstand seats this year, with the stand to be priced at \$2 and \$2.50, according to Walter T. Rodman, secretary. Last year's prices were \$1, \$1.80 and \$2.50. Gate continues free.

New Prize Sked

ST. JAMES, Minn., March 31.—Watowau County Fair will hang up complete new price skeds this year, upping admissions at the front gate and grandstand. Outside gate will be 50 and 25 cents compared with 40 and 25 cents last year, Hubert Ransom, secretary, reports. Grandstand is now scaled at 75, 50 and 25 cents against 50 and 25 cents in 1950.

Jer Rates Up

LA CROSSE, Wis., March 31.—La Crosse Interstate Fair will boost admission prices to its grandstand attractions from the 50-cent and \$1 rates of last year to \$1 and \$1.25, Joseph W. Frisch, secretary, reports. Ice Varieties will be both the day and night attraction here.

Ups Better Seats

CLEARFIELD, Pa., March 31.—Clearfield County Fair will get a nickel more for its better grandstand seats this year, but will hold to its 50-cent front gate, J. Hogenstogler, secretary, infos. New stand scale is 50 cents to \$1.25 compared with 50 cents to \$1.20 last year.

Gate Up 15 Cents

COBLESKILL, N. Y., March 31.—Admission to the Cobleskill Agricultural Fair here will be hiked 15 cents, according to Dr. D. W. Beard, secretary. New front gate rate is 75 cents. Grandstand is unchanged at 50 cents and \$1 for general and reserved seats.

Carrollton, Ga., Buys 35-Acre Site

CARROLLTON, Ga., March 31.—The 1951 West Georgia Fair here will be held on a new 35-acre site purchased recently by the association. New site is located on the Villa Rica Highway, adjacent to the airport.

Stock is being sold locally to finance the project with an estimated \$10,000 needed to pay for the land and erect permanent concrete block exhibit buildings.

Mineola Pacts B. Ward Beam, Circle W Unit

MINEOLA, N. Y., March 31.—B. Ward Beam's Thrill Show and the Circle W Ranch Rodeo have been joined as grandstand attractions for Mineola Fair, September 11-16, J. Alfred Valentine, fair prexy, announced this week.

Thriller is scheduled for two performances Sunday, September 16. The rodeo will be the attraction the other five days and nights. It will mark the ranch unit's first appearance at this annual. The Beam org. last played Mineola 18 years ago.

There will be no fireworks on Sunday during this year's run, and fair gates will not open until 1 p.m. in order not to conflict with church services.

Detroit Lakes Completes New Fish-Game Bldg.

DETROIT LAKES, Minn., March 31.—The 1951 Becker County Fair here will open its new conservation building, a 34 by 50-foot structure built by sportsmen's organizations of the county, G. W. Peoples, secretary-manager, announced.

The white frame building is constructed entirely of lumber grown and milled in the county and incorporates a concrete fish and game pool and five aquarium tanks. It is sited in the center of the fair-ground.

Exhibit space demand from conservation groups has already exhausted that available and an enlargement is contemplated, according to Peoples.

West Sacramento, Long Beach, Calif., Set 1951 Annuals

LOS ANGELES, March 31.—Two California fairs will make their debut this year, with the Long Beach Community Fair set to run five days starting April 11 and the West Sacramento Country Fair opening June 23 for two days.

The Long Beach event will be sponsored by the Lions Club and held in Memorial Stadium. Pan-American Shows, the Louis Gabel-Jimmy Wood organization, will play the affair and supply an 80 by 280-foot big top for the merchant, industrial and automobile shows. Concessions will be handled by the 20 participating civic clubs.

The West Sacramento event, located in Yolo County, was set by the West Sacramento Co-Ordination Council, headed by Samuel Combs.

Metropolis, Ill., Adds Light Plant To New Grandstand

METROPOLIS, Ill., March 31.—Massac County Fair here is building a new grandstand and will have lights for night racing this year, Paul T. Powell, secretary, announced.

Fair program will include two performances of the Jack Kochman thrill show, horse races both afternoons and evenings and a queen and king contest.

The White Horse Troupe and Tivoli Exposition Shows will play still dates during the season.

Asheboro's Annual Plans Improvements

ASHEBORO, N. C., March 31.—With a memorandum to its charter increasing its capitalization to \$50,000 completed, the Center of North Carolina Fair Association, Inc., has framed plans to improve its physical set-up as soon as materials are available. W. C. York, secretary, said this week that plans call for construction of a new grandstand, new exhibit buildings and an enlarged race track.

Negro exhibits at the annual have grown to such an extent that the association plans to operate white and Negro fairs independently of each other each year, York said.

Emphasis Put On Exhibs by Camden Expo

CAMDEN, N. J., March 31.—Several unusual exhibits and features are scheduled for South Jersey State Fair and Exposition, to be held here May 24-June 2. Reports Samuel Burgdorf, director general of the fair.

Since the fair is opening on a Sunday, it has scheduled religious services to be held on the grounds by five churches in the area, augmented by choral groups. Burgdorf says the fair has arranged for an outstanding exhibit, "Signal Corps in Peace and War," to be staffed by two officers, three enlisted men and 15 enlisted women. The women will conduct tours thru the exhibit which consumes 2,200 feet of space. Another unusual exhibit will be presented by the Anthracite Institute, displaying a full line of anthracite automatic home heating equipment. Heating engineers will staff the 300-foot exhibit and provide literature on heating equipment.

Other exhibits by the armed services, together with county and State exhibits, will be on hand, said Burgdorf. More than 2,400 feet of space has already been contracted, and civic, fraternal and social agencies have signified their intention of having exhibits.

Rhinebeck, N. Y., Sets Two Special Children's Days

RHINEBECK, N. Y., March 31.—Dunes County Fair here will hold two children's days this year, Tuesday and Saturday, with youngsters up to 16 years old admitted free on both days and ride prices cut in half, Richard C. Murray, secretary, announced.

Annual will open its new \$50,000 4-H building. All roads have new black topping and the front gate has been enlarged. Plans for a \$30,000 cattle shed and expansion of parking facilities have been shelved temporarily.

New program features include horse and oxen pulling contests. Non-fair activities include stock car races every Saturday night, horse show training every Saturday and Sunday, Rotary Club horse show, a benefit rodeo and horse racing.

Bloomfield, Neb., Ups Rodeo Admish, Drops Front Gate

BLOOMFIELD, Neb., March 31.—Knox County Fair and Rodeo here will feature a world's championship rodeo under sponsorship of the Rodeo Cowboys' Association at this year's fair. Admission will boost its grandstand admission and drop its front-gate charge, C. B. Alexander, secretary, announced.

Rates for the show, which is set for three matinee performances, will be \$1.50. Night revue will be priced at 75 cents. Last year's grandstand tickets sold at 25 cents straight. Last year's front gate of \$1, however, will be dropped with a 50-cent parking charge only in effect.

Servicemen's Tab

Continued from page 86

fairs which will open their outside gates to the servicemen include: California—San Jose, Sonora, Idaho—Cambridge, Blackfoot, Illinois—Knoxville and Metropolis.

Indiana—Corydon, Goshen, Iowa—Hampton, Keosauqua, Michigan—Gladwin, Big Rapids and Pickford, Minnesota—Cambridge, Proctor, and Willmar.

Nebraska—Stanton, Norden, Arlington, North Platte and Stapleton, New York—Lowville, Cobleskill, Rhinebeck, and Greenwich, Ohio—Caldwell, Xenia, Wapakoneta, Paulding and Wauseon, Pennsylvania—Harford, Clearfield and Gratz.

South Dakota—Parker and Tripp, Wisconsin—Saxon, Union Grove and Manitowish.

Also Berryville, Ark.; Stafford Springs, Conn.; Germantown, Ky.; Lewiston, Me.; Forest, Miss.; Doon, Mont.; Bridgeton, N. J.; Hickory, N. C.; Cloverdale, B. C., and Tillsburg, Ont.

Huron, S. D., To Spend 300G On 4-H Bldgs.

HURON, S. D., March 31.—South Dakota State Fair this year will spend \$300,000 on construction of two 4-H dormitories and a combination kitchen-dining room, F. L. Hafner, secretary, announced.

With the sun already appropriated by the late winter, work will get under way soon in order to complete the buildings in time for this year's fair. The dorms will contain approximately 25,000 square feet and the mess hall 10,000 feet.

Additional facilities for 4-H livestock will also be provided by re-erecting the large machinery hall.

Trenton Sets New Features

TRENTON, N. J., March 31.—Principal new features for New Jersey State Fair here, September 23-30, will be a kiddie playland, commercial building, livestock building and an additional entrance made possible by a recent land purchase, according to Norman L. Marshall, secretary.

Entertainment features include harness racing, American Automobile Association car meets, thrill show and a grandstand revue. World of Mirth Shows have the midway.

Admission prices remain the same as last year. Daytime fees will be 80 cents, with night entrance, 60 cents. Grandstand charges range from \$1.70 to \$2.70. A new grandstand roof has been installed, and toilet facilities have been improved and enlarged.

Non-fair activities slated for the plant include cattle sales, picnics, outings, conventions and July 4th fireworks, sponsored by local government bodies.

Pittsburgh Runs On Schedule; Army Withdraws

PITTSBURGH, March 31.—Allegheny County Fair will operate on schedule this year as the result of the army's withdrawal of its request to use the fair's three main buildings for military purposes.

Fate of the 1951 fair had been up in the air since the request was made to take over the Electric Building, Agricultural Hall and Schoonmaker Hall for use as automotive and ordnance maintenance shops.

Dusty Farnsworth, Douglas Manager, Rejoins Air Force

DUNGLAS, Wyo., March 31.—E. W. (Dusty) Farnsworth, secretary-manager of Wyoming State Fair here, has been recalled by the Air Force and will report for active duty in mid-April.

Farnsworth was a captain and fighter pilot in World War II and saw combat service in Africa and Sicily. A successor is expected to be named at the next meeting of the board of agriculture the first week in April.

Buxton Exits Columbia Plant

COLUMBIA, S. C., March 31.—Transfer of the lease on horse training facilities at the State fairgrounds here from Clarence Buxton to Dr. F. Porter Caughman Jr. of this city, and Mrs. Ted LeGare, Latonia, Ky., was announced this week.

Buxton, whose lease ran until 1953, sold the last two years of it for an undisclosed sum. He said he became dissatisfied with conditions at the track earlier this year. Buxton claimed fairgrounds management refused to move certain fences which he considered dangerous. He left immediately for New York.

Max Hirsch, main trainer at Columbia, said he will return next season with King Ranch horses. About 100 animals usually train here each year.

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1951 Fair Dates

Continued from page 75

- Warren-Marshall Co. Fair, July 16-18. Ken & Nelson.
 Waacata-Waacata Co. Fair, Aug. 2-8. Judge Leon J. B. Barton.
 Wilmar-Kendall Co. Fair, Sept. 17-18. Albert E. Thompson, Spier, Minn.
 Worthington-Nobles Co. Fair Assn. Aug. 20-22. L. A. Hona.
- MISSISSIPPI**
 Corinth-Tri State Fair, Sept. 24-26. Richard J. Penny Jr.
 Forest-Scott Co. Colored Fair Assn. Oct. 15-20. Ananias Ware.
 Jackson-Mississippi State Fair, Oct. 8-13. J. M. Dean.
 Meridian-Mississippi Fair & Dairy Show, Oct. 1st. W. R. Kammeyer.
 New Albany-Union Co. Fair Assn. Sept. 17-22. L. C. Wilson.
 Tupelo-Mississippi-Alabama Fair & Dairy Show, Oct. 2nd. James M. Bavery.
 Yazoo City-Yazoo Co. Fair Assn. Oct. 1-8. J. N. Ballard.
- MISSOURI**
 Aurora-Tri-County Fair, Sept. 26-29. Garretl Meidert.
 Bethany-Northwest Mo. State Fair, Sept. 2-8. L. M. Hughes.
 Booneville-Daniel Boone Days Celebration & Fair, Aug. 13-15. J. M. Meredith.
 Butler-Butler Fair, Sept. 13-14. A. F. Hildebrandt.
 California-Montrose Co. Fair, Aug. 1-4. Harold Kinde.
 Cape Girardeau-Southeast Mo. District Fair, Sept. 18-19. Elmer P. Lind.
 Carthageville-American Legion Fair, Oct. 5-7. H. E. Malouros.
 Cole Camp-Cole Camp Fair, Sept. 13-18. E. L. Junge.
 Dexter-Stoddard Co. Agril. Show, Sept. 17-22. Thomas J. Reid.
 Eldorado Springs-Tri-County Fair, Sept. 14-15. Parks Bacon.
 Fulton-Galloway Co. Fair Assn. Aug. 14-17. Jack Atkinson.
 Gall-Gall Community Fair, Sept. 13-15. Gerald Butler.
 Gillman City-Gillman City Fair, Aug. 2-4. M. R. Hutcheson.
 Hermitage-Wickory Co. Pres. Fair Assn. Aug. 2-6. Mrs. L. A. Roberts.
 Huntville-Huntville Fair & Festival, Sept. 10-11. R. C. McClure.
 Jefferson City-Cole Co. Fair, July 26-28. Edw. J. Worstachek.
 Kansas City-American Royal Livestock & Horse Show, Oct. 11-20. A. M. Patterson.
 Kirksville-Northeast Mo. Fair Assn. Aug. 21-31. N. C. Allen.
 Lamar-Lamar's Farm & Indust. Expe. Sept. 20-22. Bud Moore.
 Linn-Linn Old Settlers Fair, Aug. 7-9. J. Marvin Garner.
 Mason-Mason Co. Fair Assn. July 30-Aug. 2. Clyde Butler.
 Mansfield-Osark Summ. Expo. July 31-Aug. 4. Ous Rucking.
 Mexico-Adair Co. Fair, Aug. 7-10. Dean Black.
 Platte City-Platte Co. Agril. Assn. Aug. 30-Sept. 2. J. Frank Johnson.
 Rockport-Atchison Co. Fair, Aug. 23-24. E. J. Braud.
 Salem-Charles & Charles Co. Fair, Sept. 6-8. Kurt E. Schaefer.
 Saline-Genesee-St. Genevieve Co. Fair, Aug. 31-Sept. 1. P. A. Baechle.
 Sedalia-Missouri State Fair, Aug. 12-26. William E. Preston.
 Senath-Am Legion Dunklin Co. Fair, Sept. 25-28. Alfred W. Johnson.
 Springfield-Osark Empire Fair, Aug. 11-17. Chas. Hoffman.
 Trenton-North Central Mo. Fair, Aug. 11-17. Chas. Hoffman.
 Unionville-Putnam Co. Agril. Soc. Sept. 4-7. Marjole H. Wycliffe.
 Vandalia-Vandalia Community Fair, Aug. 29-Sept. 1. Russ R. Morris.
 Versailles-Morgan Co. Fair Assn. Sept. 8-9. Charles E. Johnson.
 Vienna-Maria Co. Fair, Sept. 6-8. Theron A. Ella, Meta, Mo.
 Washington-Washington Community Fair, Aug. 18-19. Van Shuller.
- MONTANA**
 Baker-Fallon Co. Fair, Aug. 14-26. Groe Hoff.
 Billings-Midland Empire Fair & Rodeo, Aug. 13-18. Harry L. Fulton.
 Dodson-Phillips Co. Fair, Aug. 11-18. W. H. B. Black.
 Fort Benton-Chouteau Co. Fair, Sept. 6-9. W. J. Shirley.
 Great Falls-North Montana State Fair, Aug. 4-11. Leo C. Egan.
 Miles City-Eastern Montana Fair, Sept. 1-3. J. H. Bohling.
 Shelby-Marias Fair, July 16-19. Clifford D. Coover.
- NEBRASKA**
 Alliance-Boone Co. Fair, Sept. 13-14. Floyd Gilmer.
 Arlington-Washington Co. Agril. Soc. Aug. 22-24. H. C. McMillan.
 Ashburn-Nemaha Co. Fair Assn. Aug. 22-24. O. E. Codrington.
 Aurora-Hamilton Co. Agril. Soc. Aug. 27-30. H. E. Toof.
 Bartlett-Wesley Co. Fair, Aug. 3-6. Everett Reno.
 Baxsted-Rock Co. Fair Assn. Aug. 24-26. Earl Anderson.
 Beatrice-Beatrice Co. Agril. Assn. Sept. 15-20. J. M. Quisenberry.
 Beaver City-Putnam Co. Fair Assn. Aug. 6-8. E. H. Praybush.
 Benkelman-Dundy Co. Fair, Aug. 23-25. Joe W. Laughlin.
 Bladen-Webster Co. Agril. Assn. Aug. 9-11. Elizabeth Boyde.
 Bloomfield-Knox Co. Agril. Soc. Sept. 9-12. Chris B. Alexander.
 Bridgeport-Morrell Co. Fair Assn. Sept. 1-4. Cedric Conover.
 Broken Bow-Custer Co. Agril. Soc. Aug. 21-24. M. L. Doud.
 Burnell-Nebraska's Big Rodeo, Aug. 8-11. Paul Banks.
 Central City-Merrick Co. Fair Assn. Week of Aug. 22. Mrs. Glenn John.
 Chambers-Holt Co. Agril. Soc. Aug. 29-Sept. 1. Edw. A. Wink.
 Chappell-Dawel Co. Fair, Aug. 13-15. Charles Pully.
 Clay Center-Clay Co. Agril. Soc. Aug. 16-19. Ivan J. Ribbeck.
 Columbus-Platte Co.-Mid-Neb. 4-H Fair, Aug. 20-21. W. H. Buckner.
 Concord-Dixon Co. Agril. Soc. Aug. 29-31. Roy B. Johnston.
 Crete-Saline Co. Fair, Aug. 23-26. Ernest A. Viann.
 Culbertson-Sitkaheok Co. Agril. Soc. Aug. 18-19. Ervin Coyne.
 David City-DeWitt Co. Agril. Soc. Aug. 26-30. J. C. Byers.
 Daulton-Thayer Co. Agril. Soc. Third week in Aug. Milton E. Becker.
 Dunsmuir-Blaine Co. Fair Assn. Sept. 6-9. Verona Johnson.
- Elwood-Cosper Co. Fair, Sept. 13-16. M. R. Morgan.
 Kunkle-Burtis Fair, Aug. 21-23. Richard Hagan.
 Fairbury-Jefferson Co. Fair, Aug. 7-10. J. W. Winslow.
 Hildreth-DeWitt Co. Agril. Soc. Aug. 7-10. Cliff Ashburn.
 Fremont-Fremont 4-H Club Fair, Aug. 6-10. C. W. Motter.
 Geneva-Fillmore Co. Fair, Aug. 14-16. Howard W. Hamilton.
 Gordon-Sharpsburg Co. Agril. Soc. Sept. 7-9. George D. Dorn.
 Grant-Perkins Co. Agril. Soc. Aug. 18-18. W. E. Canady, Madrid, Neb.
 Harrison-Blount Co. Fair Assn. Aug. 23-25. Melvin E. Meter.
 Hartington-Cedar Co. Agril. Soc. Aug. 19-22. James A. Walls.
 Hastings-Adams Co. Agril. Soc. Aug. 14-17. Joe E. Glickel.
 Hemingford-Box Butte Co. Agril. Soc. Aug. 30-Sept. 1. Paul Ruhl.
 Holdrege-Phelps Co. Agril. Soc. Aug. 14-17. A. F. Johnson, Funk, Neb.
 Homer-Dakota Co. Agril. Soc. Aug. 23-25. James Allaway.
 Humboldt-Richardson Co. Agril. Soc. Sept. 13-14. E. Watson.
 Ryan-Grant Co. Agril. Soc. Aug. 21-21. Mrs. Earl Hayward.
 Imperial-Imperial Co. Fair, Aug. 22-25. Herman Brill.
 Johnston-Brown Co. Fair, Sept. 1-3. Kenneth Orsif, Alsworth, Neb.
 Kearney-Buffalo Co. Agril. Assn. Aug. 27-31. Earl H. Ramsay.
 Kimball-Kimball Co. Agril. Assn. Aug. 10-10-Sept. 1. E. H. Rambo.
 Leigh-Callas Co. Agril. Soc. Aug. 21-24. Otto C. Weber.
 Lewisburg-Semin Co. Fair, Aug. 27-28. James A. Fought.
 Lexington-Dawson Co. Agril. Soc. Aug. 18-18. Monte Kiffin.
 Lincoln-Lancaster Co. Fair, Sept. 3-7. Clarence Patterson, Route 4.
 Lincoln-Nebraska State Fair, Sept. 2-7. Eva Schultz.
 Loup City-Sherman Co. Agril. Assn. Aug. 18-21. Clark Reynolds.
 Neligh-Melrose Co. Fair, Aug. 21-29. Earl J. Meyer.
 McCook-Red Willow Co. Fair, Aug. 14-14. Don Thompson.
 Minden-Kearney Co. Agril. Assn. Aug. 22-24. Mervin Peterson.

(Continued on page 94)

Littleton Sets Midway, Elects

LITTLETON, Colo., March 31.—Rocky Mountain Empire Shows have been booked for the August 10-12 Arapahoe County Fair here, and plans have been made to offer five grandstand performances—three evening shows and two afternoon shows of harness racing and horse shows—it was announced by Chairman Forest F. Hammes following a March 12 meeting of directors and election of officers.

Elected were Richard H. Simon, president; Rudolph Lemcke, vice-president; and U. C. Thomas, who remains in the secretary-treasurer post but has held since the association's organization five years ago. Plans have been mapped for the 40-acre fairgrounds, including a new administration building, stock barn, paddock and dance platform, all to be completed before August 1. With more than 800 4-H children in the county, both 4-H and open class exhibitors are expected to exceed by some 20 per cent last year's record entries. The association maintains a free gate and plans to hold grandstand admissions at last year's levels. Officials are looking for increased attendance this year because of erection of a neighboring drive-in theater and construction of the Centennial Race Track a half-mile away.

Edmonton Ex Sets Parade

EDMONTON, Alta., March 31.—Edmonton Exhibition here will hold its first parade in 10 years the opening day of the fair, officials announced.

Work on the fair's new 8,000-seat grandstand is expected to be completed sometime in May. The old part-mutual buildings, which obstruct the views of some grandstand patrons, will be razed with a temporary paddock building to be erected on the site.

Car stickers, carrying a sketch of the new grandstand and the words "Edmonton Exhibition, 1951" will be distributed as advance promotion.

Price Inks 15 Annals

STAUNTON, Va., March 31.—L. K. Price's Annals Service has been signed for the following fairs: Harrington, Del.; Lewisburg, W. Va.; Galax, Covington, Richmond, Chase City, Petersburg and Staunton, Va.; Port Royal and Flourown, Pa., and Spartanburg, Orangeburg, Columbia, Florence and Sumter, S. C.

Yakima Adopts Pioneer Theme

YAKIMA, Wash., March 31.—Theme of Central Washington Fair here this year will feature pioneer exhibits of all types, including old-style automobiles, wagons, phonographs and early-century costumes. J. Hugh King, manager, announced.

In addition, a tribe of Yakima Indians is sketched to set up a village on the grounds and will demonstrate early Indian customs. Pioneers of the Central Washington area will attend the fair Saturday dressed in early-day costumes.

Fair has added a miniature train ride which runs around the plaza, built a new stage in front of the reroofed grandstand and a new cyclone fence around the livestock barns, King said.

Knoxville, Ill., Event Adds One Day to Run

KNOXVILLE, Ill., March 31.—Knox County Fair here will operate five days this year, one more than in the past, Ray Swanson, secretary, reports. Motorcycle races Friday afternoon will be a new attraction.

Plant Improvements include remodeling and modernizing of the grandstand and other buildings.

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 Springfield, Ohio

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Amarillo, Texas 18,500 paid
Sept. 19-22, 1950 admissions

St. Louis, Mo. 16,750 paid
June 2-8, 1950 admissions

Kansas City, Mo. 10,500 paid
Jan. 29-Feb. 2, 1950 admissions

Toledo, Ohio 13,600 paid
Dec. 3, 1950 admissions

Indianapolis, Ind. 16,500 paid
New Year's week-
end 1951 admissions

Atlanta, Ga. 6,600 paid
Dec. 10, 1950 admissions

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Nashville, Tennessee



THIS YEAR WLS WILL AGAIN BE AT THE MIDWEST STATE FAIRS!

WLS participation in Midwest State Fairs will again be a major attraction. Last year at the Illinois State Fair alone 12,000 people paid to see the 5-hour long WLS National Barn Dance presented as the opening feature of the Fair. The story was the same at Indiana and Wisconsin—larger, more enthusiastic crowds anxious to see and talk to the folks from their favorite station—WLS.

TOP RECORDING STARS ON WLS!

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MAPLE CITY 4
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HOMER and JETHRO
JOHN DOLCE
ARKANSAS WOOD CHOPPER



Mitchell—Scotts Bluff Co. Agr. Soc. Sept. 2-3. W. Hickman.
Nellie—Antelope Co. Fair Assn. Aug. 27-30. Clinton Stonebraker.
Nelson—Nuckolls Co. Fair. Aug. 21-23. W. E. McKee.
Norden—Keya Paha Co. Agr. Soc. Sept. 8-9. Leonard McCormick.
North Platte—Lincoln Co. Agr. Assn. Aug. 20-23. Paul J. Thomson.
Oakland—Burl Co. Agr. Soc. Aug. 23-25. Edgar Haasler, Lyndal West.
Ogallala—Keith Co. Agr. Soc. Aug. 20-23. E. A. Gentry.
Omaha—St. Mary's Livestock Show & Rodeo. Sept. 21-Oct. 3. J. J. Lasacon.
Orleans—Harrison Co. Junior Fair. Aug. 23-25. W. A. Lennemann.
Oswego—Polk Co. Agr. Soc. Aug. 21-23. Robert L. Mills.
Pawnee City—Pawnee Co. Fair. Aug. 28-29. Sept. 1. Tom Sawyer.
Pierce—Pierce Co. Agr. Assn. Aug. 26-28. David Wolf.
Saini—Paul—Howard Co. Agr. Soc. Aug. 26-28. E. E. Krickmer.
Scribner—Dodge Co. Fair. Sept. 13-14. Virgil Kwanon.
Seward—Seward Co. Fair. Aug. 27-29. Paul M. Colburn.
Sidney—Cheyenne Co. Fair. Aug. 18-19. E. L. Hoover.
Spalding—Crosby Co. Fair Assn. Aug. 14-16. Don C. Smith.
Spencer—Boyd Co. Agr. Soc. Aug. 27-29. Ralph W. Black.
Springfield—Searcy Co. Agr. Soc. Aug. 16-18. Marven L. Vaughn, Papillion, Neb.
Stanton—Stanton Co. Agr. Soc. Sept. 8-11. William F. H. Beyer.
Stephens—Logan Co. Fair & Rodeo. Aug. 24-26. Byron Keiser.
Stockville—Plymouth Co. Fair. Aug. 23-26. Richard Hopkins.
Sturgis—Ogde Co. Fair Assn. Aug. 28-30. Charles Miller Unadillo, Mo.
Tecomah—Johnson Co. Fair Assn. Aug. 7-10. Lloyd D. Haldad.
Valentine—Cherry Co. Agr. Assn. Aug. 24-26. Hugh Putter.
Wahoo—Saunders Co. Agr. Soc. Aug. 30-31. E. K. Erickson.
Walthill—Thurston Co. Fair. Aug. 29-Sept. 1. Alfred D. Raun.
Waterloo—Douglas Co. Fair. Sept. 12-15. R. D. Herrington.
Wayne—Wayne Co. Fair. Sept. 12-18. Al Bahr.
Weeping Water—Cass Co. Agr. Soc. Aug. 22-24. Joe Bender.
West Point—Cuming Co. Fair. Aug. 24-26. Ed W. Baumann.
York—York Co. Agr. Soc. Aug. 22-24. R. L. Clark.

NEVADA
Winnemucca—Humboldt Co. Fair Assn. Sept. 1-3. Albert Lowry.
NEW HAMPSHIRE
Center Sandwich—Sandwich Town & Orange Fair. Oct. 12. Doris L. Bena, M. Sandwich.
Deerfield—Deerfield Fair Assn. Sept. 27-30. W. C. Maxwell, R. F. D. 1. Raymond, N. H.
Lancaster—Lancaster Fair. Aug. 31-Sept. 3. A. J. Kenney.
Plymouth—Plymouth Fair. Sept. 18-19. Delbert B. Gray.
Rochester—Rochester Fair. Sept. 16-22. Ralph E. Caine.
NEW JERSEY
Bridgeton—Cumberland Co. Co-op. Fair. Sept. 18-22. Raymond R. Riley.
Camden—South Jersey State Fair & Expo. May 24-June 2. Sam Burgdorf.
 Flemington—Flemington Fair Assn. Aug. 28-Sept. 2. B. H. Friedrich.
 Trenton—New Jersey State Fair. Sept. 23-30. Norman L. Marshall.
 Troy Hills—Morris Co. Fair Assn. Aug. 21-25. Mrs. Susan Dec. Condr, R. D. 1. Parapony.
 Woodbury—Gloucester Co. Fair. Sept. 3-4. George E. Lamb.

NEW MEXICO
Albuquerque—New Mexico State Fair. Sept. 29-Oct. 7. Leon Harms.
Bellevue—Valencia Co. Fair. Sept. 14-18. Fred Hunter Jr., Los Lunas, N. M.
NEW YORK
Alton—Alton Fair. Aug. 6-11. Frederick Crane.
Albany—Albany, Schenectady & Green Co. Fair. Aug. 21-26. Carl Lohme.
Arvon—Geneva Valley Breeders Assn. Sept. 7-8. John Stiehl.
Batavia—Genesee Co. Agr. Soc. Aug. 28-30. J. J. Kelly, Batavia, W.
Bath—Bath Fair. Sept. 3-6. J. Victor Frauent.
Boonville—Boonville Fair Assn. July 29-Aug. 4. Charles E. Pickbom.
Brookfield—Brookfield-Madison Co. Agr. Soc. Sept. 4. Raymond P. Borch.
Chatham—Columbia Co. Agr. Soc. Sept. 1-3. William A. Dardess.
Cohasset—Cohasset Agr. Soc. Sept. 11-13. D. W. Beard.
Corland—Corland Co. Agr. Soc. Aug. 13-15. Harry E. Thayer.
Dunkirk—Chautauque Co. Fair. Sept. 3-5. Carlton J. Larson.
Empire—Chemung Co. Agr. Soc. Aug. 12-15. Robert B. Turner, Horseheads, N. Y.
Governor—Governor & St. Lawrence Co. Fair. Aug. 6-11. Bligh A. Doda.
Hamburg—Erie Co. Fair. Aug. 29-31. Frank A. Slade, 1850 Union Road, Buffalo.
Hemlock—Hemlock Lake Union Agr. Soc. Aug. 29-Sept. 1. Ralph Barnard.
Leopold—Niagara Co. Fair. Aug. 13-14. Elmer A. Barrett.
Middleton—Orange Co. Fair Assn. Aug. 17-19. Robert R. Austin.
Minerva, L. J.—Minerva Fair. Sept. 11-16. Charles Bocherl.
Norwich—Chenango Co. Agr. Soc. Aug. 27-Sept. 1. E. Wall Shelden.
Owego—Tioga Co. Fair. July 23-18. William M. Miller.
Palmyra—Palmyra Fair. Aug. 31-25. W. Ray Covertse.
Rhinebeck—Dutchess Co. Agr. Soc. Aug. 29-Sept. 1. Richard C. Murray.
Schaghticoke—Schaghticoke Fair. Sept. 3-5. Gordon L. Barker, R. D. 1, Troy, N. Y.
Spruceton—New York State Fair. Sept. 1-8. Harold L. Cral.
Vernon—Vernon Agr. Soc. Aug. 31-26. James F. Burke.
Walton—Delaware Co. Agr. Soc. Aug. 14-16. Paul G. Williams.
Watertown—Jefferson Co. Agr. Soc. Aug. 28-31. E. H. Maday.
Westport—Essex Co. Agr. Soc. Aug. 29-Sept. 1. Lester H. Labodell, Wadsworth, N. Y.
Whitney Point—Broome Co. Agr. Soc. July 31-Aug. 4. Omer J. Brooks.

NORTH CAROLINA
Albemarle—Stanly Co. Fair Assn. Sept. 17-22. James R. Clark.
Asheboro—Center of N. C. Fair Assn. Sept. 17-23. W. C. York.
Beaufort—Carteret Fair. Oct. 22-27. T. E. Kelly.
Charlotte—Southern States Expo. Oct. 2-6. Dr. J. A. Dorion.
Elizabeth City—Bevero County Fair. Sept. 17-23. Norman V. Chambliss, Rocky Mount.

OHIO
Andover—Andover Street Fair. Sept. 7-8. Robert L. Thomas Jr.
Ashland—Ashland Co. Agr. Soc. Sept. 23-25. Harry O. Dolson.
Athens—Athens Co. Fair. Aug. 18-22. Earl Bridgewater, Champaign, O.
Attica—Attica Fair Assn. Aug. 8-10. Carl E. Carpenter.
Barlow—Barlow Agr. Assn. Sept. 27-28. Frank H. Proctor.
Bellevue—Lenaas Co. Agr. Soc. Aug. 21-25. Carl C. Kirk.
Bellville—Bellville Ind. Agr. Soc. Sept. 12-15. R. O. Kuchelstein, R. D. 1.
Berres—Cuyahoga Co. Agr. Soc. Aug. 15-19. Wm. H. Krossman.
Bowling Green—Wood Co. Fair. Aug. 14-17. John L. Clark.
Circleville—Crawford Co. Agr. Soc. July 31-Aug. 3. George Damschroder.
Clinton—Clinton Co. Agr. Soc. Aug. 26-Sept. 3. Thane L. Atwood, Middlefield, O.
Columbus—Harrison Co. Agr. Assn. Sept. 12-15. E. H. Barr.
Caldwell—Noble Co. Fair. Aug. 10-Sept. 1. J. K. Walkenshaw.
Canfield—Mahoning Co. Agr. Soc. Aug. 16-Sept. 1. E. E. Ziegler, Youngstown, O.
Canton—Stark Co. Agr. Soc. Sept. 3-7. Ed B. Wilson.
Carrollton—Carroll Co. Agr. Soc. Sept. 14-24. W. Casper, Malvern, O.
Celina—Mercer Co. Agr. Soc. Aug. 12-17. W. P. Archer.
Chillicothe—Knox Co. Agr. Soc. Aug. 26-24. Chas. J. Betsch.
Cincinnati—Cincinnati Fair. Sept. 12-18. Clarence A. Pitzer, Cincinnati, O.
Circleville—Circleville Co. Fair. July 30-Aug. 3. John B. Heahall.
Circleville—Circleville Co. Fair. Sept. 12-15. Ned H. Drembach.
Columbus—Ohio State Fair. Aug. 24-31. Howard B. Pount.
Coshocton—Coshocton Co. Agr. Soc. Oct. 5-8. E. W. O'Grady, R. 1, Triveter, O.
Crocket—Hartford Ind. Agr. Soc. Aug. 7-11. George F. McNamear, Johnsonown, O.
Dayton—Montgomery Co. Fair. Sept. 1-6. Goldie V. Scheible.
Delaware—Delaware Co. Agr. Soc. Sept. 10-12. Wm. B. Dea.
Dover—Tuscarawas Co. Agr. Soc. Sept. 18-21. W. O. Pindley, New Philadelphia, O.
Baton—Preble Co. Fair. Sept. 11-14. Wm. B. Fryer.
Findlay—Hancock Co. Agr. Soc. Sept. 4-7. R. L. Yate.
Fredericktown—Fredericktown Community Fair. Sept. 26-28. Irl Willis.
Fremont—Sandusky Co. Agr. Soc. Sept. 3-7. Russell S. Hull.
Gallipolis—Gallia Co. Agr. Soc. Sept. 18-22. M. M. Arlene, R. B. Biddell, O.
Georgetown—Brown Co. Fair. Oct. 1-4. Luther Kestel.
Greenleaf—Darke Co. Fair. Aug. 19-24. Frank Hietland, Rossburg, O.
Hamilton—Butler Co. Agr. Soc. Sept. 23-28. Barton Truster, Seven Mile, O.
Hillsville—Prentiss Co. Fair. Aug. 18-24. Howard Buckman, Farmer, O.
Hilliards—Franklin Co. Agr. Soc. Aug. 14-17. Arch A. Alder.
Hillsboro—Highland Co. Agr. Soc. Sept. 5-8. Walter West.
Jefferson—Jackson Co. Agr. Soc. Aug. 14-18. E. P. Walburn.
Kenton—Mardin Co. Agr. Soc. Sept. 25-28. M. E. E. Metherell, O.
Lancaster—Fairfield Co. Agr. Soc. Oct. 10-14. Russell W. Alt, R. R. 1, Baltimore.
Lebanon—Warren Co. Agr. Soc. Aug. 23-29. J. Corwin Nixon.
Lima—Allen Co. Agr. Assn. Aug. 21-24. Wm. F. Giraud.
Libon—Columbiana Co. Agr. Soc. Sept. 11-15. J. H. Sinclair, Hanoverton, O.
Lodi—Lodi Co. Agr. Soc. Sept. 1-5. James H. Barker.
London—Madison Co. Agr. Soc. Aug. 19-23. Fred M. Gray, Sackinburg, O.
Loudonville—Loudonville Street Fair. Oct. 2-4. Chas. Bernhard Jr.
Lucasville—Scioto Co. Agr. Soc. July 31-Aug. 4. A. S. Moulton.
McConnsville—Morgan Co. Agr. Soc. Sept. 6-9. Ray G. Smith.
Manchester—Richland Co. Agr. Soc. Aug. 16-18. Orville Kibler.
Maricopa—Washington Co. Agr. Assn. Sept. 3-5. L. E. Apple.
Marion—Marion Co. Agr. Soc. Aug. 19-24. C. H. Ford, L. Campbell, R. P. D. 1, Morley, O.
Marysville—Union Co. Agr. Soc. Sept. 11-14. Otto E. Hansen, R. 1, Plain City, O.
Maumee—Lucas Co. Fair. Aug. 9-12. O. W. Diener, Waterville, O.
Medina—Medina Co. Agr. Soc. Sept. 8-9. C. W. Maize.
Millersburg—Holmes Co. Agr. Soc. Aug. 16-18. Verlie H. Spreng, R. 1, Lakesville, O.
Montpelier—Williams Co. Fair. Sept. 8-13. Frank B. Altalter.

MOUNT GILEAD—Morrow Co. Agr. Soc. Aug. 15-18. Valentin Brown.
Mount Vernon—Knox Co. Agr. Soc. July 24-28. Henry G. Richards.
Napoleon—Henry Co. Agr. Soc. Aug. 16-17. J. A. M. Murr.
Norwalk—Huron Co. Agr. Soc. Sept. 11-13. Mrs. Effrieda Crayton.
Old Washington—Clematis Co. Agr. Soc. Sept. 28-30. Thomas E. Oracy, Cambridge, O.
Ottawa—Putnam Co. Agr. Soc. Oct. 3-8. Joseph L. Bricker.
Owensville—Clermont Co. Agr. Soc. Aug. 18-19. J. W. Evans.
Painesville—Painesville Agr. Soc. Aug. 22-23. Robt. Outhless.
Paulding—Paulding Co. Agr. Soc. Aug. 29-Sept. 1. O. L. O'Leary.
Pikeston—Pike Co. Agr. Soc. Aug. 9-11. Frank B. Cooper.
Plain City—Plain City Ind. Agr. Soc. Aug. 14-16. Walter Minshall.
Pomeroy—Meigs Co. Agr. Soc. Aug. 14-17. C. L. Heaton.
Proctorville—Lawrence Co. Agr. Soc. Aug. 23-27. Owen Griffith, Kitts Hill, O.
Randolph—Randolph Ind. Fair. Sept. 7-8. H. P. Hamilton.
Richwood—Richwood Ind. Agr. Soc. Sept. 2-8. Dana D. Lowe, R. 3, Marysville, O.
Saint Clairsville—Belmont Co. Agr. Soc. Sept. 1-4. Wm. R. Rulcher Jr.
Sidney—Shrubby Co. Agr. Soc. Sept. 9-14. Donald Brandt, RFD 1, Anna, O.
Sibley—Jefferson Co. Agr. Soc. Aug. 19-18. W. H. Rose, R. 1, Rayland, O.
Springfield—Clark Co. Fair. Aug. 18-19. R. S. Sauer.
Tiffin—Seneca Co. Agr. Soc. Aug. 31-24. C. C. Baker.
Troy—Miami Co. Agr. Soc. Aug. 15-17. Chas. R. R. R. 1, Canton, O.
Upper Sandusky—Wyandot Co. Agr. Soc. Sept. 11-15. Ross A. Winter.
Urbana—Montrose Co. Agr. Soc. Aug. 8-10. Howard Geddard.
Van Wert—Van Wert Co. Fair. Sept. 3-7. N. E. W. B.
Wapakoneta—Harrison Co. Agr. Soc. Aug. 5-10. Angie Eahn.
Warren—Trumbull Co. Agr. Soc. Aug. 7-11. Frank W. Rulcher, Newark, Ohio.
Washington C. H.—Wayne Co. Agr. Soc. July 31-Aug. 4. Mrs. J. Robt. Bryson.
Zanesville—Muskingum Co. Fair. Aug. 26-18. Fred D. Elmer, Free Concert, O.

MOUNT GILEAD—Morrow Co. Agr. Soc. Aug. 15-18. Valentin Brown.
Mount Vernon—Knox Co. Agr. Soc. July 24-28. Henry G. Richards.
Napoleon—Henry Co. Agr. Soc. Aug. 16-17. J. A. M. Murr.
Norwalk—Huron Co. Agr. Soc. Sept. 11-13. Mrs. Effrieda Crayton.
Old Washington—Clematis Co. Agr. Soc. Sept. 28-30. Thomas E. Oracy, Cambridge, O.
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Owensville—Clermont Co. Agr. Soc. Aug. 18-19. J. W. Evans.
Painesville—Painesville Agr. Soc. Aug. 22-23. Robt. Outhless.
Paulding—Paulding Co. Agr. Soc. Aug. 29-Sept. 1. O. L. O'Leary.
Pikeston—Pike Co. Agr. Soc. Aug. 9-11. Frank B. Cooper.
Plain City—Plain City Ind. Agr. Soc. Aug. 14-16. Walter Minshall.
Pomeroy—Meigs Co. Agr. Soc. Aug. 14-17. C. L. Heaton.
Proctorville—Lawrence Co. Agr. Soc. Aug. 23-27. Owen Griffith, Kitts Hill, O.
Randolph—Randolph Ind. Fair. Sept. 7-8. H. P. Hamilton.
Richwood—Richwood Ind. Agr. Soc. Sept. 2-8. Dana D. Lowe, R. 3, Marysville, O.
Saint Clairsville—Belmont Co. Agr. Soc. Sept. 1-4. Wm. R. Rulcher Jr.
Sidney—Shrubby Co. Agr. Soc. Sept. 9-14. Donald Brandt, RFD 1, Anna, O.
Sibley—Jefferson Co. Agr. Soc. Aug. 19-18. W. H. Rose, R. 1, Rayland, O.
Springfield—Clark Co. Fair. Aug. 18-19. R. S. Sauer.
Tiffin—Seneca Co. Agr. Soc. Aug. 31-24. C. C. Baker.
Troy—Miami Co. Agr. Soc. Aug. 15-17. Chas. R. R. R. 1, Canton, O.
Upper Sandusky—Wyandot Co. Agr. Soc. Sept. 11-15. Ross A. Winter.
Urbana—Montrose Co. Agr. Soc. Aug. 8-10. Howard Geddard.
Van Wert—Van Wert Co. Fair. Sept. 3-7. N. E. W. B.
Wapakoneta—Harrison Co. Agr. Soc. Aug. 5-10. Angie Eahn.
Warren—Trumbull Co. Agr. Soc. Aug. 7-11. Frank W. Rulcher, Newark, Ohio.
Washington C. H.—Wayne Co. Agr. Soc. July 31-Aug. 4. Mrs. J. Robt. Bryson.
Zanesville—Muskingum Co. Fair. Aug. 26-18. Fred D. Elmer, Free Concert, O.

OKLAHOMA
Alva—Woods Co. Free Fair. Sept. 13-15. O. McNeilly, Waynes, Okla.
Blackwell—Kay Co. Free Fair. Sept. 11-15. W. H. Johnson, Nowata, Okla.
Chandler—Lincoln Co. Free Fair Assn. Sept. 8-9. Oran Stipe.
Corvett—Washita Co. Fair. Sept. 6-8. James V. Son.
Enid—Garfield Co. Fair Assn. Sept. 10-15. Pauline Major Co. Free Fair. Sept. 18-21. Clifford Hester.
Holdenville—Hughes Co. Free Fair Assn. Sept. 1-3 (tentative). Vernon J. Frye.
Muskogee—Oklahoma Free State Fair. Sept. 30-Oct. 7. M. E. Twidell.
Oklahoma City—Oklahoma State Fair & Expo. Sept. 22-29. C. O. Baker.
Pawnee—McCurtain Co. Free Fair. Sept. 12-15. L. J. James.
Shawnee—Pottawatomie Co. Free Fair. Sept. 17-20. Frank Kuehler.
Tulsa—Tulsa State Fair. Sept. 15-23. Clarence C. Lester.

OREGON
Albany—Elgin Co. 4-H Fair. Aug. 27-29. O. E. Mizkell.
Burns—Coos Co. Fair. Sept. 14-18. George W. Bain.
Deer Island—Columbia Co. Fair. Aug. 14-18. Jewel W. Bick, Clatskanie, Ore.
Graham—Multnomah Co. Fair. Aug. 20-26. Mrs. Ella S. Wilson.
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Miller's SEALS advertisement featuring a seal illustration and text: 'Thanks SOUTH AMERICAN PUBLIC and DIRECTORS For pleasant engagement From a 10-week Contract to 40 MONTHS HOME SWEET HOME Coney Island Park, CARACAS, VENEZUELA OF THE PENGUIN FARM, Route 2, BELLAIRE, OHIO'.

ZEKE WILLIAMS WESTERN BAND advertisement featuring a photo of Zeke Williams and text: 'Serving A Great Western Texas area with fine entertainment for Fairs, Rodeos, Club Dances. "The Cowboy's Dream" "What a Friend We Have in Jesus" Columbia Record #20553 This is available in both 45 and 78. Individuals and organizations who demand the best, contact us. 1058 OAK ST. ABILENE, TEXAS PHONE: 1-4389'.

BILLY OUTTEN diving sensations advertisement featuring a photo of Billy Outten and text: 'A SHOW WITH A THRILL for PARKS ★ FAIRS ★ CELEBRATIONS Concluding With the Famous Fire Into Fire Dive GEO. M. HARTON AGENCY PITTSBURGH 29. PA. WELLINGTON 1-3282'.

PENNSYLVANIA

Abbottstown—Adams Co. Fair, Aug. 14-18. Mary E. Kifer.
Allentown—Allentown Fair, Sept. 17-23. Reba D. Sehall.

Jackson—West Tenn. District Fair, Sept. 10-15. A. U. Taylor.
Knoxville—Tennessee Valley Fair, Sept. 10-15. Pal W. Kerr.

Emex Junction—Champlain Valley Expo. Aug. 17-Sept. 1. H. E. Drury.
Hartland—Hartland Fair, Aug. 21-23. M. P. Rogers.

Cordile—Northeastern Wash. District Fair. Sept. 11-18. Bernard Hakken.
Dayton—Lincoln Co. Fair Assn. Sept. 8-8. C. Rose Trout.

Voorhees-Fleckles ICE VARIETIES. BOOKED 17 Out of 23 Weeks. Beginning May 1. A Few Choice Dates Still Available. Contact Voorhees-Fleckles, Inc. 32 W. Randolph St. Chicago 1, Ill. Phone 2-8600

Clearfield—Clearfield Co. Fair Assn. July 20-Aug. 4. Edward A. Clark.
Connellsville—Pineau Valley Community Fair, Sept. 4. Buren V. Kefauver.

TEXAS
Abilene—West Texas Fair Assn. Sept. 24-29. John W. Smith.
Angleton—Brazoria Co. Fair, Oct. 6-13. L. K. Bumgarner.

Amherst—Amherst Co. Fair Assn. Oct. 17-21. W. M. Goodaway.
Chase City—Chatham Co. Fair Assn. Oct. 6-13. Gayland E. Mims.

Leo Couture Presents Thrilling Comical and Graceful Diving. Outstanding for OUTDOORS and INDOORS. Contact Your Booking Agency. Or Write, Wire or Phone LEO COUTURE, 2009 Berri St. Phone MARQUETTE 4369, MONTREAL, CANADA

RHODE ISLAND
Kingston—Rhode Island State Fair, Aug. 12-18. James C. Muldowney, W. Kingston.

UTAH
Hober—Wasatch Co. Fair, Aug. 11-18. Catherine Moulton.
Loans—Cache Co. Fair & Rodeo, Aug. 16-18. Kenneth R. Cardon.

WASHINGTON
Bremerton—Kitsap Co. Fair, Aug. 22-28. C. W. Beck.
Centralia—Southwest Wash. Fair Assn. Aug. 22-29. Arthur W. Shurt.

SOUTH DAKOTA
Huron—South Dakota State Fair, Sept. 3-8. F. L. Hafner.
Mitchell—Corn Palace Festival, Sept. 24-29. H. N. Hoole.

VERMONT
Batton—Orleans Co. Fair Assn. Sept. 6-8. Anita M. Quintin.

MISSOURI
St. Louis—World's Fair, 1904.
St. Louis—World's Fair, 1904.

TENNESSEE
Chattanooga—Chattanooga-Hamilton Co. Interstate Fair, Sept. 17-22. Mrs. Madge H. Atwood.

for Bookings write... HAL PEARCE PRODUCTIONS BOX 4037, STA. A DALLAS, TEXAS

950 HEADLINE ATTRACTION. Your 1951 feature. The Sensational ORTONS. DORRIE & VERNI. Presenting an Original Creation "A FLIRTATION IN THE SKY". The only girl to accomplish a one-hand stand 100 feet in the air.

Eastern Representative AL MARTIN AGENCY HOTEL BRADFORD - BOSTON, MASS.

PLAYLAND PARK ROCKAWAY N.Y. SPORT SHOW. Mills OLYMPIA CIRCUS LONDON, ENG. CARNIVAL. STATE FAIR OF TEXAS DALLAS. SHRINE CIRCUS.

North, AGVA Meet in N. Y. On Contract

Tussle Expected; Union Threatens To Strike R-B

CHICAGO, March 31.—A wire received at press time from V. N. Connors, of the AGVA national office, said that an amiable agreement had been reached with the Ringling-Barnum circus.

NEW YORK, March 31.—American Guild of Variety Artists representatives here girded today for a tussle with John Ringling North, president of the Ringling-Barnum circus, over the matter of a union contract for the show.

An AGVA spokesman voiced the belief that negotiations would not run smoothly. Previous conferences between AGVA reps and circus officials at the Big Show's Sarasota, Fla., quarters proved fruitless as far as a signed pact was concerned.

Should negotiations break down, AGVA said they would have picketed around Madison Square Garden, site of R-B's initial stand of the season, in a matter of minutes. AGVA expects that if a strike is necessary the aid of 12 to 15 unions affecting virtually every operation of R-B here could be enlisted.

Meeting between AGVA and North was scheduled for 2:30 p.m. today. The AGVA man said that as of the moment he did not expect that any other spot besides the Garden would be picketed. Last year, in a similar dispute, AGVA officials threatened picketing of costume houses supplying R-B and the Mott Haven railroad yards here, site of the show's arrival from Florida.

Neither North or Art Concello, general manager of Ringling-Barnum, were available for comment, altho North was understood to have arrived in Gotham last night. The AGVA rep declined to spell out the terms of the proposed pact beyond indicating that it called for a union shop and a method of settling disputes.

AGVA spokesman said he had showed the contract to several R-B officials, discussed its terms with them and that none of them had objected to its structure. But the all-important signature making it binding had not been secured.

It was indicated that AGVA strategy would involve a waiting period to secure the signed contract if it was found that differences were not too sharp. In case of a head-on clash, a strike would result.

Beatty Sidewalls Thru Texas Storm

Midland Night Show Lost; Corsicana Gives Full One; Sand, Wind Rip Top

MIDLAND, Tex., March 31.—High winds blew Texas sand into the gears of Clyde Beatty's Circus operation this week, but the show kept grinding despite damage to the big top, sidewalls shown, late matinees and loss of one performance.

The night show here Wednesday (28) was lost to cold weather and the sand storm. Big top was not raised, and less than a half-house saw the matinee in a sidewall arena. Patrons came equipped with overcoats and blankets.

Bell Heads Band On Stevens Bros.

HUGO, Okla., March 31.—Stevens Bros.' Circus has George Bell as bandmaster and his brother, Jack, as a member of the band. Happy and Marie Lauder have the Side Show. Legal adjuster and picnic manager is Charles Smith. Included in the performance are the Sanchez Family and Shorty and Buella Shearer.

RINGLING TRIMS ELEPHANT HERD

SARASOTA, Fla., March 31.—Ringling Bros. and Barnum & Bailey Circus will use 19 elephants this season, it was reported here. One bull, Modoc, will be paired with Cucciolu, the midget which has worked a riding turn the past two years, for a new dance routine this season.

Necessity for eliminating some railroad cars was the major reason for reducing the bull herd. Last season 39 show-owned and two other elephants were used. The savings this year will amount to two railroad cars. Other bulls apparently will be left in quarters. Two other shows inquired about buying bulls but neither purchased.

Turnaway Biz For Loyal Org

SAN JUAN, P. R., March 31.—Guillermo Loyal's new Gran Circo Loyal Americano, which opened here Thursday (15) to a 2,000-person turnaway, continued equal business thru Saturday (24). Three shows were given Sunday (18).

The one-ring presentation is under a new top designed by Loyal and patterned after a tent used in Germany 40 years ago. Eddie Pedregro Jr. is equestrian director. Germaina Zaccchini has the concessions and Lenora Cartagena is in charge of wardrobe.

Program includes the Loyal-Repensky Family, bareback; Alfredo Landon Midegels, acro; Miguel and Nino, perch; La Zelta, ballet; the Great Manus, Shari Vari, Three Esterinos, Milkoba and the Brannocks (Loyal-Repensky). Capt. Enrique DeMell is with the show.

Talent Set For Trenton

TRENTON, N. J., March 31.—Olympic Circus, a Gene Hamid promotion, will have its premiere run at the St. James Church Armory here Monday (26) thru Saturday (31) with the show scheduled to become an annual event if the first run proves successful.

Talent carded includes: Robt. Cline Troupe, aerialists; Bruno, high wire; Hun's elephants; Torelli's dogs and ponies; Torelli, Liberty Stallions; Pickard, seals; Three Karpis, Risley, acro act and the Four Cathalis, acro novelty on rolling globes.

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Cole Signs Talent for Chi; Equipment Plans Still in Air

Additional Indoor Dates Likely; Peru Departure Time Undecided

CHICAGO, March 31.—Cole Bros.' Circus has signed acts for its stand at Chicago Stadium opening April 20, but William Horstman, vice-president of the circus corporation, insisted this week that virtually all other details of the show's operation remain undecided.

Heading the program, booked through Baines Carruthers Theatrical Enterprises here, will be Terrell Jacob's animals, the Great Wallenda high wire act, Emil Pallenberg's bears and Dorita Knyo's dressage horse.

Also signed are the Kimris, aerial; Marko Troupe, flying return; Aerial Hölsters; Jacques Cordou, unicycle juggling; Cathalus, acro; Littlejohn, juggling and roly-poly; Don Francisco, wire; Latinos, wire; Herbert Weber, toe slide; and the additional Wallenda turns, the Karrells, ladders, and Riceta, swaypole.

Clown alley is to include Happy Kellers, Earl Shipley, Whitey Harris, Kinko, Roy Barrett, Two Landrus, Snell Brothers, Jack Klippel, Al Ackermann and Wimpy. The announcer has not been named. Izzy Cervone will have the band.

No Monday Work

Show will continue here thru May 6, with two shows daily except for Mondays, when the Stadium will be shuttered.

Horstman made no definite comment regarding what the show

might do after the Stadium stand. It is surmised that other building dates will be played. When asked whether the circus was to make Milwaukee, Horstman said that it would not go to Milwaukee immediately after Chicago, implying that Milwaukee and probably other spots were in the cards.

Changes in the program line-up appeared to be inevitable if more stands are to be played. Some of the Chicago line-up have contracted dates which would conflict with an extended Cole route.

Indoor Menagerie

Horstman said no decision had been reached on how much rolling stock the show will bring to Chicago and that he did not yet know when the equipment would leave Peru, Ind., winter quarters.

Some canvas definitely will be carried for use as stable tops adjacent to the stadium, he said, but the present thought is that menagerie animals will be exhibited inside the building. He recalled that the under-canvas menageries on a Stadium parking lot did not prove successful last year.

What animals are to be carried also remains in some doubt. Three show-owned Liberty acts plus ponies and dogs will be used in the program. The Herriots and John Smith are scheduled to work the horses. Horstman said all 13 elephants will be brought to Chicago. At one time it was believed the show would bring 10 perform-

ing bulls and leave three others in Peru. But he said no decision had been made on whether to carry the hippo and certain other caged animals.

No Billing Crew

Regarding rolling stock, Horstman said that it had not yet been determined whether the circus would use its steam calliope this year. It was used last season for extensive downtown bally here.

"We are still in a position to go either way on a number of things," Horstman stated. "The decisions may be made at any time now."

Billing for the Chicago date will get under way about April 9, he said. Local crews will do the work, and Cole Bros. will carry no billers of its own, according to Horstman. Date sheets for the show have been posted at stadium doors for a couple of weeks.

G. F. Wilson, Vet Publicist, Dies in Tampa

TAMPA, March 31.—Gardner Frederick Wilson, 54, veteran press agent in the outdoor show world, died here Monday night (28). He suffered a heart attack several weeks ago after becoming ill a few months previous.

Wilson was born in Scotland, and after coming to this country was connected with a Sally Rand unit, among other enterprises. In 1937 when Sam Gumpertz was managing Ringling interests, Roland Butler, publicity chief of R-B, placed him on the Al G. Barnes circus. After finishing the season, he went out the following year with Ringling-Barnum. He stayed on that season with a combined Barnes — Sells-Floto—R-B unit that was formed at Redfield, S. D., when Ringling-Barnum was hit by a rail strike at Scranton, Pa.

He spent about eight years with the Big Show. Following an interim, he returned as a story man in 1948 and worked on contracting press in 1949. He became owner-operator of a restaurant in St. Petersburg, Fla., in 1950 and moved here five months ago. He had acted as the advertising manager of the Florida Wildlife and Game Commission since last September.

He is survived by his widow, Mrs. Carolyn Wilson of Tampa, and a daughter, Mrs. Patricia Wilson Bord of Fort Worth. Funeral services were held Thursday (25) at the Wilson Sammon Funeral Home here and interment was in Myrtle Hill Cemetery.

Radio, TV Sked in LA Hits Peak for Beatty

LOS ANGELES, March 31.—The strongest radio and television promotional program ever given the Clyde Beatty Circus has been conducted here prior to the opening of the show on the Washington and Hill streets lot Thursday (5) for 11 days. The exploitation was directed by Shirley and Norman Carroll, who have handled these media for several years. Strong promotion also came via a ticket tie-in.

To tee off the local engagement a cocktail party is planned for press and radio representatives. At the opening night performance special sections are being reserved for celebrity guests as well as the entire membership of the Pacific Coast Showmen's Association. The PCSA is holding a party for the personnel Monday (9) in the clubrooms following the evening performance.

The ticket tie-up has been made with the Whelan Drugstore chain with a special weekday matinee deal being offered. The chain, it is estimated, will distribute over 500,000 tickets. The fountain will feature a "Clyde Beatty Circus Sundae" with the fountains displaying circus lithos and photos. Clowns from the show will make personal appearances at all of the stores in downtown Los Angeles and assist in the ticket distribution.

Special Herald Used

To boost the promotion the Whelan chain has issued a special herald. Bill Lewis opened the downtown sale Tuesday (27), 10 days before the local opening date. Glen Booth and his billing crew have been assisting the drugstore by plastering special paper for the ticket and store-circus promotion.

The deal with Whelan's was made thru Richard Degner & Associates, the chain's advertising agency, with Carroll representing the Beatty interest.

This marks the first tie-up with Whelan. In former years the ticket distribution was thru the Thrifty chain.

The Carrolls—Norman and Shirley—have used tape in recording their circus pliehes. Cedric Adams plugged the show via a long-distance telephone interview from Minneapolis with Mrs. Carroll and the conversation was broadcast over the Columbia Broadcasting System. She also appeared on the Bill Goodwin CBS

airer Dollar a Minute and discussed Why I Like Circus People. Carroll was featured on Welcome to Hollywood and staged a talkers' contest with circus tickets for the opening as prize awards. Queen for a Day is set to have the queen and escorts as guests on opening night. Art Linkletter's Houseparty will plug the show each day for a week with tickets being given the moppets on the broadcast. The show is coast-to-coast over CBS in the afternoon.

The unloading of the show will be televised by KTLA, Paramount Television Productions, and the station will have its cameras in the front and back yards for its City at Night program. Circus personnel will be interviewed as a feature.

The Clyde Beatty Show, the AM program aired over Mutual Broadcasting Company stations three times weekly, is expected to boost business here and on tour. The show, recently sold for Canada, is sponsored by the W. K. Kellogg Company, cereal makers.

New Specs, Acts Listed by Ringling

NEW YORK, March 31.—Numerous new acts and four new specs are slated for introduction when Ringling-Barnum bows here April 4. Show credits note President John Ringling North producer; John Murray Anderson, lyrics and staging; Miles White, costumes; Henry Sullivan, music and Richard Barstow, choreography.

Europeans reportedly making their first appearance in this country include Morituris, suspended globe of death; Leoni, swaypole; Franz Arkel, equestrian; Tonito, slack wire; Rodry Brothers; Miss Mara; the Platos; the Simills. Karel Manus, the Riggittis, the Fredonas, Veronica Martel, jugglers; Christy and Gorfilla, comics and Paulis Musical Clowns.

Other Big Show attractions including Hubert Castle, light wire; the Alzanar, high wire; the Zoppes, bareback riding; Peterson's jockey

dogs; Albert Rix, bears; Roland Tiebor, seals; the Romiga, the Parents, La Norma, swinging trapeze; the Hemadas, Lilo Juston, Lola Dobritsch, Cyelling Chaudis, Miss Loni, foot juggling; the Realties, the Haslevs, the Rodolfos, the Idnaws, the Bokaras, the Fredi Troupe and Lucians and Freidel.

New specs are entitled Circus Serenade, Picnic in the Park, Luauana and Popcorn and Lemonade. Picnic is an equestrian number. Serenade is a classical royal French setting, featuring Liberty and high school riders. Luauana is an Hawaiian aerial ballet, spotlighting swinging trapeeist, Plinio del Oro, and girls trained by Antoinette Concello.

Emmett Kelly again tops the clown corps. He had been restrained from trouping by a year-long movie contract which ended in January. Merle Evans is back at the helm of the Big Show band.

MANANA'S CIRCUS SHOWCASE?

Famante's Old World Blend Clicks This Side of Border

WHEN the Gran Circo Flamante spreads its new canvas in Phoenix, Ariz., next month, one of the nation's most unique circuses will be unveiling its ninth curious bundle of old world showmanship in a Yankee setting.

Flamante plays strictly to Spanish-speaking populations in the Southwestern States. There's hardly a hint of circus as North Americans know it. Instead, it follows the format established in Europe and transplanted to Old Mexico.

To most Yankees the show is a double enigma, once because it is a circus and again because it plays in strange surroundings and uses a foreign language. But to Flamante's patrons, Mexico is a mecca and the circus is something from home.

There are old-style talking and singing clowns who talk 'em in Spanish. The show's billing, radio spots and headlines come only in Spanish. And the show's finale, a pantomime comedy, is as Old Country as anything Flamante could devise.

Webers Are Co-Owners

Co-owners of this outfit are Herbert Weber and his wife, Chaita Escalante. Both were circus performers before they framed their own show. From 1938 until 1943 they were with Zack Terrell's Cole Bros. Circus, and they still make some winter dates such as the Chicago Stadium show.

Weber is general agent and takes the show along a somewhat standardized route that includes several fairs and numerous stops in major cities.

For the coming season he sees great possibilities for his circus. Flamante frequently follows the crops because many of its patrons are farm hands, and Weber reports these workers have been doing okay. Texas vegetable crops were frozen out and so the show will pass up Mexican communities there. But California expects big harvests at high prices influenced by government buying and price supports, and Flamante will be there. Cotton growers in the Southwest were held back last year by government rules, but this time they may grow as much as they can and the price is high. Flamante will play the Mexican communities in cotton country. Re-arrangement demands have brought a boom to mining regions where Flamante followers are employed, and Weber expects to route his show into those areas.

The Ringling show is headed his way, and altho Weber admits his

opera feels the weight of RB, he insists, too, that the Spanish speakers won't pass up a chance to see Circo Flamante.

Trucks, New Top

This circus moves on seven trucks and this year will have a new top, an 80 with one 40 purchased recently from O. Henry Tent & Awning Company, Chicago. There's no menagerie and no Side Show—Flamante's counterparts in Mexico seldom have them—but it does carry a cookhouse.

The performance is given with one ring and one stage, the latter being behind rather than beside the ring.

With the employment of most of its patrons in mind, Flamante schedules no matinee performances on week days and only a few on Sundays. But frequently two night shows are required to accommodate the crowds. Last season, Weber reports, the top filled up every night regardless of where it was spotted. Towns which in other years had been mediocre came thru in 1950 with full houses; others required extra shows.

In the larger towns Flamante frequently stays two or three days. Usually its billing is limited to the Mexican neighborhoods, but in some spots where posting must be turned over to local people, the assortment of one-sheets and half-sheets appears in all parts of the city. In those places, several Yankees usually show up, particularly the pantomime and clowns. City officials in many of Flamante's regular stops often come to the circus each time it returns.

Set for Rose Bowl

Weber is proud of the show's standing in city halls throughout the

Southwest. Officials like the show and facilitate its booking. A high point in the org's route this year will be its return after a year's lapse to the July 4 program in the Rose Bowl at Pasadena, Calif., where it will be a portion of the extensive offering. Weber's fair dates this season run to six weeks, and at most of them the show will work as a grandstand attraction. Altho there are huge and growing Spanish-speaking communities in New York and Chicago, Weber has no plans for playing them; they are too big and too far away.

Weber vows that his org has never been denied a permit—even in Los Angeles—for its regular street parade. Each day the show sends a two-truck parade downtown. One vehicle carries the seven-man band and the other has clowns on a trampoline. They try to keep the line of march in the Spanish neighborhoods and it's there that they pour on the bally. Elsewhere, they soft-pedal the music but play, nevertheless, in a low-powered pitch for Yankee-held dates.

Flamante would like to buy an elephant. Weber says he's been looking for just the right animal for some time and that when he finds it he plans to put the band in a huge howdah atop the bull for parade flash.

The street march goes at 5 p.m. daily and, despite its modest length, Weber declares it puts him on the highly exclusive list of shows which have paraded regularly in recent years.

Back on the show, his wife is assisted in her managerial duties by Adolfo Morales. Esther Escalante handles the concessions and Arthur Acevedo has the band.

Charles Cordero is steward. In charge of the canvas is Manuel Velasco, Captain Johnson, who has his dogs, monkeys and four ponies, the only animals on the show, and Robanito is the producing clown. Other clowns are Don Roule, Pen-wico and Pepito.

Scout Mexican Orgs

The Webers make frequent trips to Mexico to book talent for their show and this winter visited about 25 family circuses there. Flamante's co-owners point out that Mexican performers often find it more profitable to frame their own small outfits than to join another operator, and the result is an unusually large number of circuses in the country.

Signed this season as a feature is a nine-person marimba band, and Weber recently made a second trip to Mexico to iron out red tape involved in the act's working here. In all, there will be from 35 to 40 people with the show.

The Weber's Circo Flamante is the only circus playing to such a special audience in this country. Only a few shows catering exclusively to minorities or national groups have ever been listed in the United States.

Talent Showcase?

But while Flamante may be the last and is the only Spanish circus here, there have been others. The Circo Escalante, Flamante's predecessor, went off the road in 1937. Both the Circo Cubana, out of San Antonio, and the Circo Mardello folded shortly before World War II. The Circo Gutierrez lasted until two seasons ago. In its last year Gutierrez and Flamante played opposition dates despite Weber's efforts to get into different territory.

Circus observers notice that the Flamante roster includes several names familiar as acts in United States shows. To these, Weber adds new names regularly. With Mexico taking an increasingly important place as a source of talent for U. S. shows, Circo Flamante may some day find itself in a new role—that of talent showcase for Yankee outfits.

WHITE TOPS

Tent Biz Hums With Novelty, Circus Trade

MAJOR tent manufacturers this year have supplied a wide assortment of circus tops and, despite material shortages, have turned out several tents unusual in design or purpose.

Largest of the tents reported by canvas makers to The Billboard was the 180 by 350 circus-type top made by United States Tent & Awning Company, Chicago, for the Rev. Oral Roberts, Tulsa, Okla., evangelist now on the road with the tent. Used in connection with this big top, second in size only to Ringling's, is a 90 by 130 tent which Roberts' congregations use as a prayer tent.

Mills Bros. Circus purchased a new big top, a 130 with three 40's, from U. S. Tent for delivery April 7. King Bros. Circus will blossom out April 7 with a new top from the same company. Kelly & Morris Circus already is using its new big top and the Beers-Barnes Circus has bought a new one from U. S. Tent.

Copies German Top

Other U. S. sales include numerous tents for carnivals and auxiliary tops for circus use. The smallest made this year by the company was a domniker for Mills Bros.

Unusual on the U. S. Tent list was a big top for the new Loyola Repeinsky Circus which opens this month in Puerto Rico. The top is 120 feet in diameter at the base and is supported by two center poles, allowing for use of a 42-foot middle piece. It was patterned after a top made in Germany about 1908 or 1910.

O. Henry Tent & Awning Company, Chicago, supplied a 90 with four 50's for Rogers Bros.' Circo Flamante bought a new 80 with one 40. Pawnee Bros. Circus obtained its big top, an 80 with three 40's, and for its Slide Show, a 50 with two 30's, from O. Henry. World of Mirth Shows is buying new Slide Show and War Show tops from the same firm, and Glen Porter is purchasing new canvas for his Slide Show and Illusion Show on Cavalcade of Amusements.

Continuing in a still-new field, O. Henry is manufacturing several tops for theaters-in-the-round, including a 90 with one 30, an 80 with one 40 and a 70 with one 30.

Bisbee Buys Color

Outstanding on the O. Henry list is a colorful production for Bisbee's Comedians. This 55 by 140 top is khaki with elaborate trim inside. From each seam is suspended a valance trimmed in white fringe. The interior is done in seven contrasting colors, and is set off with a border bearing Bisbee monograms.

Tentco Canvas, Inc., New York, constructed a 100 by 150 tent for Samuel Bakerman, and exported a 90 by 111 canopy to Venezuela. Anchor Supply Company, Evansville, Ind., reported it made several hundred tents ranging from concession to assembly tops. Other makers also reported making numerous small tents and other canvas products.

Rental equipment was constructed by a number of the tent makers for their regular stocks. Tentco reported rental of 38,000 square feet of canvas to the International Convention of Jehovah's Witnesses at Yankee Stadium, New York.

Listing of sales were, in most cases, cross-sections or samplings of the business and not necessarily complete.

PASTIME BECOMES SHOWBIZ

Table-Top Circuses Build \$\$-Dates at Stores, Fairs

A CIRCUS with big top that would hold no more than three small boys attracted 25,000 persons in Salt Lake City. The same outfit drew comparable crowds in New York, Chicago, Boston and Los Angeles. A similar show plays annually to big audiences in Dallas and elsewhere, and in all about eight such circuses are playing dates across the country.

The shows are model circuses booked in department stores, at fairs and celebrations or on a still-date basis. At least one trouped as an attraction with a full-scale circus.

That there is a demand for these and other models is illustrated by the crowds they attract and the prices some of them ask and get. William Brinley, of Meriden, Conn., is a pioneer among the circus model builders who he turned pro. He, like most of the others, started his miniature show as a hobby, and his was inspired by a boyhood visit to Christy Bros.' Circus. Now it is the keystone of a full-time operation employing four persons and promising to expand its offerings to include a wide assortment of model displays.

Others Book Dates

Roland Weber, of Chicago, built his as a hobby and now plays several dates annually to big crowds. Ernie Palmquist, the man who wrote The Music Goes Down and Around, has one of the most elaborate and makes a full-time route. J. Harold Dunn, of Wichita, Kan., also has his show on the road continuously. Youngblood's "Ring Bros." plays Midwestern fairs with an elaborate truck, show front and tent set-up. Chuck Sajat, who once had his model with Russell Bros. Circus, plays dates. Bill Morris, an Amarillo, Tex., insurance man, played fairs a couple of years ago and then tried the department store circuit.

Brinley began in 1938 with a run at the Million Dollar Pier, Atlantic City, and continued at George Ham's Eastern fairs. He also booked Connecticut county fairs and a Dayton, O., store before re-

turning to his clerking job.

But it was only last year that he began his present extensive tour. Brinley, together with Joe Bumbertz, publicity and promotion man, and Robert Ensworth, himself a model builder as well as a booker and press man, made an agreement with Cole Bros.' Circus and Bill (Hopalong Cassidy) Boyd under which the model would be called Hopalong Cassidy Circus and would be booked in advance of the Cole show. The Brinley org was booked into top department stores in New York, Philadelphia and other spots on the Cole route, and among other plugs, got Cole lithographs into windows of the big mats.

Success of the model in these cities was outstanding and led to additional dates across the country. Brinley charges the stores a flat fee and the stores plug the show in their ads.

Linked to Hopalong

After Cole Bros. and Hopalong parted, Brinley continued use of Hopalong merchandise played up the title and spotted the show near the Cassidy counters. An association of stores sought to book Brinley's show for all its members, but the model builder preferred to book his own dates and states that he will play any store that comes up with the price.

The Brinley show has played major television and radio shows, including Super Circus, Ed Sullivan's show, the Tex and Jinx program, Jack Owens' Hollywood show, the Voice of Philadelphia and the Faye Emerson show.

Brinley wasn't the first to troupe his model. Sneh miniature circus builders as Bert Backstein, of Decatur, Ill., had their models at fairs earlier. It's Brinley, however, who takes honors for making more of the miniatures' possibilities, particularly in stores. Now he, Bumbertz and Ensworth have formed a separate company to book the "discoveries" in other types of miniatures they have contracted while on the road.

One of these is a collection of models of Walt Disney characters, another is a doll collection, one is

a Western ranch model and still another is a miniature dance band. The promoters believe they have an unusually strong attraction in a model ice show.

Top \$\$ for Circuses

It is Brinley's conviction that there is an extensive market for the model circus displays and a somewhat more limited market for other miniatures. Bookings can be obtained in equal numbers, he believes, but a model circus can be contracted for higher ante.

Reason for this, he states, is that a circus has universal interest. Other models may interest only men or women or children, he believes, but the circus attracts all. Older adults seeing the show recall the days of tangle wagons and long-stringing hikes. Youngsters are attracted by novelties such as Brinley's miniature Hopalong. Those in between blend interests in toys and craftsmanship with any or all of the same qualities that give real circuses drawing power, according to Brinley.

The trouping model builders, like the hundreds of others who have made model circuses a major hobby in recent years, set up their individual rules of construction. Where one insists on copying his wagon designs from photos of real equipment, another makes up his own design. Some make their own wheels and horses and others buy them. A few have rubber-tired wagons but most make sunburst wooden wheels.

Most of the professional exhibitors have mechanisms to move the miniature performers and cut-away big tops so observers may see inside. Each model builder takes pride in the accuracy of his work and is inclined to be critical of others. In addition to the larger number of circus miniatures there also are a few model carnivals and amusement parks.

And, tho still on more of a non-professional basis, there is in Hagerstown, Md., a group of model builders who have constructed several full-sized circus wagons and acquired a tent, power plant and other equipment with which to bally and exhibit their several miniature circuses.

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Don Robinson Sets Billers, Sponsor Plan

SARASOTA, Fla., March 31.—Billing crew of the Don Robinson Ameri-Congo Circus opens April 2 under direction of J. W. Foster. Paper has arrived from Central Show Printing Company, and a herald will be used again this season. General Agent Clarence Aukinger has the show booked well in advance. First stand is Pelham, Ga., April 14.

Howard Ingram, co-owner, announced that the show will operate under auspices at all spots and reported early advance sale reports were satisfactory. Roy B. Jones, former James E. Strates Shows' manager and now of the Pepsi-Cola Company of New York, and the show have signed an exclusive drink sales contract. Show will carry advertising stunts for the bottling company this season, Ingram stated.

Ingram and Co-owner Eddie Billetti said equipment is nearly ready for the road. H. D. Talbot is chief mechanic. Dan Riley has added trucks for his animal acts.

Art Eldridge continues working the animals daily. The elephant act worked the Sailors' Circus at the Sarasota high school. Among those Ingram reported to have signed with the show are Leo Cozzazo, pit show; Bob Collins and LeRoy Sanders, Side Show; Anna Nelson, acrobats, and Chick Yale, table rock.

Dressing Room Gossip

Rogers Bros.

First drops of rain spattered show in Melbourne, Fla. Plans for a four-day vacation for the working crew ended in Miami week after the first day, it was learned the show was on the wrong lot and had to move 1,000 yards down the highway. The small fry played "Jungle" in Miami and emerged looking like miniature savages—poison ivy.

Mary Carlton caught the wrong web in the trap number and descended to a quarter pole. Skinny Goe and his band played a unique "breakaway" arrangement of Happy Birthday for Billy Barton in Clearwater, Fla. Swede (Captain Rogers) Johnson emerged minus one trouser leg when one of his fellow playmates got catty.

Sprinklers makes two balloon ascensions daily on windy days with those flags. Wills Black is our Statute of Liberty in spec. Henry Crowell is practicing in the backyard, and his wife, Ida May, is tutoring little Trudy Wilson in ballet aerobics. Between shows, the big top is an unhealthy place with all those juggling clubs flying around. Jacklan Tolliver is nursing a torn ligament.

George and Pauline Penny and Marie and Eddie Duette have new trailers. Iva Morales sings in the big show and Teresa Morales is still doing those nifty half-twisters to the heels. Prize sight of the backyard is Lou Walton working with his private dressing top. Jimmy O'Dell painted Violetta's bus a wild shade of green. Skinny Goe and George Penny observed birthdays.

Visitors included Del-Ray and Chris, Welby Cooke, Marie and Gerald Zaccobini, William Keane, Mary Ellen O'Rear, Mrs. Victor Lee, Troy Penell, Ella and Lois Davis, Doris and Walter Davis, Casey and Billy Mason, Zeek Lamont, Bob and Mae Noel and family, Mrs. William Newton and daughter, Bernice, and son, Clyde; Fred Ames, Hoxie Tucker, Henry Treflich, Helen Golden and party, Pedro Morales, Proske, Hugo Schmidt, Happy Shaw, Naida Roberts, Red Dingler, Tex Sherman, Howard Ingram, Peggy Sylvester's mother and family; Joe Roan, Red Rumley, Tom Duggan, Curley Wilson and party, Pauline Penny's mother and family, Jose Madinez, Benny Goss, John Warnard, Jepson, Mr. and Mrs. Finney and Joe Thompson.—BILLY BARTON.

Polack Western

Following the Chanute Field, Ill. date, many of the folks visited friends and relatives. Betty Bell and Vivian Randow motored to Dallas. Dan Dorsey planned to Fall Rivers, Mass. to visit his parents. Harold Ward went to Columbus, O. to visit his mother, Mayme Ward. Bob Porter left for Louisville bringing his wife and son back to the show. Claude Arwood visited his mother at Chattanooga. Emil, Hans and Carl Goetschi dashed to Sarasota, Fla.

Ernestine Clarke Baer and Jack Joyce visited friends in Peru. Ind. Sherman Brothers, Dennis Stevens and Henry Boers went to Cincinnati. Harry Dann visited his parents in St. Louis.

Mrs. Ceta Randow took delivery on a new trailer at Beaverdam. Peggy and Man McLeod remained at the air base with the Tom Packs elephants. Eddie and Dottie Ward will be back in the Ward-Bell soon. Jack Joyce's pony was AWOL for a while at Chanute.

Visitors included the George Valentines, Billy Ward, Jack Bray, Elaine Malloy, Charles Imig, Louis Pabaso, Bert Doss, Mr. and Mrs. Kiesel, Ed Roycraft, Sergeant and Sally Showell, Charley Pond and Chris Holdorf.—HARRY DANN.

Cole & Walters

Visitors at show's opening stand included Obert Miller, Mr. and Mrs. Kelly Miller and daughter, and Mr. and Mrs. Dorie Miller and daughter, all of the Kelly-Miller show; Mr. and Mrs. H. N. (Doc) Capell, Capell Bros.' Circus; Wayne Sanguin, canvas spool builder, of Hugo, Okla.; the Ross McKays, Floyd Hill of Hill Roadshows; the Dutch LeBlairs; Bill Snyder; William T. Randolph, Gladewater, Tex., Round-Up, and Joe Baker, legal adjuster, Dalley Bros.' Circus. Jimmie and Dolly Connors visited his parents, the Al Connors. Donnie McIntosh, Ione Stevens, Bobby Ferguson, Art Miller, the Frank Francis, Jimmy Hammiter, Mary and Whitey Thorn and Guy Smuck, all of the Hugo, Okla., show colony also visited.—MILDRED WELBES.

Winter Quarters

Billers Bros.

CAMDEN, S. C., March 31.—Arriving at quarters here this week were Win Partella, general superintendent and wife, Marion, to ready show for opening here, April 6.

Crew of 40 has completed re-building and painting. All show trucks and trailers have been repainted and sport bright new lettering and pictorial work. Other arrivals this week included Tommy Bentley, Flo Mackintosh and Chester and Sylvia Gregory. Chester will handle the Side Show and Sylvia will do her Iron Jaw act. Quarters have been open to public on Sundays and as many as 4,000 people have come out on an afternoon. No gate admission has been charged, but pony ride inside front gate has been getting heavy weekly play. Show co-owner, Art Sturmak, accepted delivery of new house trailer.

Staff remains virtually the same as last season; Art and Hy Sturmak, co-owners and managers; Charlie Schuler, press, assisted by his wife, Virginia, and Bernard Sturmak; Win Partella, general superintendent; Chester Gregory, Side Show manager; Paul Hall, office. Following season's bow, show will play several Carolina spots and head north. Extended Canadian tour is this year's route.—DAVE FRIEDMAN.

Colombian Org Closes; M. Stark Tiger Killed

PALMIRA, Colombia, March 31.—The American Circus will close its 21-week tour of South America here Monday (2), and United States acts with the org will return to the U. S.

One of Mable Stark's tigers was killed in a fight with another cat while the show was at Palmira, Colombia, several days ago. She will return to Thousand Oaks, Calif., by boat. Josephine Berocini and Alexander Konyov will fly to Miami after the closing.

Patterson Org Draws 4,000 At Sandusky

SANDUSKY, O., March 31.—Patterson Bros.' Circus drew about 4,000 moppets and parents to the matinee and night shows here Wednesday (28) under CIO sponsorship. Refreshment stands did well and a 20-page local program helped. Show was given in the Junior High School gym, which seats 2,700.

Appearing were the Cal Townsend Troupe, with aerial and slack wire turns; Betty Tilton, single traps and rolling globe; Grover O'Day and Jimmy Valdere, comedy bikes; Paul Wolcott's canine revue and military ponies, and the Robert Hodgson Troupe, whip and rope. Raymond Duke and Happy Holmes headed clown alley.

The same show drew good attendance at Mansfield Monday (26) and Shelby Tuesday (27). It moved to Mount Vernon, O. Thursday (20).

R. M. Harvey Hit By Car, Escapes Serious Injury

CHICAGO, March 31.—R. M. Harvey, veteran circus agent, here last week on route to his Perry, Ia., home, reported he had escaped serious injury when struck by an automobile recently.

The accident occurred as he walked across a street in Des Moines. A car threw him to the pavement and he lost consciousness for a time. Although he was not hospitalized, Harvey said he received numerous bruises and scratches and a foot injury.

Following the accident he went to Cedar Rapids, Ia., where he was snowbound for several days. Harvey said he has left Mills Bros.' Circus, where he was special agent, in order to recuperate from the accident.

SEE OTHER CIRCUS NEWS ON PAGE 65

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Haver, Wis. Show open April 15th and Sunday Show Splendid Casthouse. Wire, write HARRY LEWISSTON c/o Mills Bros. Circus Fairgrounds, Columbus, Ohio P.S.: Need two girls with or without experience.

First Class Banner Man
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WOM PREEM SCHEDULED FOR WASHINGTON APR. 26

Bergen Contracts 10-Day Stand Previously Held by Jones Expo

RICHMOND, Va., March 31.—A major switch in the usual routing of World of Mirth Shows was revealed at local quarters this week with the announcement by Frank Bergen, show's owner-manager, that the opening date, a 10-day stand, had been set for Washington commencing Thursday, April 26.

The government owned and administered show lot on Bennings Road will be used. The date, which will include two Saturdays, will follow the showing of the James E. Strates Shows, which opens there Thursday (5), by 10 days.

Stand has long been tagged as

the best opener in the East for consistency, since the town is loaded with civil service employees assured of a stable income. Dates taken over by World of Mirth were held for many years by the Johnny J. Jones Exposition.

Open Midway

Washington has long been attractive to independent concessionaires, because of its early date and promise of good takes. It was reported that Bergen and Bernard (Bucky) Allen, his front-end boss, would depart from their usual policy of limiting concession row to their own units and open up the midway to privilege paying operators. The sizable grounds, which accommodate all units of the Ringling circus with plenty of room left over, lend themselves admirably to the sale of space.

With few exceptions, the shows have opened their season here for many years. Stand usually is okay but protection of dates is impossible since the principal require-

ment is the payment of a license fee. As many as five shows have been known to play here in the same week.

Early Preem

The Washington date is about a week early for the Bergen org which for years has delayed its opening rather than gamble with the generally uncertain weather. However, the stand, which org's execs are known to have eyed for some time, is conceded to be worth the gamble.

Bergen said that the show train will leave quarters Sunday, April 22. Since the jump is only 110 miles, all wagons probably will be on the lot that night. Shows will then have three days for a leisurely set up, deemed necessary this year since the back end virtually involves all new units and personnel.

Bergen indicated that the shows will follow their usual routing after leaving Washington with a number of dates set for New Jersey before heading into New England.

Wade Orgs Open Detroit Season On Three Lots

Easter Cold Hurts; School Holiday Hikes Monday Biz

DETROIT, March 31.—This city's carnival season got under way the past week-end with three Wade shows in operation on local lots. Following cold weather Saturday and Sunday, orgs did good business Monday (26) because of a school holiday and higher temperatures.

W. G. Wade's No. 1 Unit made its bow in the Ferry Market, with W. G. Wade as manager and Mrs. Mildred Miller, secretary. Shows opened with 10 rides, two less than expected due to the illness of Bert Britt, who was skedded to join from Tampa with two more. W. O. King came on here with his Auto Scooter and Harry Hammas with an Octopus and Rock-o-Plane. Ed Withers also joined as the new office assistant.

Week-End Visitors

Week-end visitors at the Ferry Market lot included Mr. and Mrs. Charles H. Hodges; Wingle O. Schafer, press agent for the Down River Amusement Company; W. G. Wade Jr., who is skedded to bring out his own show in April and, Mr. and Mrs. Curley Stephenson.

Wade's No. 2 Unit opened at Van Dyke and Iowa avenues under management of Cameron D. Murray, with Mrs. Gladys Schum as secretary. Joyland Midway Attractions had a fair week-end after being snowed in the week previous. Managed by Roscoe T. Wade, org is at Michigan and Joe avenues.

Meeker To Promote Tour With 200,000 Direct Mail Pieces

TACOMA, Wash., March 31.—Preparatory to its '51 opening in Yakima, Wash., April 12, the Meeker Shows, booked by Ralph Meeker, has let contract for 200,000 copies of a magazine-styled newspaper to be mailed to every resident and rural boxholder where the shows play.

Edited by Charles R. (Curly) and Esther Mason, the publication is made up almost entirely of pictures and stories pertaining to the org. The paper also gives the details regarding special matinees, weekly contests and local featured attractions. The shows are setting special afternoon deals, with three a week already set and others planned.

Jennie and Bob Perry signed on with their Motordrome and will join in Yakima. The attraction features two women riders and a thrill specialist. They will work out in a portable drome before the opener.

Whitley Bartley and Meeker left for Seaside, Ore., to take delivery of a new Pretzel.

Manning Unit Lists 9 Annuals for 1951

BLACKSTONE, Va., March 31.—Ross Manning, owner-operator of the shows bearing his name, this week announced that he has been awarded midway contracts by nine annuals.

Fair season opens August 13 at Plattsburgh, N. Y. Other skedded events are Sandy Creek and Ballston Spa, N. Y.; Mount Holly, N. J.; Martinsville and Lynchburg, Va., and Statesville, Lexington and Jacksonville, N. C.

Manning cut org's opening stand last week at Jacksonville, N. C.,

short by three days and moved in here. Shows were predated and curtailed operation resulted. Although it was possible to finish out the week, it was decided to move in here to take advantage of an extra Saturday.

First Dixie Dates

Manning said the opening spot was not a blank. This is the first season that Manning has opened in the South. He played Dixie fairs last year for the first time and will repeat this season.

Shows are routed into familiar northern territory in easy jumps. Manning last year abandoned Northern New England stops, with which he was associated for several years, to vie for southern dates as a means of extending his season.

Dick Coleman, owner-operator of Coleman Bros. Shows, visited in Jacksonville. He was en route to his Middletown, Conn., home after a Florida vacation.

Vivonas List '51 Staffers

GOLDSBORO, N. C., March 31.—The staff of the Vivona Bros. Shows was announced here this week. General management will be directed by Morris, John and Babe Vivona. Herb Shive is general representative. Katherine Riely, secretary-treasurer; Robert Deekman, special representative; Marie Sharp, business manager; Art Riley, lot superintendent; Tony Musiello, transportation superintendent; and Herb Williams, Diesel engineer.

Unit will open its season next Monday (2) at New Bern, N. C. Spokesman Morris Vivona said five lower wagons, decorated with white enamel, will be used.

Standard Pacts Thermopolis, Wyo.

THERMOPOLIS, Wyo., March 31.—Standard Shows will provide midway attractions at the annual boat races here this year, marking the first time an organized carnival has been booked for the event. William Nelson, celebration president, announced. Org will be here May 25-30.

Soroehan and Mrs. E. J. Casey will be park staffers.

Major Rides

Major rides will include a Merry-Go-Round, Ferris Wheel, Flying Saucers, Loop-o-Plane and Whip. A Funhouse is also set for the opener.

The park's Kiddieland will have a Merry-Go-Round and Jeep, Boat, Train, Airplane and Pony rides. As added attractions, Casey has rabbit and mouse villages populated by live rodents as well as caged bears and monkeys.

The park's front gate will be a blaze of active neon signs, depicting carnival and circus acts. Adjoining is a 1,000-car parking lot. Utilities are of modern design with sanitary washrooms, and hot and cold running water. The picnic area is furnished with 30 umbrella-topped tables, barbecue grates and fishing facilities.

Sea Boardwalk

A complete boardwalk has been installed at the river's edge and

EARLY DATES BECKON

Eastern Concession Ops Migrating South

NEW YORK, March 31.—Concessionaires this week began their annual exodus from New York to latch on to units springing in the Carolinas and Virginia. The migration, considered premature by many who are still holed up with their television receivers adjacent to steam radiators, is prompted, as always, by the desire, and sometimes the dire need, to get back into action after a long hiatus.

Opening of James E. Strates Shows Thursday (5) in Washington normally accounts for the departure of several dozen of the brethren. World of Mirth Shows bow in Washington, April 26 and Cella & Wilson Shows' kick-off at Petersburg, Va., April 28 should siphon off the remainder of the front end boys and gals who make New York their winter headquarters.

Advance, but sketchy reports indicating that few, if any, of the early southern stands had been paying off served to confirm the predictions of the clique which holds to the rule that the weather can't be beat. If a few solid stands are registered they are tagged as

lucky. However, when an operator is faced with a shortage of folding money the determining factor is the need to acquire more.

Operators are showing little or no concern over prospects for the season, despite generally unsettled conditions that might have a bearing on future operations. Concession is that there is an excellent possibility of a big season ahead, and that's good enough to put most of those concerned in a happy frame of mind.

Merchandise continues in good supply, altho there was considerable concern voiced some months ago when it was indicated that production ops would result in acute scarcities.

Cann Joins Strates Org In Exec Post

Eddie Keck Set For Position in Money Wagon

ORLANDO, Fla., March 31.—James E. Strates, owner of the shows bearing his name, announced at winter quarters here this week that L. Harvey (Doc) Cann has been signed to serve in an executive capacity. Cann, general agent of World of Mirth Shows for many years, also has been active in concession and show management circles. For the past several years he has operated the popcorn concession and Motordrome on World of Mirth.

Altho Strates did not define Cann's job, it is likely that he will assume some of the duties of Roy Jones, who resigned as business manager to join the Pepsi-Cola Company in a promotional capacity.

Strates also announced that Eddie Keck, former Cavaleade of Amusements secretary, has joined the show's office staff in an expansion move. Nick Borzic remains as treasurer and J. F. McDevitt continues as secretary. Cann and Keck will join in Washington where the shows are scheduled to open Thursday (5).

W&M Bow Rained Out

AUGUSTA, Ga., March 31.—Season's opener for Wallace & Murray Shows, a scheduled nine-day stand starting Thursday (28) on Highway 1 here, was hit by rain and postponed.

Shows' rides and trucks have been repainted and are set for the season. The org's tour will include 36 weeks, with 11 fairs and three celebrations set and all but two still dates booked. Free gate will be used.

Fritzie Brown, business manager, has a string of concessions on the shows, all newly made and with fresh canvas. Harry E. Wilson, who will remain here until joining Morris Hammas Shows when it opens, has been assisting Manager Al Wallace and handling publicity and matinees. George Rhinehart has the cookhouse for this date. Harry Basil will take over April 9 at Kings Mountain, N. C.

April 12 Bow Set for I. T.

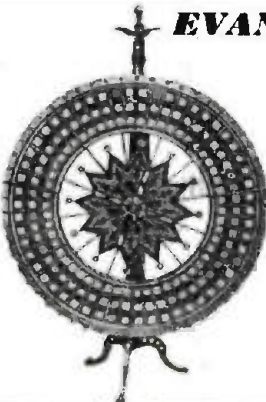
NEW YORK, March 31.—I. T. Shows will open in Queens April 12, it was announced here this week by Phil Isser and Al Howard.

A second unit owned by Isser, Howard and L. Trebish, will not open until early in May. It is scheduled to play Long Island dates.

Isser returned here this week after a lengthy vacation in Florida.

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WHEELS! WHEELS!

Special numbered wheels to fit any requirement. Just send your sketch for prices!

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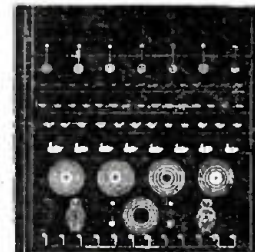
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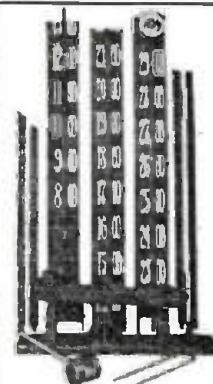
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Small, large, simple, elaborate... we have it for you! Practically lifetime steel construction with malleable iron targets. Reasonably priced. For a permanent money maker, set your sights on an Evans' Gallery. Targets, parts, supplies, accessories available.



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None better has ever been offered to the trade! Has more flash—gets more action! Precision built and quality made for a lifetime of service. Brightly nickel-plated for outstanding appearance and top attraction value. Ball-bearing wheels. No overhead wires. Indestructible! Weighs 18 lbs. Complete with bumper posts.



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FAMILY SOLID, BIZ DITTO

Staying Power, Progressive Attitude Wins for Vivonas

GROWTH and progress in any business usually stems from small beginnings, and in this respect, the carnival industry travels a common road with other endeavors. The Vivona clan provides a good example of a solid foundation plus perseverance with a progressive attitude that promises continued expansion.

Morris and John Vivona, co-managers of the Vivona Bros. Combined Shows founded by their father, are choice examples of youth born in the industry who are carving out a future without benefit of continuing parental supervision and help. Papa Vivona, an immigrant some 50 years ago, set up the nucleus of the business and made it possible for his progeny to carry on an established enterprise. However, it wasn't until after his death a few years ago that the ambition of youth sent the brothers from the complacent bazaar circuits in New Jersey to the highly competitive battlefields

of midway shows and concessions. It wasn't until 1940 and the last day of the New York World's Fair that Katherine and Tony took their progeny to the famed extravaganza by way of a treat. They were interested only in spending a pleasant day at the memorable event and had scheduled their time to include as much looking and sampling as possible. But they reckoned without Johnny's interest in rides. At his insistence they asked Morris Fleson what he intended to do with his Ferris Wheel when the fair closed. When told that it was for sale at the end of that very day, the clan huddled, reached a decision and purchased the ride.

Ferris Wheel Nucleus

In 1941 with the Ferris Wheel as the nucleus and focal point, the Vivona Bros. Shows was formed. Besides the one ride, it featured only the custard, popcorn and a ball game. Lots were played thru Jersey and business was pretty good. Before the end of the season

Pyramiding costs, together with the terrific drain in leakages peculiar to the business, have imperiled the continuing success of many organizations which heretofore have considered themselves as solidly established. The calculated risks are great. The hidden risks can be greater. The lure, as always, is the assurance of fat profits awaiting the successful operator.

"Wise" Operation

The success of the Vivona operations has taken place at a normal pace, in a manner that is generally referred to as "wise" in business circles. In this respect, and in the beginning at least, Tony had little choice. He and his brother closed out a tailor shop to serve in the first war. Afterward Tony married Katherine Bellantoni, whose father was a manufacturer of ice cream. Tony was allowed to make his own product in his father-in-law's plant. He then peddled it wherever he could find a crowd within 100 miles of his Newark, N. J., home. Morris and John, who were still in knee pants, pitched in to help out when the crowds were large and the sales were brisk.

It wasn't long before Tony dispensed with ice cream in favor of the more profitable frozen custard. It was this move which was to catapult him into show business for the first time. Previously their operations had only been on a small scale of show business, catering to the crowds attracted by circuses, carnivals, celebrations and other events. The profits from the initial unit were used to buy a second machine and the need for regular work thruout the outdoor season resulted in booking one of the units on the Mighty Sheesley Show. Morris, very much a bulldog, was a man and reliable despite his youth, was placed in charge of the unit. Another year and additional profits led to the acquisition of a third unit which was placed in charge of Johnny and booked on the Liberty Fair & Amusement Company, a unit owned and operated by Joe L. Bosco.



MORRIS VIVONA

Four other children, Babe, Ann, Dom and Phil, were given a seat at the family council as they acquired years and ability to take a business conversation. As each of the boys grew old enough to handle the operation and finances connected with a frozen custard machine, new units were added. In time the family owned six frozen custard units which were operated by the father and his five sons.

The successes of the warm weather season did not lead to a winter period of inactivity for the Vivonas. Instead, the custard units were stored and the trucks which carried them during the season were leased to the Pennsylvania Railroad. Taking full advantage of the available opportunities, the Vivonas hired out to drive their big, happy, busy family whose principal recreation was centered in their home in Irvington, N. J.

Sons Acquire Know-How

Young and alert, the boys, who had been sent out with custard units on shows that ranged up and down the land, soon acquired a competent knowledge of the mechanics of operating a show. They were frequently helped by the extra bucks they received for the work because familiar to them down to the last bolt and nut still. Thru association they learned the formulas for the framing and operational technique



JOHN VIVONA

a Chairplane had been added to the line-up.

After the formation of the show a custard unit was sold at the end of each season and a new ride was purchased. Before this phase of expansion was completed Tony died, leaving his widow and six sons to carry on the business. Morris and Johnny were only recently returned from service with the armed forces. The other children were still pretty young and not much help, but Katherine with Morris and Johnny itching for responsibility, pitched in on a full-scale business effort. It wasn't long before enough additional rides had been added to form a second unit.

Bazaar Business

Operations were still limited to bazaars, celebrations and still dates and the season was necessarily short. One good feature was that the dates for the most part were close enough to allow members of the family to sleep in their own home and to enjoy their mother's famous cooking. It wasn't long before this circumspect routing was violated by Morris and John. They jumped over the New York border, bagged a couple of lucrative dates and then put in time looking for more.

Like their father, the boys don't believe in more off-season idleness than is necessary. For the past several winters they have had kiddie units working at promotional doings in New York City and Newark, besides department store during the Christmas season.

Too-Off in South

This year for the first time the Vivonas are following the pattern set by many other shows in that they will start off in the South to take advantage of the warmer climate and the promise of several additional weeks of operation. To make this plan feasible they obtained a winter quarters at Goldsboro, N. C. This cut the cost of their home run move after fairs to a minimum and will assure them of a relatively small opening cost in the spring.

Morris and Johnny have complete confidence in their ability to make a dent in the higher operational echelons of the carnival business. Their fair route, especially in view of the fact that it resulted from their own trial, is agreeable. In most circles it is agreed that they are venturing forth in what promises to be a pretty good season. Judging by past performances, it is entirely likely that they will be trying to parlay any future successes.

PENNY PITCH BOARDS - \$12.50

4 ft. by 4 ft. on Masonite screened in three colors. Formerly sold at \$42.50.

DICE SHAKERS NOW - \$5.00

12 inches by 12 inches. 9 color choice spots in Mississippi. More than breaking in Mississippi. More Indiana and Illinois for Paris and Street Carousels. More checks for Mississippi for the frame of the cotton this fall.

CONCESSIONS - Will book Photo, Start and Long Range Gallery, Dart Ballows, Fish Pond, Cash Gallery, Hoop-La, Glass Park and other Standby Parks working out under 100 CENTS.

RIDES - Book any money-getting show except Monkey. No Cliff Swans.

RIDES - Need Ferris Wheel Foreman, a Good Foreman.

All replies to C. S. PECK
Responsible, Minn. Phone following
week Starville, Minn.

PECK AMUSEMENTS WANT WANT

This week Katiuska, Minn. following week Starville, Minn. with 3 more choice spots in Mississippi. More than breaking in Mississippi. More Indiana and Illinois for Paris and Street Carousels. More checks for Mississippi for the frame of the cotton this fall.

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RIDES - Book any money-getting show except Monkey. No Cliff Swans.

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Call or Write M. S. TABOR, Pres.
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For Hinge, new Heart Pitch, Cork Gallery, Mouse Game, Fish Pond and other. Also Man for Pills and "Kane's City" Charlie, answer.

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COUNT AND PEAK STORE AGENTS. GIRL SHOW OPEN. PLAYING PART and Location. Location. COPELAND, TEX., this week.

LOU PEASE WANTS
Dancing Girls. Best treatment. Permanent part. No moves. Also use attractive Girl, P. C. Dealers and Agents. At main gate of army camp. Write me care
ALABAMA AMUSEMENT CO.
OZARK, ALA.

WANTED
HANKY PANK CONCESSIONS
ALSO CONCESSION AGENTS.
Opening April 10, Spring Celebration, E. St. Louis, Mo.
Address: JOHN DELANEY
5045 Caroline Ave. St. Louis, Mo.

FOR SALE
30-3000 Ball Alley—30
30' long, 4-1 condition. Will sell any quantity. Write
BERT AMUSEMENT CO.
Box 200, Willow Grove, Montgomery County, Pa.
Phone: Willow Grove 1262

WANTED
Carnival or Rides for the 4th of July. Legion Post No. 76, St. Cloud, Minn.
Contact
R. L. CONDON
904 Saint Cornelia

Imperial Expo Sells Rides, Rolling Stock

DES MOINES, March 31.—Almost all rides, rolling stock and other equipment of the Amusement Corporation of America's Imperial Exposition Shows has been disposed of thru sales held the past two weeks at the org's winter quarters here on the Iowa State fairgrounds.

Show's railroad cars were sold to the Iron & Steel Products Company, Chicago. It is understood the flats will be resold but the cars are headed for the scrap pile. A Des Moines wrecking firm bought all show wagons.

Jimmy Richmond and Jack Lazarus, who are expanding their Des Moines kiddieland into a full-scale amusement park this year, were the biggest buyers, taking four rides and a quantity of neon signs. Rides include a Scooter, Rocket, miniature train and Caterpillar, the last named purchased from Harry Ward.

Other purchasers and their buys include Larry Nolar Shows, Ferris Wheel, Capital City Shows, Merry-Go-Round; William T. Collins Shows, Little Dipper and kiddie boats; B. Brownfield, Rock Island, Ill., Octopus, and 20th Century Shows, show fronts and miscellaneous equipment.

Jack Fugal picked up his Pretzel and Rollopine and took them to Milwaukee. Bill Pink's Tilt-A-Whirl is destined to join Hennies Bros' Shows, and four cars of miscellaneous equipment, including light plants, were also shipped to the Hennies show. ACA still has one Ferris wheel.

On hand for the sales were J. C. McCaffery, Mel Dodson, Max Goodman and E. W. (Slim) Wells.

Rocco Shows Preem May 11 In St. Paul

ST. PAUL, March 31.—Rocco Shows will open their season May 11, still-dating split weeks in St. Paul. After June 1, all stands will be sponsored, said Rocco Schiavone, owner, at the winter quarters here.

Ten fairs and celebrations, one in Wisconsin and nine in Minnesota, have been set, according to Schiavone. The Wisconsin event is the Richfield Firemen's Festival. Minnesota spots include the Hopkins Raspberry Days, Sauk Centre Butter Days, Winona Steamboat Days, Lake City Legion convention, New Brighton Fun Fest, Minneapolis' Powderhorn Park July 4 Celebration, Cloquet Labor Day event and fairs at St. Peter and Arlington.

Rocco Schiavone Jr., son of the owner, recently brought a Fly-o-Plane here from Florida to make a total of 10 rides. Show will carry around five grind shows, close to 35 concessions and six 50-foot light towers, all moving on 18 office-owned trucks.

James B. Flanagan, Coleman Agent, Dies

MERIDAN, Conn., March 31.—James B. Flanagan, advance man for Coleman Bros' Shows, died suddenly at his home here Tuesday (20). For several years he had handled org's publicity and concessions.

He is survived by his widow, Pearl; a sister, Mrs. Stanley A. Stockbridge, and a brother, Charles.

Ferris To Handle Food at Ithaca

ITHACA, N. Y., March 31.—Innovation at Tompkins County Fair this year, August 8-11, will have Carl D. Ferris Shows, midway org., handling all food concessions outside fair buildings. Merrill P. Curry, secretary, announced.

FOR SALE
Mechanical Show, TruStar mounted, ready to go. \$1,800.00.
EVERETT ADAMS
Fallston, Md.



R. C. McCARTER, general agent of Catlin & Wilson Shows, and Marion Jeanette, who were married March 12 at the Sea Gull Hotel, Miami Beach, Fla.

KORTES CLICKS

Location Tops, Mexico City Nets Big Biz

MEXICO CITY, March 31.—Pete Kortez' Side Show attractions are enjoying bumper business here much to Pete's gratification and the surprise of those who attempted to discourage him from booking the city.

Pete has an excellent location, a half block from the noted Sanborn drugstore in the heart of the city. Last week—Holy Week—when practically all shops were closed, daily attendance ran between 12,000 and 15,000.

Admission is two pesos for adults, one peso for children. A peso is worth 12 1/2 cents American money.

Strong Line-Up

Pete has a strong line-up, including the sheep-headed boys; giant, tattooed man; Tiny, the fat boy; double-jointed man; two Albino Sisters; leopard girl; pinhead; Fred and Ethel, little people; and the mule-faced girl.

Three Spanish-speaking lecturers alternate at lecturing at 15-minute intervals, and they are good. All-union ticket sellers, sweeper-uppers, door tenders and the many others that the law requires are used by Pete, who has Harry Gallub managing the show.

An advertisement in THE BILLBOARD put Pete on the track to the show here. The advertisement was placed by Guadalupe Bautista, who styles herself "Impresario" and who is aided by Senior Alex Zermeno, her publicity agent. She is powerful in these parts and gets things done, as evidenced by Pete's superb location.

WANT

FIRST CLASS CARNIVAL
For first or second week of June, 1951, to be held at Chisholm, Minnesota. Excellent prospects. Large space for new Shows. Contact

TARQUINO B. BERTELLI

President
Christopher Columbus Lodge
331 2nd St. W.

SIDE SHOW PEOPLE WANTED

Also Colored Musicians and Performers wanted for all new Circus Acts: Freaks, Ticket Sellers. The best in treatment, sleeping and food. Open April 30. Write, don't wire.

MILT ROBBINS
Gonzales, Texas

HELP WANTED

For world's largest Crime Show (played Railroad Fair, Chicago). INSIDE and OUTSIDE TALKERS—Men who can cut. MIDWEST OR DWARF CLOWN, SWORD BOX, ELECTRIC CHAIR or any other GOOD ILLUSION—Must be in perfect condition. EDGEMASTER PARK, 23200 W. 7 Mile Road, Detroit, Mich.

WANTED TO BUY

28 Wheel Seals, 3 D-140 211 Power Unit, Orange Soda, Little Beauty Merry-Go-Round, etc. For full details write to: **ANDERSON RIDES, INC.** 818 Broadway Toledo, Ohio

W.G. WADE Shows

Opening Date, Thursday, April 19
SPRINGFIELD, OHIO

5. Limestone Street Lot
Everyone holding contracts please report for lot layout by Tuesday, April 17, or contact Detroit office via Western Union stating date of arrival.

Col. Lew Alter wants all his people to join by April 17 at Springfield

CAN PLACE FOR FULL SEASON SHOWS

MONKEY CIRCUS, MIDGET VILLAGE, FAT SHOW, MOTORDROME, GLASS HOUSE, PENNY ARCADE.
CONCESSIONS—Legitimate Merchandising Games of all kinds, including Ballgames, Pitch-Tilt-You-Win, Cork Gallery, Stringgame, Bumper, or whatever you have. **MERCHANDISE SALES PRIVILEGES OPEN.** Pennants, Lord's Prayer on Pennies, Custard and others available. (Cork Game, Popcorn, Cookhouse sold.)

LABOR—Reliable, capable, experienced Foremen (3) for Rides, also Second Men (4). All must drive semis. Good salary, with bonus for staying season.

LOT SUPERINTENDENT—Man of experience to take full charge of getting office equipment up, down, operating and moved. Excellent opportunity for right man. Good conditions and good salary.

ROUTE—After Springfield, then Indiana, then our usual excellent still dates in manufacturing towns in the Lower Peninsula of Michigan and up into the Upper Peninsula latter part of June. Fairs starting first week of August. We have choice Upper Peninsula towns first in. Each one like a county fair. Matinee every day.

CONTACT NOW!

W. G. WADE SHOWS

G.P.O. BOX 1488, DETROIT 31, MICHIGAN, now until April 15th.

PRELL'S BROADWAY SHOWS

V.F.W. Post 9751 April 9-14 Wilmington, N. C. Get Well With Prell To Follow AM. LEGION Post 390 April 16-21 Durham, N. C.

WANTED
Arcade, Rotaries, Holly Cranes—all kinds Hanky Panks. All kinds Ride Help, Semi-Drivers preferred. Funhouse, Pony Ride, Mechanic Helper. Glass House for sale; can book on show with tools. All address **SAM E. PRELL, FAYETTEVILLE, N. C.**

Don FRANKLIN Shows

Can place for season the following Concessions: Cook House or nice Sit Down Grab, Cork Gallery, Hi Striker, Bumper, Fish Pond, Duck Pond, Fish Bowl Pitch, Heart Pitch, Watch-La, Photos. No grill. SHOWS—Want Shows of all kinds except Fun House. No Grill Shows. Place Special Agent who can and will put out paper; must have own car. Place nice Sound Truck. Our fair route is complete and solid—Aug. 15 thru Nov. 13, as follows: Fredericksburg, Aug. 16-19; Bowens, Aug. 22-26; Coleman, Aug. 29-Sept. 1; Nacogdoches, Sept. 3-8; Tarkenton 14 Four States Fair, nine days; Sept. 14-22; Wharton, Sept. 25-29; Rosenberg, Oct. 4-7; Angleton, Oct. 9-13; Bryan, Oct. 15-20; Beville, Oct. 24-30; Refugio, Nov. 1-3; Alice, Nov. 6-12 (new fair date). All Texas. All replies: **DON FRANKLIN, Owner-Mgr., Angleton, Texas, this week; Alvin, 9-14; Sanders Shampepe, Court House Lawn, May 1-5.**

AL WALLACE, Mgr. FITZIE BROWN, Bus. Mgr. WALLACE & MURRAY SHOWS

Augusta, Ga., this week; Kings Mountain, N. C., week April 9. We play all army game and distance place ferris.
Can place legitimate Concessions. SHOWS: Side Show, Snake, Mechanical or any other Grind Shows. Johnny Reddick can place Musicians and Chorus Girls for Colored and Glass House. Working Riders for Motordrome. We have complete outfit including 2 motorcycles, or will sell same to individual. RIDES: Octopus, Rollercoaster, Spitfire or any other Rides not conflicting. **BILL STERLING, IF AVAILABLE, CONTACT IMMEDIATELY.**
AL WALLACE OR FITZIE BROWN, BOX 294, AUGUSTA, GA.

FOR SALE

18-car Caterpillar Ride. Loaded on two 30-foot Rack Semi Trailers with K-7 International and 2 1/2-ton Dodge Tractors. All equipped with air brakes. Ready for operation. Can be booked with Truck Show with outstanding route. Contact
BOB K. PARKER or CARL HANSON
5975 N. E. SECOND AVE. MIAMI, FLA.
Tel. 78-1886 before 6 p.m.

NOW BOOKING FOR SEASON OF 1951

DRAGO AMUSEMENTS WANTS
Novelties, High Striker, Photos, Hoop-La, Watch-La, Ball Game, Pitch-Tilt-You-Win, Game Bank, Cat Bark, Glass Pitch, Lion Banger, Short Kante and Girls Chorus or any legitimate Concessions. Motordrome or Airfun Dip. Would like a Five-in-One or Train-Over, also Glass House, Working Riders for Motordrome. Archie Adams, write, show carries 8 Riders, Fun House and Searchlights is booked in the best territory in Indiana; all fair dates. No drivers or gipsies or chasers. Would like to hear from Bill Stirling. John Bunkley wants for his Indianapolis Midway—Musicians, Comedians and Horse Girls; staff all in first letter.
DRAGO AMUSEMENTS 1711 S. Markland Ave., Kokomo, Indiana

Spring Is Here—Order Now!

← OUR NEW 6 CAT



23 INCH 6 CAT

Beautifully finished with wool fringe, colorful heavy canvas, sturdy solid tan rock built to stand up under hard use. Double Boxes, Long Handle, Solid, Devil's Bowling Alley, a Bumper Car & High Striders & Pan Games & Bingo Blowers & Sine Cards & Sine Hats & Sine Caps & Over and Under Charts & See the Dealer & Extra Round Corner Wooden Glue With Numerals 1 to 6 & Western Nine Strips & Aluminum Mini Bowling & Bill Boards & Corks & Dairy Gens & All Size Plastic Rod Balls & Show Saved Modern for Displays. WRITE FOR CATALOG. WE SHOW THE WAY TO MONEY MAKING GAMES. SEND DEPOSIT WITH ORDER.

RAY OAKES & SONS
BOX 156 BROOKFIELD, ILLINOIS
Phone: Brookfield 1546

LAWRENCE GREATER SHOWS

"The Show Beautiful"

WANT FOR COLUMBIA, S. C.

CONCESSIONS—All Legitimate Concessions open. Want Derby Races, Want Agents for office-owned Concessions, Balloons, Ball Games, Buckets and P.C. Tables.

SHOWS—Want Arcade, Midget Show and well-framed Grind Show not conflicting. Want Acts for Side Show. Also Talker and Grinder for Snake Show. Talker, Ticket Sellers and Riders for Ted Barro's Motor Drome. Want Couple to handle Fun House and Atomic Show.

RIDES—Pony Ride and Kiddie Ride.

HELP—Want Foremen for Twin Ferris Wheels, Bides-O and Caterpillar. Liberal salary and bonus. Want Second Man for all rides who drive same. Want assistants in all Departments. All old help, contact Ralph Clawson. **ART NOBLE** wire **RALPH CLAWSON**, Augusta, Ga., week of April 2; Columbia, S. C., week of April 9.

TED LEWIS SHOWS

WANTED Open April 19 WANTED

Concessions—Hoop-La, Pitch To Win, String, Balloon Dart, Bottle Ball Game, Cuss Your Age, Photos, Long Range Gallery, Matt Camp, French Frog, Novelties, Bumpers, Candy Wheel, Grocery Wheel and Spot Game, Rules—Will buy, book or lease. 100 Octopus, Train, Funhouse, Shows—Side Show, Uniform, Glass House, Wild Life, Girl Show with their own outfit. Leo's American Animal Exhibit Monkey Show, contact me at once. All offers booked contact. Wire or phone all replies to **TED LEWIS SHOWS**, 12-37 Rosewood St., Fair Lawn, N. J. Phone: FA 2794-W. P.S.: Harry Parker, wife at once.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Open Suffolk, Virginia, April 6th to 14th; Salisbury, Maryland, April 16th-21st.

WANT Ball Games, Novelties, Frozen Custard and Long Range Lead Gallery, French Frog, Penny Riddles, Giant Pitcher, All Hinky Panky, open.

WANT Side Show Manager with acts: we have complete top and wagon for same. (J. T. Power, answer). Want Wild Life, Funhouse, Glass House, any good Grind Show. All people holding contracts come in. All mail and wires to **WM. C. (BILL) MURRAY**

ANCHOR TENTS

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORHOMES SHOW TENTS

ANYTHING IN CANVAS

California Approved Flameproof Materials Available. Tents and Canvas for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. IVANSVILLE, INDIANA

BAKER'S GAME SHOP

The Best, Not the Cheapest

Wheels, all uses, both 16 and 18 inch diameter. Spindles, Traces, 12, 15 & 24 numbers, Chuck and P.C. Wheels, Bazaar Meter, Wickets, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Batters, Ball Boxes, Charts and Markers, Steel and Aluminum Mini Bowling, Soap Pops, Chuck Lobbs, Penny Pitchers, Pin Pool End Board Outfits, Wheel Lanyards, Under and Over Charts, Best Deal Dealer Outfits, new Country Ware Six Pin Spindles, new 288 Inches, new Ping Pong Blower Alley, all lengths, new Royal American Mini Waterfall Batters, many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

1108 DESOTO DRETOIT, MICHIGAN

SAMMY LANE SHOWS

"Sweetest of the Stars"

Can place a few more Concessions, Shows, Agents for Hinky Panky, Set Spindles, Fun House, and other shows.

For Sale—Kraus Chuck Cage outfit, 3 wheel Trailer enclosed in to haul same, all for \$1700. Also Evans Set Machine, \$300.00.

Opening Concession, Mo., Big Dog Wood Parthenon, April 25th to 28th, Plenty Fairs and Celebrations booked.

All replies to: Winter Quarters, Lancaster, Mo.

Midway Confab

R. C. McCarter, general agent of Cedlin & Wilson Shows, and his bride, the former Marlon Jeanette, who were married March 12 in impressive ceremonies at the Sea Gull Hotel, Miami Beach, Fla., visited The Billboard's Cincinnati office Thursday, April 29, while en route to Chicago and Milwaukee from shows' winter quarters at Petersburg, Va. They reported that they were the recipients of numerous wedding gifts from members of the shows and show-folk friends. In attendance at the dinner following the wedding ceremony were Jack Wilson, co-owner of the shows, who is the bride away, Mrs. Jack Wilson, bridesmaid; McCarter's brother, John, who was best man; Frank Miller, Art Lewis, Mr. and Mrs. Bob Baker, Mr. and Mrs. William Cowan, Col. H. E. Stahler, Mr. and Mrs. George Godreau, Tex Sherman, Mr. and Mrs. George Goodman, Mr. and Mrs. Al Dorso, Mr. and Mrs. Bill Moore, Mr. and Mrs. Claude Siegrist, Mr. and Mrs. Campbell, Mr. and Mrs. White-side, Lou (Stretch) Rice, Mr. and Mrs. George A. Hamid, Mr. and Mrs. Harry Ericc, Mr. and Mrs. Chet Dunn, Larry Osborne and Grace Marion.

Louis Wish, Ralph Lewis and John Smith, Detroit showmen, recently returned to the Motor City for the summer. . . . Nat Golden left Detroit, where he had wintered, for his shows' opening in Texas.

Martin H. Hurst advises from Tampa that he will join 20th Century Shows for the season soon. . . . Frank Gaskins, general agent of 20th Century Shows, is in Ward 33, Veterans' Hospital, Jackson, Miss., and info he will probably remain there for another two months to undergo an operation. . . . Carroll Miller again has signed to operate the 10-in-1 show on Continental Shows. Miller recently bought an Evans Monkey Speedway, which he also will have on the org's midway.

Red Duncan, Hank Peterson and D. W. Major, all of the John Fabick Tractor Company, St. Louis, are skedded to make the rounds of the shows this season in one of the Fabick private planes. Duncan, who has spent most of his life in show business, formerly was part of the Duncan Brothers, dancers. He is in four legit shows on the New York stage and prior to joining Fabick two years ago was a night club emcee.

Anna Marie Spoon, granddaughter of D. S. Dudley, staged an Easter egg hunt for children in quarters of the D. S. Dudley Shows at Mankins, Tex., March 25.

Karl Alsora's Side Show in Birmingham was the scene of a recent surprise birthday party for him with the following attending: Bertha Bert and wife, Madeline; Hoop Joe Starr and husband, Rilla Ray; Earl Cook, Tomble, Mabel, Maybe, Rex Day, Fanny Ward, Danger Dane and Hardley. Gifts included an Elgin wrist watch, cigarette lighter set with stones, shirts and ties. Refreshments and lunch were served by Shawn Crawford, annex attraction.

Gwyn E. Russell, digger concessionaire who has been with the Tivoli and Dyers Exposition shows, is recovering from a March 19 emergency appendectomy in Waynesville (Mo.) Memorial Hospital. . . . Homer and Marlan Sharpe, concessionaires, are located at Myrtle Beach, S. C., where Mrs. Sharpe has the concession for the "future Boston Braves" and Homer is groundkeeper. They will again have the candy floss concession with Earl E. Husted at the beach this year.

Wally and Susie Waldron again have their glass blowing exhibit at Playland Park, San Antonio. . . . Charles A. Boniani, who has recovered from recent illness and is back at work at the Saratoga Bar, Tampa, reports he will again be off the road this year. He was recently visited by Ted Porter and Hank, Eddie Greeno, Stanley Barbay and Wilbur Hendrix.

Roster of the Tennessee Valley Amusements includes Theo Meadows, manager; Mrs. Meadows, secretary-treasurer; Earl Chapman, business manager; Maurice Meadows, electrician; Paul Cross, Ferris Wheel foreman; William Einkenel, Chair-plane; Johnny Sims, Roll-a-Whirl and kiddie ride; Ray Johnson, Harry Joyce, Earl Miller, Charlie John, D. N. Mull, Britt Evans, Leo Evans, Tommy Mooney, J. W. Blanton, Harry Lamson, B. Reese and Wanda and Raymond Paris, concessionaires; Rick Simmons, Athletic Show; John Baird, Grind Show.

Jesse Jessica French is planning to open April 20 in Bacons Castle, Va., with the Jolly Time Shows. He intends to frame a Girl Show, which will be titled "Flaming Ember." . . . Jimmie Hilyard reports that he has been vacationing in El Paso, Tex., and Juarez, Mex. While in El Paso he visited Raymond Foster, formerly of A.M.P. Shows.

Look magazine is working on a picture story on carnivals for late summer publication. . . . Charlie Holiday and family have left their Montgomery, W. Va., home for Richmond, Va., to rejoin World of Mirth Shows where Charlie has several units. Bernard (Bucky) Allen, concessions boss on World of Mirth, is in Richmond to supervise make ready of the org's front end units for the opening scheduled for late next month.

Lucy and Jimmie Herrington are still vacationing at Eddie's Hut, Gibsonton, Fla. They will open with Parker's diggers on Cedlin & Wilson Shows in Petersburg, Va.

Pop Corn Machines

New EXCEL Machine with 100 Pop Corn, 50¢ Seasoning, 1 M Electric Case, all for \$124.40. Electric counter model does the work of a \$300.00 machine. Art now while we can supply you. Gremlins reader.

INDIANA POP CORN CO. MUNCIE, INDIANA

NELSON'S MIDWAY SHOWS

Secretaries, Committees—A 6 Ride, 3 Show, 25 Concession Carnival. Have some open dates in July, August, September in North and South Dakota, Iowa and Minnesota. In Missouri, Arkansas and Texas, October, November and December.

Want reliable Men on "5 Wheel, Jenny, Glider. Will book few more Concessions and Shows. Can use a good Banner Man, Bossors, chasers need not apply. Phone 1636 F-I, Bemidji, Minnesota.

JIMMIE CHANOS SHOWS

Want for opening spot Richmond, Ind., April 27.

Legitimate Concessions of all kinds. Photo Gallery, Ball Games, Custard, I want three Ferris Shows for Richmond only. Want Girl Show with act without open outfit. Fun—Dime or any other Show, small percentage. Want Ride Help—Merry Go Round, Ferris Wheel Foreman; Foreman for Flying Scooter, Russell Parker, answer. Also Caterpillar Help. This show has ten office owned rides. All replies to **JIMMIE CHANOS**, 801 EAST 5TH ST., GREENVILLE, OHIO Phone 491

ROYAL MID-STAR

WANT FOR APRIL OPENING

Bingo, Fish Pond, Lead Gallery, Cork, Six Cats, Ball Games, Hoop-La, Stock Concessions, Manager for Circus, Girl Show. Place other Shows with own equipment. Wire **ROKIE HARR**, 1008 P. O. BOX 142, FINEVALE, OHIO. Get With the Show playing the Money Spots

"America's Finest Show Covers"

TENTS—SIDESHOW BARNERS

PLACE YOUR ORDER NOW

TO AVOID DISAPPOINTMENT DUE TO THE SHORTAGE OF FABRIC AVAILABLE FOR TENT CONSTRUCTION.

Bernie Mandelsson—Charles Driver

O. Henry Tent & Awning Co.
4003 N. CLARE ST. CHICAGO 30

CARNIVAL WHEELS

24" - 30"
26" - 32"

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 AL 4244-3-5912

W. G. WADE SHOWS

Want for season

CLASS HOUSE
FUNHOUSE
PENNY ARCADE

G. P. O. BOX 488
DETROIT 31

SLUM SPINDLES

Will Get You Top Money on Any Midway

You can safely flush your best action, earn for 10¢, 15¢ or 25¢ with our new attractive, precision built, metal spindle. 36 inches square, beautifully coated, with red felt, fancy metal corner plates, has 45 two-inch spaced, spot spins, fine finished 11-inch mahogany frame. Complete and ready to work on any counter. Only \$29.95.

\$29.95 deposit, balance C.O.D.

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Box 277, Russells Point, Ohio

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Tell Fortunes by Magic

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Want Prints and Novelties Acts. State salary and all particulars in first letter.

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OF EVERY DESCRIPTION

Law and Outlaw, Old Times, War Criminals, Presidents and Famous Persons, Original P. T. Barnum, Fables, Two-headed Wax Babies in Glass Jars

B. W. Christophel Wax Figure Studio
3750 Fulton Ave. St. Louis 10, Mo.

Producing America's Best Carnival and Circus Side Show

BANNERS

SNAP WYATT STUDIOS

RT. 3, BOX 1150 TAMPA, FLA.
Phone, Write or Wire

BLUE GRASS SHOWS

NOW CONTRACTING FOR 1951

SHOWS—RIDES—CONCESSIONS

P. O. Box 621 Owensboro, Ky.
Phone 35321

Winter Quarters

Lawrence Greater

MOULTRIE, Ga., March 31.—Much activity prevailed in local quarters as shows prepared to move to Augusta, Ga., for its opening today. Nat Mercy joined with his Revue and Posing Show. Leonard Duncan's Minstrel Show is here, as is Theo Barro's Motordrome. John Garrett has the coolhouse. Mr. and Mrs. Pat McGee and crew have been here for some time.

Ralph Clawson has a big crew at work. Earl Meyers has about completed the work on his shows. Bucky Yeager and his men have completed the work on concessions, while the painters and artists have completed the art work on the show fronts.

Managers Shirley and Sam Levy are all over the place. Blanche Henderson is to take over the office. Joe Ukita, formerly with World of Mirks Shows, was ready for the opening with his frozen custard. Dale Barron has his Wild Life ready. Louis (Pop) Teuth, who had been ill most of the winter, is back at his old headquarters, as are Bob and Stella Young.

C. H. Dawly has his Monkey Circus ready. Scenic artist W. H. Fritz has completed work on the fronts.

Baker United

INDIANAPOLIS, March 31.—Preparations for the April 20 opener are going full speed under supervision of Chat Pierce and Pat Harville.

H. Dale Smith has joined as general agent and a press agent and special event manager will come on for the opening stand. Concession line-up is almost complete and includes most of the 1950 personnel.

Hyped promotion will be used this year, Tom L. Baker, owner-manager, advises. A bigger special events program is planned and more money will be spent on newspaper and radio ads.

D. S. Dudley

JACKSBORO, Tex., March 31.—Shows open their season here April 2. All rides, shows and concessions are ready for the kick-off. D. S. Dudley and A. L. Stafford have returned from a booking tour. Org will play Texas, New Mexico, Colorado and Oklahoma. Recent visitors included Sammy Apple, Pop Stafford, Mr. and Mrs. Bob Heath, Ernie Wade and Money Stonecipher. — DIXIE STAFFORD.

WANTED

To Book or Lease
Skoater

Flat Ride
Fun House or
Dark Ride

TO BOOK

Straight Sale and Amusement Only
Concessions (no prizes), Shooting
Gallery, Photos.

HELP

Clown for Kiddieland, Assistant
Ride Supt., Ride Help for major
and Kid Rides.

CARTER LAKE

PLEASURE PIER

Operated by Carpenter Amusements
Hotel Loyal Omaha, Neb.

WHEELS OF ALL KINDS

HORSE RACE, BIG STY,
MONEY, MERCHANT,
DISE, PENNY
PITCH, BOARD,
OVER-UNDER,
LAY DOWN
CLOTS, ETC.

Cardinal Mfg. Corp.
410 West Street
Brooklyn, N. Y.
Telephone 7-5077

WANTED

ELEPHANT MAN

To do act. Prefer man and wife. Job
or wife. State salary wanted.
C. A. Vernon, Manager
UNITED EXPOSITION SHOWS
Vidor, Texas

Playland

PONTIAC, Mich., March 31.—Bill Hollingsworth reports that overhaul and repair of all rides and equipment has been completed. Al Davis, painter, has about finished the painting of the scenic equipment. He wintered at Di Michele's (fireworks manufacturer) Ohio home.

Jack Gallagher, manager, announced that he expects delivery of a new Allan Herschell Boat Ride May 10 and also early delivery on the new cars for the Kiddie Ride. Gallagher's health is greatly improved and he's a frequent visitor to the Michigan Showmen Association's clubrooms. His room at the Fort Wayne Hotel, Detroit, is a regular gathering place every Wednesday and Friday night. Visitors there included Mildred Miller and mother, Mr. and Mrs. Irving Baker, Frank Beldoin, Charles Rafal, Mack Brandt and Elmer Nadey.

Quarters visitors included Mike Balog, Mr. and Mrs. Charlie Morgan, Mr. and Mrs. Bob Corrigan, Tom and Irene Gordon and Joey Walsh.

Eddie Parker has returned from a buying trip to South Bend, Ind., and Chicago. Bess Gallagher, secretary-treasurer, is handling booking details. George Langley, Dick Thornton and Jack Gordon are expected next week from the South.

Shows open April 20 in Detroit and will move into Cleveland May 14 to begin a run of 14 celebration dates.—IRVING RUBIN.

Drago Amusements

KOKOMO, Ind., March 31.—Owner Paul Drago while in Florida visited the fair at Tampa and bought a search light. Work in quarters is under supervision of Bud Birchman. The Birchman arrived here March 28 from Ohio after visiting their three soldier sons. Org is scheduled to carry 8 rides, Funhouse, 3 light towers and 2 shows.

Concessionaires will include Bill and Mary Miller, bingo; Wayne Eades, popcorn, caramel corn and taffy; Mr. and Mrs. Bing Randolph, jewelry; Harry Newberry, cookhouse and root beer (also Monkey Show); Vi and Wayne Martin, custard and ice cream; Mildred and Elmer Martin, cotton candy and candy apples; Chet Pierce, derby; Blackie and Mrs. Ogilby, diggers; Case Corbin, snowballs, milk bottles and Girl Revue; Lowell Fullhart, basketball; Mr. and Mrs. Johnson and daughter, balloon dart; Harry Clark, scales; Mrs. Jim L. Henry, penny pitch.

Bud Birchman will ride superintendent and Ferris Wheel foreman; Walter Johnson, Merry-Go-Round foreman; Jim Henry, Chairplane foreman; Nate Overman, Octopus; Harry Cook, Roller-Whirl. Birchman will furnish two kiddie rides—auto and airplane. Elmer Martin will be electrician and mechanic; Wayne Eades, billposter and have sound car, and John Bunkley the Happyland Minstrels.—B. BIRCHMAN.

Wolf Greater

MINNEAPOLIS, March 31.—Shows have skedded a May 1 opening. First five weeks will be still dates, followed by 15 annual celebrations in Danson, Appleton, Willmar, Geneseo, Sanborn, Springfield, Cokato, Norwood, Saint Peter, Winnebago, Columbia Heights, Blue Earth, Sleepy Eye, Slayton and Madison, all in Minnesota. Shows also have signed the following fairs in Minnesota: Mooka, Howard Lake, Wadena, Garden City, Saint James, Coldonja, Cambridge and Fairmont. Winter quarters open April 1.—WILLIAM WOLF.

Midway of Mirth

PARRISH, Fla., March 31.—Shows are scheduled to open a week earlier than planned and quarters work has moved into high gear. M. S. (Sonny) Harris is putting finishing touches on his shows, kiddie rides and concessions. Mrs. Haynes Harris is here.

Marlie and Ray Keen came in from their home in Atlanta. Ray is doing the wiring and general construction work on the shows. George D. Barrett has been here all winter.

Hill's Greater Bows To Good Biz In Corpus Christi

CORPUS CHRISTI, Tex., March 31.—Hill's Greater Shows opened at a downtown location here March 17 under Knights of Pythias auspices to ideal weather. Attendance was above expectations. Org is illuminated with fluorescent lighting. C. C. and H. P. Hill are the owners; C. Johnson, manager; Mrs. C. C. Hill, secretary; Mrs. H. P. Hill, in charge of concessions; Bonnie Halefeld, mail and The Billboard sales agent; Mrs. Clyde Rannels, front gate, and Clyde Rannels, electrician and ride superintendent.

Concessions include Joe Rosen, pet store; Billy Rosen, slum skill; Mrs. Rosen, jewelry; Mrs. Billy Rosen, percentage; Al Johnson Jr., rolldown; Mrs. Al Johnson, penny pitch; Jackie Shore, razzle; Mrs. Shore, rat game; Bill Harper, roly poly; Tom Wells, diggers; Mr. Ludwig, pen are; Tony Maddad, blower; Mrs. Maddad, balloon dart and fishpond; Maple Williams, hanky panks; Mr. and Mrs. Ken Davis, bingo; Mr. and Mrs. Robert Kolb, cookhouse and grab stand; Charles Vanderford, hanky panks; Madison brothers, custard and photo gallery; Harry Corey, jam; Mrs. Floyd Stokes, percentage; Mickey Goldberg, ham and bacon wheel, and Andy Welmar, popcorn and ice cream.

Rides and their foremen are auto racers, Henry McKinnon; Merry-Go-Round, Leonard Garcia; Ferris Wheel, Jimmy Spurlock; Rolloplane, L. W. Delano; Tilt-a-Whirl, Patrick Benver; Scooter, Whitley Beeve; Spitfire, Bill Connerster; Kiddieland, Blotts Graham Jr.; Little Dipper, Frankie Culver, owner; Shetland ponies, Robert Ward.

Shows: Big dog and little horse, Mrs. Robert Ward; Alabama Woman, Rosario; Parisian Folies, Pat Levern; Side Show, Linda Lopez; Mordrone, Sam Caldwell; Venus, J. P. Smith; Snake Show, Chief Thunder Cloud.

Globe Back on Road

CINCINNATI, March 31.—Globe Shows Amusement Company will return to the carnival field this season following a two-year absence from the road, John Costa, owner, announced this week. Costa said that the shows will open the season May 1 and follow a route thru Connecticut, Rhode Island and Massachusetts.

Gladstone Expo

MAYFIELD, Ky., March 31.—A new Tilt-a-Whirl arrived from Sellner Manufacturing Company. Rex Miller, Tilt-a-Whirl foreman, arrived from Macon, Ga. A. W. Lapp has his new cookhouse ready. Jay Williams arrived from Ocala, Fla., with his three stands. Ted Dunlap has the transformer wagon in good shape.

Mr. and Mrs. L. H. Hardin are readying their concessions with the help of their agents. Jack Oliver is able to get about with the aid of a brace, but expects to discard it soon and return to his job as general agent. Floyd Aldridge has the diggers ready and Dow Poole is readying the rollerias.

Frank Ellis arrived from Omaha to handle the front gate. Carl Byers is expected soon, as is Cotton Ellis, with kiddie ride, bingo and concessions.

Leonard Watson, of Bee's Old Reliable Shows, is a daily visitor, as is H. P. Faris. Forrest Poole Jr. is taking care of general work.—FORREST O. POOLE.

Pioneer

WAVERLY, N. Y., March 31.—Org will open April 27 on the South Waverly circus lot. The crew, under supervision of Ron Rogan, is readying the new main entrance, three new show fronts and the new office on a 30-foot semi. Popeye Andrews is looking after the rolling stock. Recent arrivals were John Pierce, Mary Holman, Glick brothers, and Jack Ruben with his concessions. Al Bydaik will have his rides and concessions with the org. Louis Rice will have 10 concessions and handle the adjusting. Jim and Madge Varn and Eddie O'Brien are en route here from their winter tour. Recent visitors were Paul Ellis, owner of North American Circus; Pete Purcell, Francis L. Sweeney, Eddie LaSalle, Joe Reap, Victor McLaughlin.

EAT-DRINK OUTLOOK

Ops Face Hiked Costs; Patrons Loosening Up

PRICE RISES, substitutions and shortages mark the supply and equipment picture for eat and drink concessionaires this season, according to The Billboard's survey of suppliers and manufacturers.

But these same companies foresee a bright future for concessionaires. "Better than 1950," is the general prediction.

Leading to this conclusion is the belief by most suppliers that installment buying limitations laid down by the government will leave amusement seekers with too little dough to buy major household items but with more pocket money for the midways.

Business near military training bases should be particularly good in this and other fields, they reason, as wage increases in several industries will mean more noola for concession ops.

Suppliers of flavorings, mixes and sirups have, in several cases, been able to hold their prices to last year's levels. Higher paper costs are reflected in prices of cups, napkins and bags.

Materials, Labor Up

B. H. Brockway, manager of Concession Supply Company, Toledo, reports rising costs of material and labor forced a 10 per cent price increase. The firm is giving immediate delivery on most items in its line, which includes candy floss machines, candy kettles, caramel corn kettles, corn poppers, gas burners, cone and waffle equipment, popcorn and floss supplies, and freezing equipment.

However, within three months Brockway expects 75 per cent of his plant's capacity to be busy on non-showbiz work. He foresees a decrease in his volume of sales to show business this season. For outdoor (showmen) however, Brockway sees a banner year. Concessionaires will have to find substitutes for some items and maintenance will be of primary importance, but their business should be good, he maintains.

William Moran, sales manager for Star Manufacturing Company, St. Louis, also notes that substitutions will be in order and says his company has been able to replace scarce materials used in making its products. The firm's business is showing a considerable increase, he said, and Star has added a new line of gas and electric griddles. Its 24-inch model costs \$89.50 for gas and \$122.50 for electricity, and its 36-inch models sell for \$139.50 and \$161.50.

Biz Rise Seen

F. P. Thomas, of General Equipment Sales Company, Indianapolis, suppliers of freezers, concession trailers and ice cream storage cabinets, reports a 7 per cent increase in prices and anticipates a 10 per cent rise in unit sales. He fears, however, that his company will not be able to fill some orders.

Sno-Master Manufacturing Company, Baltimore, makers of ice shaving machines, has made no increase in prices. David Davison,

sales manager, reports the company expects to sell its entire production by June 1. From six to eight months are required for delivery of some raw materials, however. The company is making 30-day deliveries now of the finished product and looks for improved business this season.

Eagle Machine & Tool Company, Bronx, makers of frozen dessert machines, is faced with higher material costs and has been forced to find substitutes for stainless steel. Its prices are up 10 per cent. Carl Kaitenbach, partner in the firm, believes bans on new construction will reduce unit sales to such installations as roadside stands but anticipates greater use of his machine in other types of spots.

Mixed, Flavors Steady

Dayton Food Products Company, Dayton, O., reports no change in prices for flavors, dry custard mixes, malted milk base and ice cream stabilizers. Leon R. Office, president, advises that immediate deliveries are promised, altho some supplies are scarce.

Eagle Cone Corporation, New York, handling ice cream cones and waffles, tells of a 15 per cent price hike, ascribed to higher labor costs and as much as a 50 per cent price increase for some raw materials and packing material.

Western Extract & Manufacturing Company, Oklahoma City, has held its price line except for some paper products. C. W. Johnson, owner, says that, while materials are short, the outlook is for better business than in 1950. Firm supplies juice concentrates, sirups and flavoring extracts and coloring as well as a line of paper cups and popcorn and peanut bags.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 31.—Membership certificates are being mailed, and any member in good standing not receiving the same within a reasonable period of time is requested to communicate with the association's offices promptly.

Information received from Washington indicates that changes in individual income taxes and excise taxes probably will not become effective until October 1, if then. There is a possibility that corporation taxes may be changed as of July 1.

A Federal Court recently ruled that the hiring of trucks at hourly rates is exempt from the federal transportation tax.

Office of Price Stabilization has issued a revised list for determining the retail price of automobiles.

National Production Authority has issued additional regulations governing the use of tin, copper, iron and steel and various chemicals. A list of field offices throughout the country is on file.

ARCADE FOR SALE

Only Arcade in town and a money maker. Will finance responsible party. Arcade consists of Lions and Short Range Shooting Gallery, two Picture Machines, one automatic Muttapoo and one wall automatic, one Voice Recorder, one Juice Box, 4 Pokering Tables, two Diggers, 12 Pin Ball Machines, 25 top money maker Arcade Pieces, Neon Display Sign and many extras. Desirable location, good lease, in operation. Must sell due to illness. Contact: **JOSEPH GLOTH, 59 Bank Street, New London, Conn.**

TENNESSEE VALLEY AMUSEMENT

Guthrie, Ky., all this week. Playing in front of main gate. \$6,000 soldiers. Camp Campbell, Ky., pay day week. Round Stock Concessions all kinds, auto and short and Clearette Gallery, Custard, Gum and Waftis, Hill Games, Ill and Mink. Rides—Book Merry-Go-Round, Roll-a-Plane. Good opening for Kiddie Auto. Shows—Aop Grand on conflicting. Help—Agents for Bingo, Race Sires, Race Sires, Race Sires, Race Sires. Harry Lamon, Agent for Count Stores, Skillets. Charlie Latham, come on Wire or write **FREDDER MEADOWS, Mr. EARL (HOPPY) CHAPMAN, Box No. General Delivery, Guthrie, Ky.**

CONEY ISLAND SHOWS

West Side Show Manager with inside, Girl Show Manager with girls on will place stars on office salary. Man to run Snake Show. Moore Taylor wants Musicians for Minstrel Show booked on show. Shows with own outfit. 20%. Want Concessions for 100 kids. Hunky Punks, \$15.00 a week. Hill Camp, Bingo, Candy Flow, Penns Arcade. Want Rides: TH, Octopus and Spitfire. Want Foremen for Merry-Go-Round and Kiddie Auto, also Ride Help on Rides. Want Sound Truck **VILLA BICA, GEORGIA, THIS WEEK.**

WANTED

WALTON'S WILD ANIMAL EXHIBIT

On the 20TH CENTURY SHOWS. Wonderful Route of Pairs. Two experienced Working Men for Wild Life Exhibit that can handle 30,000 top. One experienced Wild Life Driver, and be experienced on all animals. Stage one and salary expected. No drinks if you drink will win. You are. No collect wires. **RAYMOND A. WALTON, 904 N. FAIRCHILD, OANVILLE, ILL.**

WILLIAM COLLINS SHOWS
Prize Shows

18 OFFICE OWNED RIDES—8 LIGHT TOWERS AND ANTI-SEARCHLIGHTS—8 OFFICE OWNED SHOWS

Have outstanding route of Still Dates with 12 of the best Fairs in the Middle Northwest. Route furnished to interested people.

WANT SHOWS: Monkey, Lung, Snake, Wild Life, Fox Show or any Grind Show with their own equipment and transportation.

WANT CONCESSIONS: Cook House, Grab Stand, Photo, Siring Game, Balloons, Bumper, Cork Gallery, Shoot Range, Coca Bottle or any other Handy Park.

HELP WANTED: Foreman for Twin Wheels, 7ft. Flyplains, Merry-Go-Round and Second Man for all rides, must drive well. Pay day every Thursday. Winter Quarters now open. All replies

WILLIAM T. COLLINS SHOWS
 901 EAST 78 ST. MINNEAPOLIS, MINN.

Mad Cody Fleming, Owner—George Pence, Mgr.

MAD CODY FLEMING SHOWS

Opens April 28th—Want

SHOWS: Managers that can drive for Turtle, Swamp Life, Midget, Animals, Working World. CONCESSIONS: Cookhouse Help for Dinner on Wheels, Agents for Short Range, High Striker, Stock Concessions, Custard. Good concession territory. No games over 10 cents. No gypsies. Ride Help, Ticket Sellers, write George Pence at Hickox, Ga. Will buy Animals: Monkeys, Snakes, Priced right, Merry-Go-Round, Ell other rides for park. **FOR SALE:** Coaley Fire Truck, Phillips mops. Come drive it away. \$1,500.00. Workmen paid every Monday, no hold back racket worked on you here.

MAD CODY FLEMING or GEORGE PENCE, Hickox, Ga.

MAGIC EMPIRE Shows

WANT Cookhouse, Fun House, Meteorome, Penny Arcade, Bigger, Custard, Iron Lung and Snake Show. **WANT** Immediately—Side Show with or without equipment. All Concessions open except Bingo, Peppercorn, Press and Photos.

WE CARRY 10 OFFICE OWNED RIDES WE PLAY 15 FAIRS

Will place Handy Parks of all kinds. \$21.00. Want Handy Ma-Cats working for track. Make opening for two or three Gold Shows. Need Rat Game, Pan Game, Age and Scatter, High Striker, Bumper, Strong Game, Basket Ball, Nucky Back, Coca Bottle, and Swinger, come on, we will place you. Address: COLUMBUS, MISS. THIS WEEK; PHILADELPHIA, MISS. NEXT WEEK.

A. SPHEERIS, Owner PAUL BOYETTE, Manager

I. T. SHOWS WANT

CATERPILLAR FOREMAN
MERRY-GO-ROUND FOREMAN FOR SPILLMAN
2-ABREAST
FOREMAN TO HANDLE KID UNITS

WRITE OR WIRE
I. T. SHOWS
 2686 VALENTINE AVE. NEW YORK, N. Y.

CAVALCADE OF AMUSEMENTS

CAN PLACE CAPABLE FOREMAN FOR OCTOPUS AND ROLLO-PLANE. Long Season and Top Wages for Capable Operators. **NAVE OPENING FOR 2 TICKET SELLERS** (Must be able to handle Show Frogs Only). **SNOW OPENS APRIL 7TH.**

All Address: AL WAGNER, MGR., Mobile, Ala.

PACIFIC UNITED SHOWS WANT WANT WANT

Stunt Shows, Long Range, String Games, Ball Game, Fish Pond, Cork Gun, Slum Spindle, B. C. Outfit, Worthwhile Shows not conflicting. Need Kiddie Auto or Boat Ride, Octopus or Tilt. Positively out 12 months a year. 15 Fairs and Celebrations in California and Oregon. All replies to **TONY SOARES** San Francisco, Calif. 109B Douglas Street

WANT JOHN FRANCIS SHOWS WANT

Play Foreman for Caterpillar and Dodgem. Second Man on 11 Rides. Must drive trucks. Can place a few Handy Parks (no rackets).

FOR SALE

Class House, Organ Stand in Trailer, Beautiful Jig Show Freed with banners, 18 other Fairs, Street Race Show, etc.

Now playing tel at 480 N. Broadway, St. Louis, for 2 weeks. Address All Mail and Wires: **JOHN FRANCIS, Mgr., 478 N. 3rd St. (Phone: Chestnut 6521), St. Louis 7, Mo.**

WANT WANT

AGENTS FOR SLUM STORES AND SCALES

Open Nevada, Mo., April 7th—will be in Nevada, Friday, April 6th

JACK ROWE
 c/o Snapp's Greater Shows

Duke's Bazaar & Fair Trading

Open in Philadelphia, Pa., April 9th, Island Rd. & Elmwood Ave. Playing check locations. Free gate.

Want Merchandise Concessions of all kinds. No racial. Opening for Long Range Gallery. All Eats sold. Want Shows—Mechanical City or Fun House, or what have you? Want Foreman for Merry-Go-Round. Contact **SIMON KRAUSE, Turle Hotel, 111 S. 10th St., Philadelphia, Pa., or Duke. Phone: Chester 3-3630**

Club Activities

National Showmen's Association
 1564 Broadway, New York

NEW YORK, March 31.—Wednesday night (28) meeting was fairly well attended, considering the number of members who have left to join shows. President **Bernard (Bucky) Allen** again flew in to conduct the gathering. Also present on the day were **Phil Isser**, vice-president, who just returned from wintering in Miami; **Harry Rosen**, treasurer; **Dan Thaler**, secretary; **Dr. Jacob Cohen** and **Fred C. Murray**, chaplain.

On the sick list are **Jeff Harris**, Baker Memorial Hospital, Boston; **Myer B. Pinsky**, Harkness Pavilion, New York, and **Sam (Peanuts) Weisser**, still at Franklin D. Roosevelt Veterans Hospital, Montrose, N. Y. During the meeting, letters of thanks from members who received gifts were read by **Dr. Cohen**, chairman of the hospitalization and sick committee, from **Jerry Gottlieb**, **Terk Perkins**, **Sam Weisser** and **Irving Udowitz**.

Edward Nacht and **Morris Sommers** left for Ocean View Park, where they will spend the summer. **Herman Moskowitz** visited the clubrooms and announced that he has become a grandfather. Easter week-end found many visitors here. **Robert Allen** had his two sons, **Robert Jr.** and **Gerald**, in from Stella Niagara Military School. **Lewisston, N. Y.** **Dan Thaler** brought his two children to the clubrooms and shut-in **James Cox** received a pass and spent a few days here.

Other visitors seen about the club recently include **Murray Goldberg**, **Joe Leason**, Mr. and Mrs. **Ben Levine**, **Fred Perkins**, **Casper Sargent**, **Sam Cohen**, **Louis Candee**, **Israel Nathan**, **Robert Crump**, **Dave Solit**, **Raymond Blumberg**, **Carl Manthey**, **Joseph Amico**, **Al Burt**, **Joe Spivak**, **Sam Peterson**, **George Siegel**, **Ben Hoff**, **Frank Capell**, **Sol Wahnsis**, **Joseph Trosey**, **Mark Rosen**, **Tom Coffey**, **Louis D. King**, **Max Seskin**, **Frank Schillizzi**, **Sam Miller**, **Henry Kaufman** and **William Shapiro**.

Board of governors has announced that the last meeting will be held Wednesday, April 11.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 21.—The regular weekly meeting was called to order by President **Hugo**, who outlined plans for the premium books and awards to be made at the New Year's Eve party.

George Hoon was delegated to have the neon sign rehung on Broadway Avenue. **Hattie Hawk** left recently for Santa Barbara, Calif., where her sister is ill. **Frank Ryan** is still on the West Coast.

Toney Martone announced his show would open early in April, at Mills and Kansas avenues here and the Hale Shows will have several rides on the lot. Latter shows will play a two-week engagement here for the benefit of the Cerebral Palsy Hospital.

Ruth Gordon left the city for two weeks. **Ruth Martone** is confined to her home and **Ruby Combs** recently suffered an injury to her right wrist. **Pearl Strong** is still recuperating from her accident.

PLASTER FOR CONCESSIONS

ALL LARDERS
 Dells, Doss, Morse, Per des. 5.00
 Larders, Per 100 pbs. 12.00
 Medium Bound, Per 100 pbs. 12.00
 Small, Per 100 pbs. 12.00
 New Items—Bright Finish—Prompt

Order from this ad or send per FREE literature

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 618-25 Manchester Ave.
 St. Louis 10, Mo.
 (Phone: Newstead 6510)

WANTED SIDE SHOW PEOPLE

For Long season with **Curtin & Wilson Shows**. Railroad transportation, Outstanding Frank Rube Act, and Swallow, Fire Act, Taitop Man, Ticket Sellers, good front Talker. All letters answered.

MICKEY MANSION
 Petersburg, Va. Open April 28th.

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

CHICAGO, March 31.—Vice-President **S. T. Jessop** was in the chair at the regular Thursday (29) meeting. President **Lou Keller** advises by mail that he will be back in Chicago for the April 12 meeting to meet with the ways and means committee. The lease committee was requested to seek more suitable quarters.

Walter F. Driver was absent due to illness. **Andre DuMont** confined with a cold, with no news on the progress of **Clifford Darling**, **W. C. Dencke** and **W. O. Perrott**.

Al Rossman arrived from Florida. **Bob Sugar** writes he is with the Cavalcade of Amusements. **Percy Pivor** announced his recent marriage to **Gladys Browning**. **Maxie Herman** stopped off en route to Florida.

Recent callers included **Harry Marnach**, **Harold Ardner**, **Hadji Delgarin**, **Jimmy Murray**, **Vince McCabe**, **Robert Hughey**, **Sam Monchin**, **Ginger Nye**, **Chester Barker**, **Silent O'Brien**, **Harry Simonds**, **Al Rossman**, **Ozy Breger**, **Oliver Barnes**, **Johnny Criss**, **Bennie Mallwin**, **Lester J. Davis**, **Ed Sponar**, **Max Jaffe**, **Gus Pappas**, **George Brooks**, **Sam Glickman**, **Sam J. Solomon**, **Delbert Rohr**, **Sam Goldstein**, **Saille Wasserman**, **Mel Harris**, **Edward Levinson** and **Hy Neitlich**.

HELP WANTED CRAFTS 20 BIG SHOWS
 Operating 2 Main Units Now 1 around Los Angeles

ROY SHEPHERD, Ride Supl.
WANTS SKOOTER FOREMAN. TOP SALARY.

CRAFTS 20 BIG SHOWS, INC.
 1283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.
 Phone: Sunset 7-3111

HILL'S Greater SHOWS

WANT FOR OUTSTANDING ROUTE OF FAIRS, CELEBRATIONS AND STILL DATES IN NEW MEXICO, COLORADO, WYOMING, NEBRASKA AND SOUTH DAKOTA. CONCESSIONS: Will sell "Ez" on Popcorn Trailer, Long and Short Range Lead Gallery. Also want Handy Parks of all kinds. **Joe Rosen** wants Help for Per Shop. All those who have worked for me before get in touch at once. SHOWS: Want Monkey, Fun House, Snake Show. Have frame up for large Girl Show, four or more girls. Will book any other Show not conflicting. RIDES: Will book Ferris, Caterpillar, Octopus, Whip, Rock-a-Plane, RIDE HELP: Have opening for A-1 Ferris Wheel Foreman (Pat Bright) contact at once. Also want Second Man on all Rides, must be sober and reliable and drive Semi Trucks. All replies to: **C. O. or M. P. HILL, Lubbock, Texas, watch April 9-10.**

WANTED . . HELP . . WANTED

EXPERIENCED RIDE HELP
 \$50.00 a week and expenses get paid according to what you can do. Pay in cash every week. **FRANK SAVAGE** GET IN TOUCH.

EXPERIENCED MAN TO HANDLE FRENCH CRIS AND HOT DOGS.
 Have nice trailer to work in.

People who have not heard from me, write again, at your correspondence was mislaid.

E & B AMUSEMENTS
JOHN A. BASS, 1662 HUTCHINSON RIVER-PARKWAY, BRONX, NEW YORK

RANEY UNITED SHOWS

Now Booking for 1951

OPENING MAY 7

Best still spots in the State of Minnesota, followed by 13 premium Minnesota Fairs starting June 25th.

Want Concessions that don't conflict. Shows: Drome, Minaret, Monkey, Side Show or any Show that doesn't conflict, Ride Help for 12 office-owned Rides. Top salaries, no brass. Man for Penny Arcade, experienced. Address: **ROY RANEY, 3650 N. Humboldt, Minneapolis 12, Minnesota.**

CARNIVAL PLASTER

LARGEST PLASTER MOUTH IN THE NEW ENGLAND STATES
QUALITY PLASTER—LOWEST PRICES

We Deliver in the New-England States and Nearby New York State.

MAYFLOWER STATUARY CO.
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PLASTER

Same Prices—Same Large Size

Prices have increased considerably. However, we have not increased prices, nor cut down on size of items.

25 CENTS AT SHOP—22 CENTS DELIVERED

COSIMINI CO. CARY 3081 CARY, N. C.

SOUTHERN STATES SHOWS

Want top Florida Tamato Festival, St. Louis, Florida, Four Days and Nights, St. Louis Wednesday, April 25.

Merchandise Concessions, Class Shows, Side Help in all departments. Shows who drive and have license given preference. All answers to **JOHN E. DAVIS**
 ROUTE 2, BOX 114, TAMPA, FLA.

Get with a GOODING unit
ATTENTION, SHOWMEN
CAN PLACE
FAT PEOPLE AND MIDGETS
FOR OFFICE OWNED-OPERATED SHOWS. PLEASANT RELATIONS.
WANT GOOD MINSTREL REVUE
WITH OWN EQUIPMENT FOR CHOICE ROUTE OF SOLID TERRITORY. CHAS. TAYLOR. PLEASE CONTACT AT ONCE.
ALSO WANT GOOD MONKEY SHOW, ILLUSION SHOW, HILLBILLY SHOW, SILO-DROME AND MECHANICAL SHOW WITH OWN EQUIPMENT.
HAVE WONDERFUL OPPORTUNITY FOR PENNY ARCADE.
WRITE—WIRE—PHONE US TODAY
GOODING AMUSEMENT COMPANY
 OPERATING 8 UNITS
 1300 NORTON AVENUE COLUMBUS 8, OHIO
 PHONE: UNIVERSITY 1193

WANTS WANTS
CHEROKEE AMUSEMENT COMPANY
No Gate—No Grift—No Gypsies
Opening date April 30
 CONCESSIONS—Cashless that cater to Show People, Cork and Lead Galleries, Fish Pond, Bumper, Country Store, Glass Coke, Hoop-La, Blower, Basket, Cafe and Bottle Ball Games, Photos, Novelties. Want Couple to work Bingo, either per cent or salary. Twenty weeks Celebrations and Fairs. SHOWS—Mechanical, Snake, Fun House, Monkey or Frank, RIDE HELP Foremen for Wheel and Chairplane, Second Man for Tilt, Chairplane, Merry-Go-Round. Write, wire or phone
J. W. MAHAFFEY, Erie, Kansas

NEW ENGLAND AMUSEMENT CO.
WANTS FOR 1951 SEASON
 Ride Foreman for Jenny Wheel and Octopus. Also Man for 2 Kiddie Rides. Top wages and bonus. Extra if you drive. Two Men to up and down Concessions. Agent for Ball Games, Bingo Caller. All legitimate Concessions open. Will place two Merchandise Wheels, Frank King or Polack Jimmy. Write. Low P.C. Also Free Act. Playing New England territory.
WANT TO BUY KID RIDES. ALSO UNDERSLUNG TRAILERS.
 All Replies to
HARRY J. KAHN
 60 PARKSIDE ST. SPRINGFIELD 4, MASS. Tel. 6-0257

WANTED
12 WEEKS, MEXICO CITY
LAST SUPPER, VATICAN CITY, OR ANY POWERFUL SUPER ATTRACTION
 NO TIME TO DICKEK, WHAT HAVE YOU? AIRMAIL COMPLETE DATA.
 Guadalupe BAUTISTA, Ramos Arizpe 15-2, MEXICO CITY.
 P.S. PETE KORTZ IS BREAKING WORLD'S ATTENDANCE RECORDS NOW AT THIS SAME LOCATION.

FOR SALE
 48 units Kentucky Derby group game; clean, perfect working condition, complete with 48 stools. Neon Signs valued over \$1,000.00; full price for all. \$3,000.00. Wire or contact
JOSEPH BENNETT
 2205 BOARDWALK ATLANTIC CITY, N. J.

BROWNIE SMITH SHOWS
WANT
 Concessions of all kind, everything open. Will sell exclusive on Bingo, Cook House, Pop Corn, Candy Apples, Snow Balls, Milk Camp, Durrer and Bus Outfit. All Hinky Punks open, will consider reliable party with several and not over three Grand Slams Jimmy Cares, Spin Table, contact. Need Foremen and Second Man for Merry-Go-Round, El Wheel, Chairplane, Loopoplane, Train and Kiddie Busses; salary within hearing of limit. Shorty Morgan, write or come on. Want Shows of all kind. Bull Martin. Contact. All address.
BROWNIE SMITH, Mgr., Rt. 67, Box 1185, Fayetteville, N. C. U. S. 6 301 South

Last Call Last Call
G. & B. RIDES
 OPENING MARCH CITY, VA. APRIL 14, TWO SATURDAYS
 CONCESSIONS—Lead Galleries, Bumper, Snake, Bowling, Gold Fish, Glass Pitch, Jewelry, Milk Bottle, Cat Race, Hoop-La, Country Store, Watch-La, American Mitt, SIOUWA—Snake, Monkey, Crane, 10th St. HELP—All Help contracted come on. Can use Help in all departments, must be able to drive. Morneman can use Agents for Ball Game and Penny Pinch, man and wife preferred.
GEO. BEGAS, 427 30TH ST., PARKERSBURG, W. VA.

SALESMEN WANTED
 To represent one of the largest ticket manufacturers. No objections to other lines. Exclusive territory. Heavy season open. All applications held in strict confidence. Give full particulars. Write
BOX D-13
 C/O THE BILLBOARD CINCINNATI 15, OHIO

GOLDEN RULE SHOWS
 Opening middle of April in New Jersey. Playing New Jersey and Pennsylvania. All short moves.
 Can use a few more legitimate Concessions. Want Ferris Wheel Foreman and other Ride Help. Good wages. Have for sale B-Tub Octopus in very good condition, with or without transportation.
A. L. BLACKMON
 818 N. 32ND STREET CAMDEN 5, N. J.

WANTED
 For the finest Illusion Show booked on the World of Mirth Shows. Talkers, Ticket Sellers, Boss Carnivalman. Can use Wives on Illusions of C. One who does Magic preferred, or good Magician. Salary no object if you can sell Show inside. All People who know Mr. wire. Jimmy Davis, Preacher Monroe, O. B. Rob Friend, Charles Herms, Shorty Selzer with horse 1949, contact quick.
MALOTT'S MENTALISTS, L. B. MALOTT, Mgr.
 ILLUSION SHOW, c/o WORLD OF MIRTH SHOWS, Winterquarters, Richmond, Va.

FOR SALE (or trade)
 No. 1111
 A-1 thorough, new power unit, white seats and upholstery and chrome trim; has been replaced in our Park. All ready for a big season and complete with special trailer and tractor, a real buzz all.
POT WAGON, COMPLETE \$5,500.00
 Chevrolet, 1 1/2 ton, good rubber, van body with lower, work bench and parts bins, 3 seats, 75 Kw., control panel, primary cutouts. Smooth heavy ground rails for a 10 ride show.
TRACTORS AND TRAILERS
 1 Chevy tractor with 24 foot semi, rubber fair, mechanically OK, each \$500.00
 International tractor with 22 foot semi, same as above \$500.00
 Ford tractor, new motor, good rubber, best two speeds \$500.00
MISCELLANEOUS
 1 Excelsior lamp and frames with two 12 volt bulbs and two Roll-Downs, joints and same complete with links and 2000 lbs. load. Take all for \$1,000.00
 New Polar Pete Sno Machine, never un-crate \$1,500.00
 1 20x30 top and walls and poles, each \$1,000.00
 1st Animal Banders, never used, 4000 lbs. for \$75.00
JIM CARPENTER
 Hotel Lovel, Omaha, Neb.

WANTED
 Clean Carnival Company, with large number of Rides, to play the Osborne County Fair at Osborne, Kansas, August 20-24, 1951. Large fairgrounds, new buildings, 4th year of operation. Good attendance.
 Contact:
BENNY GOODMAN, Secretary
 Osborne County Fair, Osborne, Kan.

WANTED
CARNIVAL-FREE ACTS
48th Annual Home Coming
 August 1-2-3-4, Quaker City, Ohio
LEW HERRICK, Pres.
I. W. HARTLEY, Sec.

FOR SALE
For Storage
 2 Ball Games complete with canvas, bottles, cats and game plates; Short Range Shooting Gallery, Truck and Trailer.
ALL FOR \$500.00
GLEN B. EVANS
 781 N. 16th St. Sacramento 15, Calif.

NEW NETS 16'x31'
 Strong cord, two-inch mesh. 1000 camouflage nets, good for Ball Game, 1 each, \$1.00 each for top or more; \$10.00 single, send deposit.
AL NICHOLS
 SPOOKY WOODS MUSEUM
 R. D. 271 NEAR, N. H.

WANTED
ORGANIZED CARNIVAL
 Approximately 10 Rides for July, 1951 (bookings Contact)
ALEX REITZ
 Bureau Commander Post 2345
 Baroda, Michigan

NOTICE
 Now booking Circus and Carnivals in Peary's Amusement Park, Middletown, Ohio. Grounds formerly known as Carson's Play Ground. Contact.
Peary's Amusement Park
 Care O. R. HUNSICKER, Middletown, Ohio

SUNSET AMUSEMENT COMPANY
 OPENING EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 19
 Continuous Route of Fairs and Celebrations Start June 18th. Missouri, Illinois and Minnesota. No Iowa.
CONCESSIONS OPEN
 Exclusive open on SCALES, AGE, PAN GAME, RAT GAME, UNDER-OVER, BEAT-DEALER; preference given to ones with hanky-panks. All BALL GAMES open.
SHOWS OPEN
 FUN HOUSE, ARCADE, MOTOR DROME, MECHANICAL, LUNG, or any non-conflicting show with transportation. Sally Brunette wants Dancers and Talkers for two shows.
HELP
 Ride Men who can drive semis, bonus; write. Corn Game Clerks who can drive semis.
EQUIPMENT FOR SALE
 C CRUISE RIDE, with transportation, priced to sell. Terms to responsible party in our territory.
 150 ft. 7-ft. Khaki Sidewall, good shape \$ 75.00
 2 pieces 10 ft. Sidewall, 16 ft. each, both 15.00
 20x30 Khaki Top, 7-ft. Sidewall, fair shape 75.00
 20x30 Fly or Marquee, white fringes, like new, blue, poles extra 100.00
 701 N. MAIN ST. EXCELSIOR SPRINGS, MO.

WANT
TALKERS — SIDE SHOW ACTS
PALACE OF WONDERS, CONEY ISLAND, N. Y.
 Summer season 1951—20 weeks at one spot. Top salary to Talkers and Attractions of merit. Write, Wire, Phone.
DAVID ROSEN
 4016 Atlantic Ave., Sea Gate, Brooklyn 24, N. Y.
 Phone: ESplanade 2-2178

WOLF GREATER SHOWS
 Opening May 1, Playing Minnesota
10 RIDES 30 CONCESSIONS 5 SHOWS
 5 Still Dates, Month of May—15 Annual Celebrations, Starting June 5th—10 Fairs. From August 1st. Have openings for Ball Games, Fish Pond, Duck Pond, Age and Seat, Bowling Alley, Add Up Darts, String, Watch-La, Jewelry, Glass, Bumper, Cork Gallery, Slum Spinners, Country Store, Crab Bag, Knife Rack, Heart Pitch, Hoop-La, High Striker. Will book Penny Arcade, Funhouse, Animal Show, Hillbilly and Mechanical Shows with own equipment. Need Foremen for Ferris Wheel, Tilt and Softire; must be semi drivers, also Second Men on all Rides. Address:
 P.O. BOX 2725
 BLOOMINGTON STATION, MINNEAPOLIS, MINN. PHONE: MIOWAY 7647

WILSON FAMOUS SHOWS
 Want Foreman for Caterpillar and #5 Wheel. Second Man on all Rides, must drive. Will book Dark Ride or any Ride not conflicting. Novelty, Scales and Age open. For Sale—1147 Caterpillar or will trade on late model Tilt.
 Address: Astoria, Illinois

HAWAIIANS—WANTED—HAWAIIANS
 Strong Steel Player, Musicians. Feature Dancers; real Hawaiians. Must be first class and young for legitimate Hawaiian Show. For the season on ROYAL AMERICAN SHOWS, playing Canada and United States leading fairs. Show opens May 31st, Memphis, Tenn. Send letters, wire and photos to
NAT D. RODGERS
 4610 DRISPO TAMPA, FLORIDA

LAGASSE AMUSEMENT COMPANY
 12 Whitcomb Street Haverhill, Mass.
 Everything in Amusement Anywhere in New England
 Contact us for space at the following fairs:
 Weymouth, Mass. August 12-18
 Rehoboth, Mass. August 12-18
 Hartland, Vt. August 23-25
 Keens, N. H. August 23-26
 Lancaster, N. H. August 31-September 3
 Northampton, Mass. September 2-8
 Barton, Vt. September 6-8



PACIFIC COAST SHOWMEN'S ASS'N

Extends Showmen on the West Coast a cordial invitation to visit its spacious and comfortable clubrooms at

**1235 South Hope Street
Los Angeles 15, Calif.**

All Showmen are also invited to participate in the New Low Initiation and Dues Rate of \$20, which includes \$10 initiation and \$10 dues.

Full use of the club's facilities extended with this membership rate.

JOIN TODAY — NEW RATES NOW IN EFFECT

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M. J. Doolan President	Sam Dolman Membership Chairman
Al Flint, Executive Secretary	

Percell's PIONEER SHOWS

—high class midway attractions—

Opening April 27. Two Saturdays, Waverly, N. Y.

Can place Girl Show and Posing Show Operator, with or without equipment. Capable Snake Show Operator. Can place Shows of merit, 15%. Concessions—Novelties, High Striker, Cusard, Diapers, Photo, Short Range, Jewelry, Apr and Weight, Ball Games, French Fry, Rotaries, Also Handy Punks of all kinds, privileges for same, \$21.00 per week. All details save route. Help—Foreman and Second Men for Merry-Go-Round, Octopus and Wheel, Semi Drivers preferred. Toy Wags, Bingo Caller and Circus, Sound Truck Operator, Man to handle front gate, useful Show People. Can place Electrician and hot wire. Stretch Ride parts Wheel Man and two Grand Stone Arcades. For sale—loop-a-plane, kiddie airplanes, with all new motors, 20x30 Marquess, 20x30 Bison Top, three semi Trailers. All address: **LOUIS 'STRATCH' RICE, Box 80, or MICKY PERCELL, Gen. Mgr., Box 106, Waverly, N. Y.**

PINTO BROTHERS

For the finest in Kiddie Rides

- ★ KIDDIE FIRE ENGINE RIDE ★
- ★ KIDDIE PONY CART RIDE ★
- ★ KIDDIE MERRY-GO-ROUND ★

2940 WEST 8TH ST., CONY ISLAND 24, N. Y.

B & C EXPO SHOWS

PLAYLAND ON PARADE

Opening April 18th, Corning, N. Y.

Ride Foreman and Second Man for Wheel, Rollo-Plane, Merry-Go-Round. Can place one more Major Ride. SHOWS—Girl for Posing Show; Chevrolet, contact again. Motor Drome, Man to handle mail framed Slides Shows. CONCESSIONS—Novelties, Jewelry, Cusard, Bowling Alley, Penns Pitch, Cie Pitch, Ball Games, Bumper, Photo Guns and Short Range, Apr and Scales, Ice Cream, Buffet Ball. Some P.C. open with Nasty Punks. Arcade will do very good on this route. FOR SALE—24 ft. Puck back complete, ready to go, with truck and trailer. Can be booked on show with 2. Blue and green main entrance 20 ft. x 20 ft. 12 ft. high canvas. 100 ft. All Answer B & C EXPO SHOWS, HEMLOCK, N. Y.

CAVALCADE OF FUN SHOWS

Opens Lopez Park, May 2-5. Monroe Center, Cherry Valley; Cary, Ind.; Shabbona, Ill.; Rockford, Crystalia, Lincoln Park, Genoa, Mendota Corn Festival, Leaf River, etc. ALL CELEBRATIONS.

WANT: Major Rides not conflicting. CONCESSIONS. NO CYPES. NO GRIFT. SHOWS WITH OWN EQUIPMENT. RIDE HELP WHO DRIVE SEMIS. NO DRUNKS.

105 1/2 W. State Street, Rockford, Ill.

BAKER UNITED Shows

"A Clean Modern Midway"

To Show Folks everywhere. Greetings and Best Wishes. May They All Be Red Ones: If you have not made a connection for this season

WE CAN OFFER
A connection with an established organization with a long record of Fair Dealing and Square Operating policies. A Fine Route of Spring Dates, Celebrations and Fairs. A Well Balanced "Clean Modern Midway"

The Biggest Special Event and Publicity Program in the Middle West.
Short Moves in Level Territory.

TOM L. BAKER, 2136 Union Street, Indianapolis, Indiana

Club Activities

Greater Tampa Showmen's Assn.

Tampa, Fla.

TAMPA, March 31.—Final meeting of the year was called to order by President Eddie Young, who then retired from the chair and the rest of the meeting was conducted by Nat Rodgers, first vice-president. George Ringlin, chaplain, conducted the opening prayer. Fifekey Lindover, one of the club's Canadian members, will donate a Canadian flag for the rostrum. The Royal American Shows are donating a flag pole for the front yard of the club and an association flag for the pole will be purchased by the Ladies' Auxiliary. Recent donors to the blood bank include Earl Ashley, W. Ferrone, Mr. and Mrs. Sam Gordon, Nat Rodgers, Mr. and Mrs. C. J. Sedlmayr, Mrs. Al Tomaini, Pete Burkhardt, Jack Wright, Eddie Young, George Scherzberger, String Game Murphy, Harry Julius, Mrs. Flo Pontico, Mr. Strausburger and Fifekey Lindover.

Bob Fesher and Milt Feiber were guest stars at the regular Saturday night floorshow and dance. Recent guest registrants include R. Levy, Jimmy Markham, Peter McDermety, Mrs. J. O. Bowen and Mrs. Peggy Watson.

Next official meeting is set for mid-November.

Ladies' Auxiliary
The Wednesday night (21) card party, sponsored by Hattie Wagner, drew a good turnout, with proceeds to go to the monument for the association's cemetery plot. Myrtle Jeter was in charge, assisted by Betty Rodgers and Mickey Wenzik with Geraldine Gaughn handling the door. Decorations, food and favors followed the Easter theme.

Among those attending were Hazel Maddox, Jerie Ringlin, Kittie Burkhardt, Clover Fogle, Ellen Edwards, Edna Huffine, Winnie Major, Dottie Carrell, Juanita Strassburg, Lulu Sedlmayr, Lulu McGuey, Elsie Owens, Ervic Bee-Weck, Leslie Ford, Jennie Lee Bicks, June Boyles, Cecilia Garcia, Lola K. Hunter, Egle Zaccchini, Josephine Zaccchini, Amelia Korhin, Kitty Farino, Mary Quinlan, Kay Horbett, Dolly Young, Ann Tara, Evelyn Blakely and Grace Fillingham.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 31.—Plans to entertain the Clyde Beatty Circus personnel and for the membership to attend the circus on opening night were discussed at the regular Monday (26) night meeting. M. J. Doolan, president; Frank Warren, vice-president; Lou Manly, secretary, and Al Weber, treasurer, were on the rostrum.

The entire membership, with admission by a dues paid card, will be the guests of Clyde Beatty Thursday (5) when the show opens at Washington and Hill Street for 11 days. The next Monday (9) the show troupe will be entertained in the clubrooms. Doolan named J. Ed Brown chairman, and Ernest (Dutch) McCarthy and Jimmy Dunn on a committee for the show lot event. Ben Beno will direct the party April 8 in the clubrooms, with Jimmy Dunn assisting.

Dominguez Felice Jr. was received as a member at the session. Clarence Allton reported a profit of \$583.64 on the recent H-Jinks.

Joe Krug, former president who suffered a heart attack at the Orange Show, visited the club during the afternoon. Gene Rose attended the session following a stay in the hospital.

Show Folks of America

145 Turk Street, San Francisco

SAN FRANCISCO, March 31.—President Fred Weidmann was in the chair at the regular Monday (19) meeting. Orin and Josephine Blome and Polish Fisher filled in for absent officers.

Letters were read from the San Francisco Board of Supervisors, Art and Sylvia Craner and Oscar J. Horn, the latter relating to the death of Calvin Wells in Korea. A minute's silent prayer was held for Wells.

Back after long absences were Albert Gidday, Zephia Inman, Paul Hobson, George Gordon, Les Johnson, Charles and Dora Fagin, Eddie Hart, Louis Rich, Nan G. Scully, Gertrude S. Hayward, Marion M. Bender, Fred Hansen, Joy Irwin.

Rolley Castle Burglon suffered a fractured wrist. Nellie Baker Ramsey reported that Fred Ramsey had improved. Fred Hansen related his visit to Fred Ferguson in Marine Hospital and Teddy Texeira said Ralph Dearing is still confined in Highland Hospital.

Meeting closed with a St. Patrick's party. Bill Coles emceed a program by Benny Dotson, guitarist, Charlie Newman, harmonica; Joy Irwin and Marie Burker.

Comed beef and cabbage supper followed the entertainment. Billie Hodges won the pot of gold.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, March 31.—President Harry Stahl was in the chair at the regular Monday (26) meeting. Assisting were William Zakoor, third vice-president; Louis Rosenthal, treasurer; Paul Greeley, secretary, and Edward Ford, chaplain.

Chaplain Ford was presented with a gift for his services by Vice-President Zakoor.

Jake Kolzen, sick committee chairman, reported that Sam Gold, Herman Manguson and Leo Lipka were ill.

Letters read from C. A. Loveloy and Past President Robert Morrison. Elimination of an initiation fee is expected to hypno the summer membership drive.

Recent visitors included Anthony Schipper, Roscoe Wade, Cameron Murray Jr., William MacBrandt, Isadore Reinsner and Arthur Frayne. Final meeting will be held April 9.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, March 31.—Following the regular Thursday (22) meeting, the club rooms were cleared for the annual Easter party.

With Sunshine Jackson emceeding the festivities, an Easter parade was participated in by Emily Bailey, Yvonne Bailey, Cecile Bowen, Fay Curran, Babe Miller, Rose Fitzgerald, Florence Lussby, Zoe Wick, Nell Robideau, Martin Levine, Eve Scott, Phil Darling and Jack Butler.

Babe Miller took first prize for the most original hat, a bird cage number with a live bird. Nell Robideau won first prize for the most beautiful chapeau while Phil Darling was awarded the booby prize.

Lilabel Williams, Tillie Palmtaer and Mora Bagby donated the prizes. Lucille King gave five dozen eggs, colored by Daisy Marston, and Jetta Clancy served the lunch.

Clara Trotter, Shirley Hickox, Bob Leslie and Irene Hester were guests. Myrtle Hurt came down from San Francisco. Larry Nathan was also back off the road.

SHORT RANGE FOR SALE

Unit on top wheel trailer, all armor plate, safes and best looking range built. Three 500 Remington Auto, plenty lead, cards, 4,000 rounds, 1000 lbs. lot of extras. Cost \$1600.00, will sacrifice for \$700.00. Must be seen to appreciate.

A. L. (ANDY) KINISMET
2217 Madison Ave., Indianapolis, Indiana

INSURANCE

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IDA E. COHEN
175 W. JACKSON BLVD
CHICAGO, ILLINOIS

FOR SALE

ELECTRIC RACE HORSE WHEEL

Good condition—complete unit.
Flashy money-maker.
70" diam. \$300.00

ACE CARNIVAL SUPPLIES

5617 S. Malsted St. Chicago, Ill.
Phone: ENglwood 4-6472

FRIENDSHIP FIRE CO. #2

OF PHOENIXVILLE, PA.

Now looking Independent Concessions and Shows for fair being held July 4th to July 14th, 1951. Write to **Joseph F. Moore, Jr.** Secretary of Fair Committee at the above address.

WANT

Experienced Carnival Electrician. Must understand GM Diesels and able to join at once.

MARKS SHOWS

Richmond, Virginia

WANTED

Merry-Go-Round or Kiddie Rides for Charity Fair, afternoon and evening, May 26, 1951. Write terms to **MRS. DAVID ARTERS** 1508 Thomas Circle, Charleston, W. Va.

RIDES FOR SALE

1947 Allan Henschell Cooper, newly painted. Can be seen in operation. 24-Car Caterpillar in operating condition. These Rides priced to sell.

GRIFFIN AMUSEMENT PARK
Jacksonville Beach, Florida

WANT KID RIDES

Good deal for parties with two or more. Will book or lease, would buy. Thousands of ride tickets with in advance and distributed by local merchants. WANT Rides show People, Animal Area and Kioskable. Two-day stands, afternoon and night play. Need Concessions—All open.

SAM FRASER, Safford, Arizona

WANTED

Kiddie Man, Counter Man and Dish Washer. Want to hear from Smitty and wife from Teasarkins, Slim Lary. Opening Excellent Springs, Mo., April 19th. Contact me.

ROGER FINGER
1/2 General Delivery Valdosta, Ga.

BRILL HAS ILLUSION PLANS

COFFIN SLASH BOX—has one used on the Big Shows—with Pullers—50 ft. PIT SHOW—with Spiders and Turtle Girl (a complete show layout)—BUSH. 4 PLATONIC ILLUSIONS—Bored Box, Chinese Chopper, Can Box, Razor Blade, Digger Box, Snake—\$1.00. All \$-515.00. Free Catalog.

BRILL, P. O. BOX 674, PEORIA, ILL.

WANTED

Merry-Go-Round for one-day stand. Outstanding revenue. Write: **Clifford L. Johnson** Drawer 311 Fort Meade, Colorado

WANT RIDE FOREMEN

SHOWS — CONCESSIONS
What have you?
Write W. E. J. SHOWS, Swanton, Ohio

W. B. J. SHOWS

Exclusive Attractions
Bigger and better than ever before—1951.

Rides — Shows — Concessions
Write winter quarters, Swanton, O.

JOE BOSTON WANTS GIRLS
FOR 20 WEEKS' WORK IN CONEY ISLAND
GIRLS WHO WORKED WITH ME BEFORE—PLEASE CONTACT.
 Guaranteed Good Deal.
 2851 West 17th St., Brooklyn 24, N. Y.
 ESplanade 3-4721

KIDDIE RIDES FOR SALE
 These rides are 1944 factory built, excellent condition. Smith & Smith Airplane Rides, complete with canvas top, five rollers, 1 h.p. main drive, lead wires, nickel base, lens, electric sign over airplane. Bells, ready to run. Perfect condition. \$1100.00. "Hanshin" C. N. B. Chon. Five cars, capacity 30 children or adults. 2 h.p. motor in engine, complete with fender, ticket box, light, mirror and sign over entrance, all lead wires and switch boxes. \$1100.00. These Rides have been used only six months (new ones are in perfect condition and good money makers. Contact **WILLIAM W. WERDOWITZKY**, 1306 So. 46th St., Milwaukee 15, Wis. EVergreen 5-8881.

Electrician Wanted
 Capable Electrician for season 1951. Show carries 10 Rides, 8 Shows and 30 Concessions. No Light Plants. We carry 200 Kilowatt Transformer Truck. Must have experience and good references. We provide Assistant Electrician. Wise or write of once.
KING REID SHOWS
 Manchester, Vermont

IMPORTANT
 Need Prints to feature. Can also use Novelty Arts, Displays or Midlets, etc. 20 weeks' work in 1 spot. Paid rain or shine. Can also use Shows. Girls for Girl Revue.
FRED SINDELL
 2619 Olympic Ave. Brooklyn, N. Y.
 ESplanade 2-7714

FOR SALE
 Ell No. 18, late '47, outside circle & spot rate, perfect condition. Can be seen running.
S. B. RHOADES
 1701 Harrison Amarillo, Texas
 Phone 2-5783

FIRST CALL SHORTER SHOWS
 Iowa's First and Greatest Midway. WANT Stock Concessions of all kinds. Have best opportunity for Profit Wheel, Fishing and 3 Wheel Decks, Celebrations and Fairs in Iowa, Minnesota. Can use them to lay it down, when the season begins. Need Shows: One Hill Climber, Don Wright, Big Horn, Uncle Charlie, contact now.
WALTER'S SHOWS
 Route 3 Phone 3-4434 Waterloo, Iowa

"LUCKY & ALICE"
 (With James Stull on Down River Shows last season) Please Contact "FISHER" (Opening April 8). Have good deal to take over concessions. Also New Show. Wire collect or come for right away.
FISHER, 276 Down River Amusement Co. 10128 W. Jefferson River Rouge, Mich.

FOR SALE
 3 Electric Fitch Baseball Machines Remo control, Balls, 6 girls Balls. Never been used.
FRANK ARICO
 ROCKAWAY, NEW JERSEY
 Phone: Rock 9-0437

ATTENTION, CARNIVAL OPERATORS
 Electric Cable Bazaar—8400' No. 4x2 wire neoprene covered flexible cable, new. Any quantity at 5¢ per foot. F.O.B. Denver.
 Industrial Machinery & Supply Co., 438 Larimer St., Denver, Colo.

LESLIE'S TRAILER PARTS AND ACCESSORIES
 Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south Atlanta, Georgia. Parties 3-2628

WANTED RIDES AND CONCESSIONS
 For July 4th Celebration
POTOMAC AMVETS
 Post 135, Potomac, Illinois

Sherman, Pearl Leaveworth, Kan. Smoky Hill (Inactive), Salina, Kan. Stewart, Neuburh, N. Y. Timber, Oklahoma City, Okla. Travis, Travis AF Base, Calif. Turner, Albany, Ga. Tyndall, Tyndall AF Base, Fla. Vance, Vance AF Base, Okla. Walker, Rowell, N. Y. Washington National Airport, Washington 25, D. C. Westover, Westover AF Base, Mass. Wichita, Neuburh, N. Y. Williams, Chandler, Ariz. Wright-Patterson, Dayton, O.

U. S. Navy Air Stations
 Alameda, Calif. Anacostia, D. C. Atlanta, Ga. Atlantic City, N. J. Brooklyne, N. Y. Brunswick, Me. Cecil Field, Fla. Corpus Christi, Tex. Dallas, Texas. Dayton, Ohio. Gracie He. Mich. Jacksonville, Fla. Key West, Fla. Los Alamitos, Long Beach, Calif. Memphis, Tenn. Moffett Field, Calif. Norfolk, Va. Oakland, Calif. Olathe, Kan. Philadelphia, Pa. Quantico Point, R. I. St. Louis, Mo. San Diego, Calif. Sanford, Fla. Seattle, Wash. Naval Air Station, Wash. Willow Grove, Pa.

Air Station (Lighter Than Air)
 Lakhurst, N. J.

Air Facilities
 Charlottesville, Va. Wrightfield Park, Ariz. Wheeling (Inactive City), W. C.

Auxiliary Air Stations
 Capenas Field, Corpus Christi, Tex. Cecil Field, Jacksonville, Fla. Jerry Field, Pensacola, Fla. El Centro, Calif. McMar, San Diego, Calif. Monterey, Calif. Oceana, Virginia Beach, Va. Seafley Field, Pensacola, Fla. Whiting Field, Milton, Fla.

U. S. Marine Corps Air Stations
 Cherry Point, N. C. El Toro, Santa Ana, Calif. Quantico, Va.

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 Crane, Ind. Erie, N. J. Fathorne, Nev. McAlester, Okla. Port Chicago, Calif. St. Juliane Creek, Portsmouth, Va. Mare Island, Vallejo, Calif. Yorktown, Va.

Marine Barracks
 Camp Lejeune, N. C. Norfolk, Va. Camp Joseph M. Pennington, Ocracoke, Calif. Philadelphia, Pa.

Naval Bases
 Amphibious Base, Coronado, San Diego, Calif. Amphibious Base, Little Creek, Norfolk. Submarine Base, New London, Conn. Naval Base, Newport, R. I.

Communication Stations
 Bainbridge, Island, Port Stanley, Wash. Charleston, Md. Skages Island, Beaufort, Calif. Washington, D. C.

Disciplinary Barracks
 Portsmouth, N. H.

Experiment and Test Stations
 Naval Engineering Experiment Station, Annapolis, Md. David W. Taylor Model Basin, Carderock, Md. Naval Aviation Ordnance Test Station, Chino, Calif. Naval Proving Ground, Dahlgren, Va. Naval Ordnance Test Station, Inyokern, Calif. Lake, Calif. Naval Air Development Center, Johnsville, Pa. Navy Mine Countermeasure Station, Pocombe City, Fla. Naval Air Test Center, Patuxent River, Md. Naval Air Missile Test Center Point Mugu, Port Hueneme, Calif. Naval Unit White Sands Proving Grounds, Las Cruces, N. M.

U. S. Naval Hospitals
 Annapolis, Md. Beaufort, S. C. Bethesda, Md. Bremerton, Wash. Camp Lejeune, N. C. Chelsea, Mass. Corpus Christi, Tex. Great Lakes, Ill. Jacksonville, Fla. Key West, Fla. Mare Island, Vallejo, Calif. Memphis, Tenn. Naval Base Charleston, S. C. Newport, R. I. Oakland, Calif. Oceanside, Camp Pendleton, Calif. Pensacola, Fla. Philadelphia, Pa. Portsmouth, N. H. Quantico, Va. St. Albans, Long Island, N. Y. San Diego, Calif.

Naval District Headquarters
 6th Naval District, Naval Base, Philadelphia. 8th Naval District, Naval Base, Norfolk. 9th Naval District, Naval Base Charleston, Naval Base, S. C. 10th Naval District, Naval Training Center, Great Lakes, Ill. 11th Naval District, Naval Base, San Diego, Calif. 12th Naval District, San Francisco, Calif. Potomac River Naval Command, Naval Gun Factory, Washington.

Naval Stations
 Green Cove Springs, Fla. Key West, Fla.

New Orleans, La. Orange, Tex. San Diego, Calif. Tacoma, Wash. Tongue Point, Astoria, Ore. Treasure Island, San Francisco. Ordinance Plants: Forest Park, Ill. Indianapolis, Ind. Macon, Ga. South Charleston, W. Va. York, Pa.

Schools
 Naval Postgraduate School, Annapolis, Md. Naval School General Line, Monterey, Calif. Naval School Academy & College Preparatory, Newport, R. I. Marine Corps School, Quantico, Va. Fleet Sonar School, San Diego, Calif. Naval School Mine Warfare, Yorktown, Va.

Shipyards
 Boston Naval Shipyard, Boston. Charleston Naval Shipyard, S. C. Long Beach Naval Shipyard, Long Beach, Calif. Mare Island Naval Shipyard, Vallejo, Calif. New York Naval Shipyard, Brooklyn. Norfolk Naval Shipyard, Portsmouth, Va. Philadelphia Naval Shipyard, Philadelphia. Portsmouth Naval Shipyard, Portsmouth, N. H. Puget Sound Naval Shipyard, Bremerton, Wash. S. Francisco Naval Shipyard, San Francisco, Calif.

Supply Depots and Centers
 Barstow Annex, Marine Corps, Depot of Supplies, San Francisco, Barstow, Calif. Naval Supply Depot, Naval Base Annapolis, Newport, R. I. Naval Clothing Depot, Brooklyn. Marine Corps Supply Depot, Camp Lejeune, N. C. Naval Yards and Docks Supply Depot, Daulville, R. I. Naval Supply Depot, Great Lakes, Ill. Naval Supply Depot, Mechanicsburg, Pa. Naval Supply Depot, Naval Base, Newport, R. I. Naval Supply Center, Norfolk. Marine Corps Forwarding Depot, Norfolk. Naval Supply Center, Oakland, Calif. Naval Medical Supply Depot, Oakland, Calif. Marine Corps Supply Depot, Camp Joseph M. Pennington, Ocracoke, Calif. Naval Supply Depot, Clearfield, Open, Utah. Naval Aviation Supply Depot, Philadelphia. Marine Corps Depot of Supplies, Philadelphia. Naval Fuel Annex, Naval Supply Center, Point Molate, Richmond, Calif. Naval Supply Depot, San Diego, Calif. Marine Corps Depot of Supplies, San Francisco. Naval Supply Depot, Seattle. Stockton Annex, U. S. Naval Supply Center, Stockton, Calif.

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Training Centers and Recruit Depots
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Training Stations and Retraining Commands
 U. S. Naval Training Station, Naval Base, Newport, R. I. U. S. Naval Retraining Command, Naval Base, Norfolk. U. S. Naval Retraining Command, Mare Island, Vallejo, Calif.

Miscellaneous
 U. S. Naval Academy, Annapolis, Md. U. S. Naval Powder Factory, Indian Head, Md. U. S. Naval War College, Newport, R. I. Public Works Center, U. S. Naval Base, Norfolk. U. S. Naval Air Material Center, Naval Base, Philadelphia. U. S. Naval Construction Battalion Center, Naval Station, Port Hueneme, Calif. Industrial Department, Naval Station, San Diego, Calif. U. S. Navy Hydrographic Office, Suitland, Md. U. S. Naval Gun Factory, Washington. U. S. Naval Experimental Instrument Representative Facility, Naval Observatory, Washington. U. S. Naval Observatory, Washington.

JOHN CHAPMAN WANTS
 Bingo Caller and Counterman; top salary, season bonus. Write only.
 815 N. HIGH ST., APT. 1, COLUMBUS 8, OHIO

Boone Valley Shows
 Opening May 1st—50000
 Want Concessions—Glass Pitch, Photo, Strobe Game, Photo 200 W. Win, Balloon Dart, Cash Games, Fish Pond, Jewelry, Country Store, and many more. Will book OCTOBER LOW PERCENTAGE. FOR SALE—Two Wheel Pop Corn Trailer, equipped with 100 lbs. motor, also new Candy Apple Kettle. Address: Boone, Ia.

AL RENTON
 Wants Side Show People, feature freaks, inside M.C. Working Acts, Ticket Station, and other Naval Command, Naval Gun Factory, Washington.
PENN PREMIER SHOW
 Gettysburg, N. C.
 Opening Hopewell, Va., April 7th.

SHOW PAINTER WANTED
 Experienced, capable Painter, top wages. Report immediately.
BEAM'S ATTRACTIONS
 Waunder, Pa.

UNITED STATES SHOWS
 Opening 1951 Season at Ellenton, S. C., April 9
 Pay day April 12. Positively only show in heart of H. Bomb area.
 WANT Monkey Show, Ten-in-One with own outfit or any Animal Show. WANT legitimate Concessions of all kinds. Bingo, High Striker, Photos, Six Cats, Glass Pitch, Casuar, Short Range, Bowlers.
FREE ACT WANTED
 Jessie Miller, contact L. P. Brady.
 Ted Cole and Eddie Bremner, get in touch.
 WANT Ride Help for Octopus, Wheel and Chairman. We play the industrial cities in Virginia, West Virginia and North Carolina, including Morgantown, Marion, Hickory, Concord, Lenoir, Valdese, Hillsboro and the coal fields in Virginia and West Virginia. Some 1950 circuit of fairs booked for this year. All mail and wire to
 L. P. BRADY, UNITED STATES SHOWS, ELLENTON, S. C.

BADGER STATE SHOWS
 17 FAIRS—WANT FOR—17 FAIRS
 Crosby, Ne. Dak. Devils Lake, Ne. Dak. Wounded Knee, Minn. Bitterroot, Mo. Dak. Mendota, Minn. Appleton, Minn. Canby, Ne. Dak. Wauka, Minn. Morning, Minn. Fugger, Mo. Dak. Long Prairie, Minn. Clarissa, Minn. Hutton, Ne. Dak. Little Falls, Minn. Clarissa, Minn. Roffe, Mo. Dak. Brookard, Minn. Six Larks, Minn.
 Want Ride Help—Foreman and Second Man who drive Seat for Prof. Tim, Octopus C-Crusher, Wheels, Rolluplans, Will Book Spirits, Shows—Motordrome, Snake, Mechanical, Glass House, 10 in 1 or any Show and confining. Can use a Barberhop, Hoop La, Jewelry, Cash Machine Smith, Rusty, contact me.
 For Sale—Cookhouse, 12-23, complete with Dish, Coking, Uremia, Bufone Gas, new Tap last season. Painted and ready to go. Can be booked on show. Reply
J. VOMBERG, Mgr.
 1515 So. 108 St. Phone: CL 3-3850 Milwaukee 14, Wis.

NORTH AMERICAN MIDWAY
 Featuring
The Great Wilno
 The Human Cannonball
MATINEE DAILY
 Want legitimate Concessions: Duck Pond, Glass Pitch, Pitch Tilt-U-Win, Scales & Age and Candy Apples. Have opening for P.C. if you have other Concessions. SHOWS: Act for office-owned Ten-in-One. Can place Monkey Show or any outstanding Grand Show. Playing adjacent to Martin Bomber Plant, Middle River, Md. this week; then three more weeks in Baltimore. All replies to
PAUL OLLIS or JAMES T. MITCHELL
 North American Midway Middle River, Md.

FIRST IN GASTONIA, N. C. SINCE 1943
 UNDER STRONG AUSPICES—APRIL 9-14TH
 Followed by 3 of the best—Baltimore, M. C., Barstow and Boone Vista, Va. Then the smoke stacks of Pennsylvania, New Jersey and Maryland.
 Our Fair Route is complete from Labor Day to Nov. 10th.
SHOWS
 Side Shows, Fresh Shows, Wash Thr. Snake, Fun House, Mechanical, Small percentage.
CONCESSIONS
 Long and Short Range Glass, Hoop-La, Casuar, Fish Pond, Jewellery, any Monkey Park, Red Allen, Candy, Coat Store, Skiffs and Cupon Agents.
 WILL BOOK FLASHY BIG—ALSO HAVE ONE FOR SALE AND WILL BOOK IT. FOR SALE OR TRADE FOR SUPER BLOWPLANE OR PLAT RIDE 1947 OCTOPUS 1ST CLASS A-1 SHAPE 3-TON TRACTOR & TRAILER—COME AND SEE IT.
WOLFE Amusement
 THIS WEEK, WOODRUFF, S. C.
 Ben Wolfe, Owner-Mgr.—Dallas Dunce, Bus. Mgr.—Ernie Sylvester, Sec.

PENN PREMIER SHOWS
LAST CALL **LAST CALL**
 OPENING APRIL 7, HOPEWELL, VA.
 CONCESSIONS—Can place all types of legitimate Concessions. SHOWS—Can place Animal or Wild Life or any Show not conflicting. RIDES—CAN GIVE GOOD PROPOSITION FOR CATERPILLER OR FLY-O-PLANE. Wanted Lot Man to join on wire. Address all mail or wires to
LLOYD D. SERFASS, Gen. Mgr.
 PENN PREMIER SHOWS, HOPEWELL, VA.

LAST CALL **LAST CALL**
 2 Saturdays—OPENING APRIL 13—2 Sundays
 COLERAIN AND SPRING GROVE AVENUES CINCINNATI, OHIO. SEVEN WEEKS
 THE HEART OF CINCINNATI
 CONCESSIONS—Scales and Age, Ration Dials, Ball Games, String Game, Jewellery, Photos, Snowballs, Short Range or any legitimate Stock Concession. RIDE HELM—Foreman for Chub Sam. Second Man on Wheel and Merry-Go-Round. Good Ride Men, come on in. Winter Quarters open shows on lot April 11th. No games, drinks or agitators wanted. Wire or phone
LEE BECHT AMUSEMENTS
 P. D. BOX 92, MT. HEALTHY, OHIO Phone: Jackson 5-688

WANT Popcorn—Gooding Greater Shows
Cookhouse—Gooding Park Attractions
 Popcorn, Carmelcorn, Will sell exclusive. Must be large, with first class operator and elaborate equipment. Cookhouse must be clean, flashy, up to date and cater to show people. Address inquiries:
F. E. GOODING, Pres.
 1300 HOUSTON AVENUE COLUMBUS 8, OHIO

WANTED C. A. STEPHENS SHOWS
 FITZESDALE, PA., THIS WEEK
 Concessions: Long and Short Range, Horn Striker, Casuar, Ball Games, Pitch Tilt-U-Win, Hoop-La, Snake, Mechanical, Fish Pond, Jewellery, Country Store, Merry-Go-Round, Good Ride Men, come on in. Winter Quarters open shows on lot April 11th. No games, drinks or agitators wanted. Wire or phone
FITZESDALE, PA., THIS WEEK
 Concessions: Long and Short Range, Horn Striker, Casuar, Ball Games, Pitch Tilt-U-Win, Hoop-La, Snake, Mechanical, Fish Pond, Jewellery, Country Store, Merry-Go-Round, Good Ride Men, come on in. Winter Quarters open shows on lot April 11th. No games, drinks or agitators wanted. Wire or phone

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POPCORN
@ \$10.50 per 100 pounds. St. Louis.
Can also offer SILVER HULLERS and Golden Hullees Popcorns, Seasoning Oils, Jumbo Peanuts in shell, Star Popcorn Machines, Peanut Roasters, Warmers and Food Serving Equipment, automatic bottom Popcorn Carrotes and over 15 kinds Popcorn and Peanut Bags."

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630 N. 2nd St. St. Louis 2, Mo.
Popcorn Processors—In Our 27th Year

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(Routes are for current week unless no dates are given. In some instances nearby mailing points are listed.)

Alamo Expo: Austin, Tex.
American Bazaar: 1634 S. Kingsessing Ave.; Philadelphia 24, Pa.
American Eagle: Eugene, Minn.
American Midway: Corpus Christi, Tex.
Avery's Modern: Clawson, Mich.
Big State: Wharton, Tex.
Boyle, F. C.: Ft. Scott, Kan. 7-14
Burkhardt: Jacksonville, Ark.
Capital City: Corvallis, Ga.
Central States: Salina, Kan. 7-14
Coney Island Shows: Villa Rica, Ga.
DeBlakers Am.: Ferrisburgh, Pa.
Denton's Johnny: Cold Medal, Cleveland, Tenn.
Dixie: Knoxville, Tenn. (see week)
Dixie: Oakboro, N. C.
Downriver Am. Co.: River Rouge, Mich. 8-15
Drew, James H.: Dunbar, W. Va.
Dudley, D. S.: Jackboro, Tex. Mineral Wells 8-14
Duke Midway: Eggs, Okla. 11-24
Dumont: Blainville, Va.
Dyer's Greater: Vicksburg, Miss. 4-14
Franklin, Dan: Angleton, Tex. 8-14
Glen City: Selma, Ala. Anniston 8-14
Glenloch, J. A.: Columbia, Miss.
Greene's Am. Co.: Orinda, Cal. Athens 8-14
Gladstone Expo: Mayfield, Ky.
Golden Nugget: Winslow, Ark. 1-3; Holbrook 4-8
Graveland Orator: Columbus, Ga.

Grand American: Poplar Bluff, Mo.
Greater Dixieland: Alexandria, La. 7-14
Grove: Lafayette, La.
Hegonick's Rides: Fortman, Ark. 7-14
Harrison Greater: Alton, S. C.
Heller's Acme: Fairview, N. J. 5-14
Hills Greater: Alton, Tex. 7-8
Imperial Expo: Watsonville, Calif.
Interstate: Dalton, Ga.
J. & M. Boyton, Va. 7-14
Kille, Floyd O.: Baton Rouge, La. 7-14
Lacross: Middletown, N. Y. 6-14
Laurie: Greater: Augusta, Ga.: Columbus, S. C. 1-14
Leitch, J. R.: Holdenville, Okla.
Loose Star Shows: East Macon, Ga.
Magic Empire: Columbus, Miss.; Philadelphia 8-14
Manning, Ross: Richmond, Va.
Midway Expo: Holdenville, Okla.; Henryville 8-14
Midway of Minn.: Madison, Wis.
Mighty Hammonette: Cartersville, Ga.; Calhoun 8-14
Mighty Hooper: State: Jeffersonville, Ind. 3-14
Migroby, Curly: Raleigh, Miss.
Playtime: Manchester, N. H. Concord 6-14
Noor's Southwest: Lockhart, Tex.
North City, No. 1: Benton, Ark. 7-14
North City, No. 2: Conway, N. Y. 6-14
Nolan, Larry: Astor, N. C.
North American Midway: Middle River, Md.
Pacific United: San Jose, Calif.
Palmetto Expo: Greenwood, S. C.
Peak Am.: Knoxville, Miss.; Starkville 8-14
Penn Premier: Popoville, Va. 7-14
Playtime: Manchester, N. H. Concord 6-14
Pier's Broadway: Fayetteville, N. C.
Redwood Empire: Livermore, Calif.
Robertson & Coker Cochran, Ga.
Rocky Mountain Empire: Denver, Colo. 7-14
Royal Crown: Albany, Ga.
Royal Duke: High Point, N. C.
Schaefer's Jamb: Ft. Worth, Tex.
Scott Am. Co.: South River, N. J.
Shepard Bros.: Douglas, Ark.
Silver Derby: Valdosta, Ga.
Smith Am. Co.: Lewiston, Okla.
Snap Greater: Webb City, Mo.
Southern Valley: Bastrop, La. Crossett, Ark. 8-14
Starlight: Texas City, Tex.
Stearns, C. A.: Fitzgerald, Ga.; Newman 8-14
Strata, James E.: Washington, D. C. 8-14
Tasell, Barney: Riverdale, Ga.
Tennessee Valley Am.: Ocala, Fla.
Tinsley, T. J.: Korman, Tex.; Palestine 8-14
Tinsley, Johnny T.: Rome, Ga.
Troll: Perryton, Ark.; Monticello 8-14
Tri-State: Foley, Okla. 8-14
20th Century: Ft. Smith, Ark.; Coffeyville, Kan. 10-14
Virginia Greater: Suffolk, Va. 8-14
Vitona Bros.: New Bern, W. C.
Vogt's Southern: Lockhart, Tex. 8-14
Waite & Murray: Augusta, Ga.
Walton Greater: Alamogordo, N. M.
Wolfe Am.: Woodruff, S. C.; Gastonia, N. C. 8-14
Yaeger United: Catsway, Ark.

Misc. Routes
Send to
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Cincinnati 22, O.

Joe Capades of 1951 (AK-Bar-Ben Collins) Omaha, Neb. 8-11; (Pia-Mor) Great Falls, Mont. 12-18.
Joe Pollock of 1951 (The Arena), Minneapolis, Minn. 6-22
Miller's Irish C. Brown-Skin Models (Booker T.) Rocky Mount, N. C. 4.

DOG SHOWS

CALIFORNIA
San Jose—April 6. W. Harrison, 34 S. Cragsmont Ave.

DELAWARE
Wilmington—April 28. Foley, 2000 Ransstead St., Philadelphia.

FLORIDA
Miami—April 8. Mrs. H. Pysall, Box 100, R. 1.

INDIANA
Hammond—April 22. Mrs. L. Yukins, St. John, Ind.

MARYLAND
Baltimore—April 22. Foley, 2000 Ransstead St., Philadelphia.
Bethesda—April 26. Foley, 2000 Ransstead St., Philadelphia.

MINNESOTA
Minneapolis—April 27. Miss E. Sealor, Court House.
St. Paul—April 18. Mrs. T. Pederson, 1875 Cherokee Ave., W. St. Paul.

NORTH CAROLINA
Asheville—April 9. Moss & Mulvey.
Charlotte—April 5. Miss A. Hixon, 235 Chase St.
Greensboro—April 26. Moss & Mulvey.
Winston-Salem—April 27. Moss & Mulvey, Greensboro.

OHIO
Cleveland—April 28-29. Foley, 2000 Ransstead St., Philadelphia.
Columbus—April 22. How Ore, Detroit, Mich.
Dayton—April 15. Miss T. Reas, 180 W. Riverchapel Ave.
Toledo—April 21. Foley, 2000 Ransstead St., Philadelphia.

PENNSYLVANIA
Chester—April 29. Foley, 2000 Ransstead St., Philadelphia.
Kingston—April 15. Foley, 2000 Ransstead St., Philadelphia.
Scranton—April 14. Foley, 2000 Ransstead St., Philadelphia.

RHODE ISLAND
Providence—April 29. Miss A. O'Neil, Greenock St. 1.

SOUTH CAROLINA
Greenville—April 7. Foley, 2000 Ransstead St., Philadelphia.

TENNESSEE
Memphis—April 29. Mrs. M. Label, 763 Brower St.

TEXAS
Austin—April 16. Mrs. W. Forster, Box 408.
Dallas—April 8. Mrs. J. Falkner, 2831 Finner St.
Ft. Worth—April 7. W. King, 116 E. 6th St.
Houston—April 22. Mrs. J. Urban, Box 2410.
San Antonio—April 12. Mrs. A. Pata, 1102 Alamo St.

VIRGINIA
Alexandria—April 21. Foley, 2000 Ransstead St., Philadelphia.
Danville—April 11. Moss & Mulvey, Greensboro, N. C.
Friedricksburg—April 18. Foley, 2000 Ransstead St., Philadelphia.
Richmond—April 14. Foley, 2000 Ransstead St., Philadelphia.
Roanoke—April 12. Foley, 2000 Ransstead St., Philadelphia.

WASHINGTON
Olympia—April 15. Mrs. B. Caldwell.
Seattle—April 8. Stanley Orin, Kirkland, Wash.

Grand National Jr. Stock Gate Is Up

SAN FRANCISCO, March 31.—Grand National Junior Livestock Exposition, which closed its six-day run March 22, bettered last year's stand in attendance, exhibitors and gross gate revenue.

Attendance for the run was 26,821 as compared to 24,064 in 1950. The exposition had 1,228 exhibitors and 3,565 animals entered against 1,003 exhibitors with 2,985 animals in 1950. Gross gate revenues this year were \$33,054, a 12.2 per cent gain over last year's \$29,713.

Mr. and Mrs. Rocco Schiavone, the owner of Rocco Shows, left St. Paul recently by plane for Bari, Italy, to visit Schiavone's 76-year-old mother who he has not seen in 50 years and who had reportedly died in 1917. The reunion will come about thru Minneapolis friends who recently visited the Italian town and ran across some of the carnival operators' relatives. In addition to his mother, Schiavone, who came to the United States when he was nine, learned that three brothers and one sister are also still living.

EXPERIENCED PHONEMEN MILLS BROS.
Dates, Party, Polka, Skive and Gravel 100% black tickets, business, double score. If you can cut it, write, wire or call. No collect.

W. G. PHILLIPS
Stratford Hotel ALTON, ILL.

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Quality Merchandise—Reasonable Prices
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906 E. 12 St. Kansas City, Mo.

GIRL SHOW PEOPLE

Girls who are experienced or willing to learn. You must have Birth Certificate if you look younger than eighteen. We pay salary plus commission. We open April 12th. Advise at once. Blackie and Linds, who worked for me last year, Mary Lee Williams and husband and also Vickey Jennings, and all other address

C. J. McDONNER
1012 Charles Street New Albany, Ind.

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Beatty, Clyde: Tucson, Ariz. 1; Phoenix 3; Los Angeles, Calif. 8-14.
Cowell Bros. Checotah, Okla. 2; Bliglet 3; Salinas 4; Poteau 6; Waldron, Ark. 8; Okla. 7.
Cole & Walters: Walters, Okla. 1; Frederick 3; Dutton 4; Snyder 5.
Davenport, Orin: Columbus, Ga. 3-7.
Hagan Wallace: Palatka, Fla. 2; Green Cove Springs 3; Stark 4; Live Oak 5; Monticello 6; Quincy 7; DePueville Springs 9; Florida, Ala. 10; Newville, Fla. 11; Milton 12; Foley, Ala. 23; Fairhope 14.
Hamid-Morton: Harrisburg, Pa. 2-7; Washington, D. C. 8-18.
Katy-Morris: Russellville, Ark. 5; Conway 6; Beatty 7.
King Bros.: Macon, Ga. 7; Athens 9; Gainesville 10; Anderson, S. C. 11; Greenville 12; Spartanburg 13; Asheville, N. C. 14.
Mills Bros.: Columbus, O. 14.
Parson Bros.: Gordon, Ga. 5.
Polack Bros. (Eastern): Carmichael Auditorium Clarkburg, W. Va. 4-7; (APM) ory: Akron, O. 12-21.

ATTENTION SIDE SHOW ACTS

All those contracted by Chas. H. Hodges for Memorial Day Shows, please advise show opens April 27th in Fort Springs, Ark. All Acts please report and leave no later than two days before opening.

Leo Spahn
Charlie Smith
Major O'Silverday
Tom Stanley
Bob Torson

Please get in touch with me, will be in Winona, Minn. before 10 days before opening.

All Replies—
CHAS. H. HODGES
Box 235 Coldwater, Mich.

PHONE MEN
Mills Bros. Circus Crew
Pay Every Day
BOB WALKER
Marine Club
203 E. Washington
Springfield, Ill.

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- () CARGO INSURANCE — RIDES AND CONCESSIONS: Fire, Smashup and Windstorm, on the lot, Over the Road and in Winter Quarters

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DECORATED POTTERY BASE LAMP—Extra Large Height 30 in. Nylon Shade, Top and Bottom Trimmed. Packed 6 to Ctn. (14 less sold). \$4.50 Each.

NO. 1000—Same as above. Height 24 in. Shade Trimmed Top Only. Packed 6 to ctn. (14 less sold). \$3.25 Each.

1040 Boudoir 18" High 12 \$12.80 ds.
 951 Glass Vase Lamp 12 13.00 ds.
 1044 Murrine Crystal Ruby 2 14.40 ds.
 1044 Victorian 12 13.25 ds.
 994 Dice Lamp 1 14.40 ds.
 989 Shop Lamp 1 36.00 ds.
 1003 Alabaster Lamp 1 22.40 ds.

HOUSEWARE ITEMS

No.	Description	Pk.	Dozen	Price
551	Chrome Cake Cover	12	\$18.50	
447	Hampor	1	50.40	
449	Hampor	1	48.00	
675	Step Stool	1	46.40	
676	Metal Kit Stool	1	44.00	
737	6 Pc. Kitchen Tool Set	12	12.80	
599	Plastic Silverware Tray	12	7.20	
752	Plastic 20 Pc. Luncheon Set	1	26.45	
755	Plastic 20 Pc. Picnic Set	1	30.40	
757	Plastic 4 Cup & Saucers	1	7.20	
525	Plastic Bread Tray	12	2.40	
878	Steel Chicken Fryer	12	21.20	
879	Steel Dutch Oven	12	20.40	
1619	Alum. Oval Roaster	6	18.00	
1608	Rd. Roaster	6	12.80	
1610	S-1 Cooker	6	12.00	
1623	Whitening Teabottle	12	6.75	
1744	Drip Coffee	6	13.44	
1666	6 Qt. Covered Pot	6	11.50	
1747	1 1/2 Qt. Double Boiler	6	11.40	
1748	2 Qt. Double Boiler	6	12.00	
1739	5 Qt. Kettle	6	13.80	
1730	1 Qt. Sauce	12	3.24	
1731	2 Qt. Sauce	12	4.20	
1732	8 Qt. Sauce	12	5.16	
3161	8 Pc. CUP Set	6	10.40	
1440	8 Pc. Juice Set	1	8.45	
1531	19 Pc. Bow. Set—Ruby	1	19.45	
1532	9 Pc. Bow. Set—Ruby	1	12.84	
1395	7 Pc. Bow. Set—Duc.	1	11.20	
404	Pint Vacuum Bottle	12	14.00	



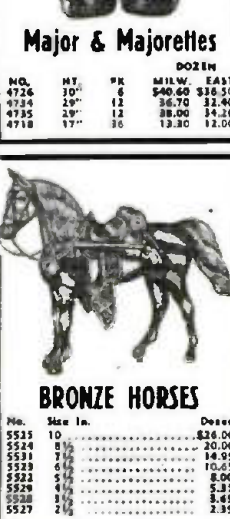
COLORFUL DOLLS

NO.	NAME	DOZEN	Millw.	East
4514	Flower Girl	12	\$40.70	\$36.50
4544	Maril Gram	12	46.50	42.00
4504	All Maroon	12	46.50	42.00
4540	Glamour	12	48.00	43.00



Major & Majorettes

NO.	HT.	PK.	Millw.	East
4724	10"	6	\$40.60	\$38.50
4725	20"	12	36.70	32.40
4735	29"	12	38.00	34.20
4718	17"	36	13.80	12.00



BRONZE HORSES

No.	Size in.	Dozen
5533	10"	\$26.00
5524	8"	20.00
5531	7 1/2"	18.95
5523	7"	10.65
5521	5 1/2"	8.00
5520	4 1/2"	5.35
5528	3 1/2"	3.65
5527	2 1/2"	2.35

HOUSEWARE ITEMS

No.	Description	Pk.	Dozen	Price
822	Iron	6	\$ 3.10	ds.
806	Single Burner Stove	1	24.00	ds.
851	K. M. Teaster	6	40.00	ds.
800	6 Cup Pancake	6	40.50	ds.
856	Corn Pepper	1	42.40	ds.
830	Sandwich Toaster	1	39.20	ds.
827	Waffle Iron	1	48.80	ds.
1221	Comb. Waffle & Sand.	1	8.71	ds.
843	Pap Up Toaster	1	9.00	ds.
1261	Pap Up Toaster	5	12.40	ds.
1261	Pap Up Toaster	1	14.84	ds.
851	K. M. Pap Up Toaster	1	48.00	ds.
813	8" Non-Oil Fan	1	9.35	ds.
1227	12" Oil Fan	1	17.83	ds.
899	K. M. Food Mixer	1	28.30	ds.

ELECTRICAL ITEMS

No.	Description	Pk.	Dozen	Price
950	Lunch Kit & Bottle	12	\$22.30	
901	Cal. Sport Jug	1	36.00	
902	Cal. Sport Jug	1	22.10	
945	Cal. Thermo Jug	1	33.80	
946	Cal. Sport Jug	1	36.15	
5079	Minnow Basket	1	25.60	
5082	Minnow Air Bucket	1	32.00	
1120	Duraduck Decoy	1	17.10	

PICNIC & OUTDOOR ITEMS

No.	Description	Pk.	Dozen	Price
2241	Wood Base Self-Starting	1	\$8.25	Each
2275	Plastic Base Self-Start	1	8.25	Each
2285	Hand Starter	1	6.25	Each
3224	8 in. Horse w/Clock	1	6.25	Each


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FISH BOWLS
Glassware for Pitch, Fish Pond and Slum Stores

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PING PONG GAME
Per \$8.80
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SENSATIONAL LOW PRICES! WHILE THEY LAST!

No.	Description	Dozen	Price
3058	Auto	12	\$1.00
3055	4 1/2" Tumbling Jocks	12	4.00
3054	3 1/2" Mouse	12	1.50
3059	4 1/2" Dancing Couple	12	2.00
3063	2 1/2" Pecking Bird	12	1.5
3063	1/2" Clever Walking Bear	12	5.00
3068	1/2" Begging Fur Dog	12	4.00
3069	Believer Cat	12	5.40
3073	Peacock	12	5.40
3082	5" Jumping Fur Dog	12	3.60
3083	8" Saddle	12	4.00
3089	Singing Bird	12	1.15
3094	Large Squirrel	12	5.00
3095	Large Angora Rabbit	12	3.75
3093	Cart Dog w/Bone	12	6.00
3098	Sm. Walking Bear	12	4.00
3099	6" Walking Elephant	12	6.00



PANDAS AND HONEY

No.	Ht.	Pk.	Millw.	East
4658	29"	6	\$36.60	\$33.00
4623	37"	12	37.80	34.20
4731	34"	3	84.00	72.00
4608	15"	36	13.00	11.70



PISTOL LIGHTERS
While They Last. \$6.75 Dozen
Also 100 other Novelty and Evens Lighters

MERCHANDISE FOR ROTARY AND DICER MACHINES

No. 3887—Assorted Key Chains. Per Gross \$3.00

1000 other Novelty priced from 50c to \$9.00 per gross. The Largest Import and Domestic Wholesale

SAVE ON PLASTER



No.	Description	Pk.	Each
10	Mouse	12	5.30
62	Majorette	12	3.00
63	Pardner	12	3.00
64	Old Man	12	3.00
67	Pig	12	3.00
74	Baby	12	3.00
75	Clown	12	3.00
78	Clear	12	3.00
12	Sport Girl	12	3.00
25	Other Items Packed 12 to a Kead to a Carton of 304 Each		

ALWAYS FIRST
No. 2220 "LANSHIRE" CERAMIC MANTEL CLOCK

Beautifully designed in red and green marbleized effect with floral decoration heavily embossed in gold trim. Equipped with a Synchrotron Precision Self-Starting Electric Clock Movement which carries a one year factory guarantee. W.D.M.: 10 1/2"; Overall height: 9 1/2". Individually packaged. IMMEDIATE DELIVERY.

EACH \$9.00 DOZEN \$96.00
(Plus 20% Fed. Excise Tax)

BALLOONS

Size	Color	Price
4 in.	Dart	Cr. \$.80
5 in.	Dart	Cr. 1.00
5 in.	Dart	Cr. 1.25
5 in.	Dart	Cr. 1.50

ALL FRESH LATEX

FILL IN AND MAIL THIS COUPON — 25% WITH ORDER. BALANCE C.O.D.

Name _____

Address _____ City _____ State _____

Ship To _____

Quantity Ordered _____ Article Number _____ Name of Article _____ Color or Size _____ Price _____ Amount _____

How To Ship
 Express
 Freight
 Parcel Post

WISCONSIN DELUXE CO. WHOLESALE ONLY
1902-12 N. Third Street Milwaukee 12, Wisconsin
Phones: LOcust 2-5431 and 2-5432

Worth Special! BURNING LOW!

No.	Article	Pk.	Price
5024	Worth Ball	12	\$1.25 Ds.
5022	Spring Ball	12	2.60 Ds.
5018	Lagoon Ball	12	5.50 Ds.
4912	Sweater Socks	1 Cn.	9.95 Cr.
4906	RWB Baton	1 Cr.	12.70 Cr.
4927	Lash Whip	1 Cr.	14.00 Cr.
4934	1st Flying Bird	3 Ds.	8.00 Cr.
4928	Amer. Flying Bird	1 Cr.	9.00 Cr.
6135	American Lark	1 Cr.	4.45 Cr.
9240	1st Lark	1 Cr.	2.00 Cr.
4918	4" Feather Doll	3 Ds.	9.00 Cr.
4930	7" Feather Doll	1 Ds.	19.20 Cr.
4932	9" Feather Doll	1 Ds.	24.00 Cr.
4959	12" Feather Doll	1 Ds.	44.00 Cr.
4949	5" Fur Monkey	3 Ds.	4.35 Cr.
4942	6" Fur Monkey	2 Ds.	6.40 Cr.
4990	7" Fur Monkey	2 Ds.	8.80 Cr.
4933	8" Fur Monkey	1 Ds.	11.20 Cr.
4980	9" Fur Monkey	1 Ds.	15.00 Cr.

Complete line of all sizes Celluloid Balls & Fur Monkeys—Parrots—Tails—Felt and Straw Hats—Buttons—Cans. Largest Assortment for Novelty and other Concession Stands.

4
Sparkling
HURRICANE LAMPS

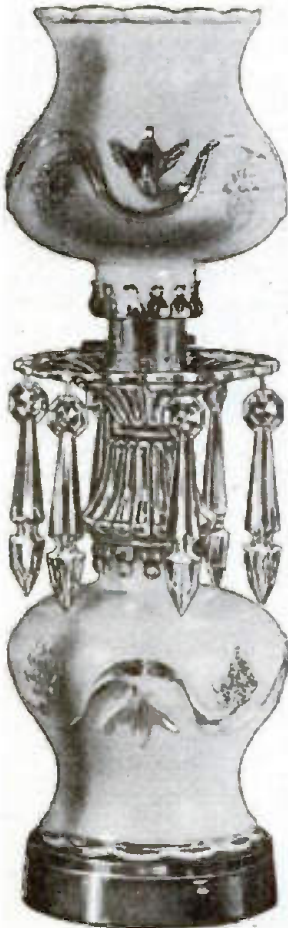
It's The Same Story Everywhere . . .

FIRST in Demand . . .
FIRST in Values . . .
FIRST in Sales!

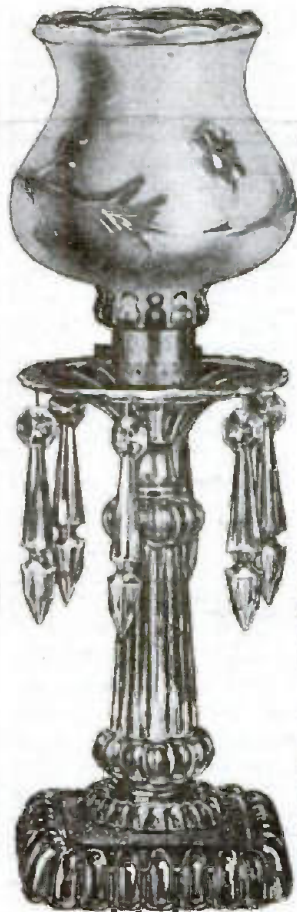
Outselling All Other Types 20 to 1

AMAZING LOW PRICES . . . OUTSTANDING FEATURES

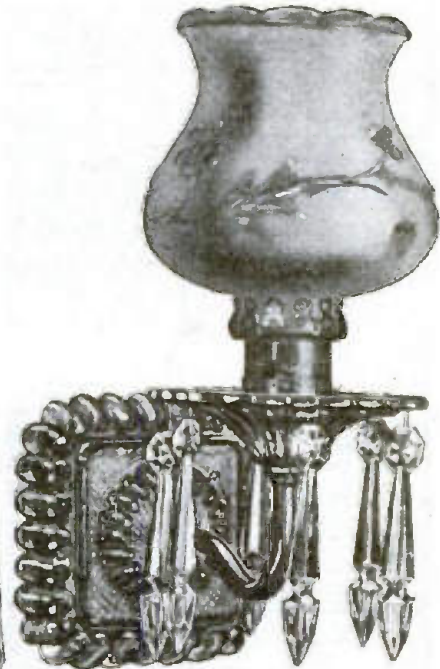
- FULL-CUT NON-BREAKABLE PENDANTS
- STRIKINGLY DIFFERENT DESIGNS
- ATTENTION-GETTERS EVERYWHERE



NO. 30
GLAMOUR HURRICANE LAMP
15½ inches of glamour . . . the ideal gift of good taste. Six glistening unbreakable prisms 3½ inches long. Embossed crystal decoration on colored glass, beautifully scalloped chimney edges. Choice of 5 glorious fired on colors—Crystal, Ruby, Rose, Blue or Green. Packed 1 pair to carton. Weight per pair, 6 pounds.



NO. 195
EXQUISITE HURRICANE LAMP
The most stunning of all lamps. Beautiful on the mantle, piano, radio or in the boudoir. Has ¾ frosted glass shade with crystal clear etched top. 6 full-cut 3¾ inch non-breakable prism pendants. Base and column are of clear crystal glass. Packed 1 pair to carton. Choice of Crystal chimney and pendants, or Crystal base with Ruby chimney and pendants. Height 15¾ inches, weight per pair 5 pounds.



NO. 20 PIN UP HURRICANE LAMP
Decorative lighting for every room . . . no expensive wiring. 6 beautiful sparkling non-breakable crystal prism pendants and hobnail wall supports. This exceptional lamp catches and reflects a thousand fascinating light beams to enliven any room. Choice of Crystal chimney and pendants, or Ruby chimney and pendants. Packed 1 pair to carton, weight per pair 5 pounds. Complete with bracket for immediate installation.

NO. 88 HURRICANE ARISTOCRAT LAMP
Artistically different . . . the aristocrat of all lamps. Slender, graceful, with a constant shower of sparkling diamonds among the delicate crystal pendants. A pair adds charm and beauty anywhere. 12 full-cut 6 inch non-breakable prisms for scintillating radiance. Height 17 inches, packed 1 pair to carton, weight per pair 6 pounds.

Jobbers and Distributors, Write

WRITE TODAY FOR NAME OF OUR NEAREST DISTRIBUTOR
PREMIUM PRODUCTS MFG. CO., 1030-40 N. HALSTED ST. CHICAGO 22, ILLINOIS
ALL MERCHANDISE AVAILABLE FOR PROMPT DELIVERY!

Free Electro-types for Catalog or Personal Promotion.

Big Roundup Sale



Merchandise Values For Everybody!



STEIN CLOCK (Electric)

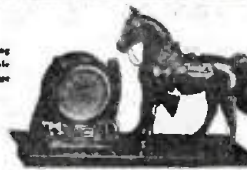
Durable platinum case finished in beautiful harmonizing fast colors. Dependable electric clock movement. Dimensions 9 1/2" high by 7 1/2" wide. Individually boxed.

\$4.20 ea.
6 or more
Sample
\$4.70 ea.

#3HS HORSE SHOE HORSE CLOCK

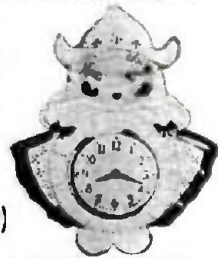
Finely detailed horse shoe case. At the base of clock two horses rearing in coral. A mounted original Western designed metal horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high by 17" long on wood base. Individually boxed.

\$5.75 ea.



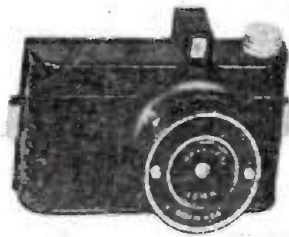
DUTCH GIRL WALL CLOCK

(Electric)



Finished in hand-painted gay colors. Dependable electric clock movement. Size 11" high by 9" wide. Individually boxed.

\$4.20 ea.
6 or more
Sample
\$4.70 ea.



#26G REGAL CANDID STYLE CAMERA

Special low-priced camera with eye-level view finder — easy to use — takes 16 snaps on standard 127 or A8 film. Individually packaged.

\$1.00 ea. 6 or more (no less sold)



HORSE CLOCK

Newly designed horse clock with dependable electric clock movement. Durable platinum case finished in harmonizing fast colors. Overall size 12" high by 9 1/2" wide. Individually boxed.

\$5.40 ea.
6 or more
Sample
\$6.00 ea.



RANCHO CLOCK

Hand-painted old type Western styled house with dependable electric clock movement. Size 8" high by 7" wide. Individually boxed.

\$5.40 ea.
6 or more
Sample
\$6.00 ea.



FLOWER CLOCK

Self-starting sweep second hand, electric clock movement, licensed by WESTINGHOUSE.

Equipped complete with neon bulb lighting up flower decoration, making ideal night light with separate light switch. Finely milled and grained finish making

plastic case. Overall size 11 1/2" high by 6 1/2" wide. Individually boxed.

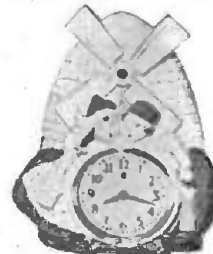
\$8.10 ea.
6 or more
Sample
\$9.00 ea.

TV ELECTRIC CLOCK LAMP

(Shown for the First Time)

Specially designed for top of TV set. Beautifully finished in silver effect. Tiny holes at bottom of shade illuminate clock dial—light does not interfere—separate light switch on base. Self-starting sweep second hand clock movement licensed by WESTINGHOUSE. Overall size 17" tall. Individually boxed.

\$24.00 value
only **\$8.40** ea.
6 or more
Sample **\$9.00** ea.



DUTCH WINDMILL WALL CLOCK

The ever-popular styled electric dependable clock movement. Hand painted in attractive colors. Size 11" high by 9" wide. Individually boxed.

\$4.20 ea.
6 or more
Sample
\$4.70 ea.

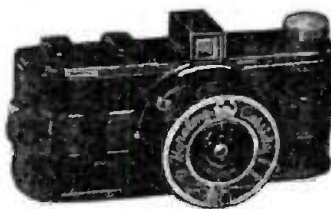


DECOR CLOCK

The latest mode in novelty clocks to grace any home... suitable for any type room. Self-starting electric clock movement licensed by WESTINGHOUSE. Size 9 1/2" diam. Case made entirely of metal with beautiful decorative trim. Individually boxed.

\$5.40 ea.
6 or more
Sample
\$6.00 ea.

OFFICIAL HOPALONG CASSIDY CAMERA



This fine fixed focus camera is a cinch to use. Takes 16 sparkling snaps, size 1 1/2" x 1 1/4", on standard 127 or A8 film. Instant and time exposure. Eye-level view finder. Individually packaged in colorful box.

\$1.30 ea.
6 or more
(no less sold)

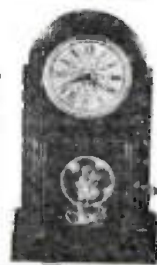
#40 PHOTOCRAFT CAMERA

Same as Hopalong Cassidy Camera with PHOTOCRAFT name plate. Individually boxed.

\$1.30 ea.
6 or more
(no less sold)

RELIGIOUS CLOCK

Self-starting sweep second hand electric clock movement licensed by WESTINGHOUSE. Size 9 1/2" diam. Equipped complete with neon bulb lighting up religious scene. Separate switch allows use as night light. Finely milled and grained finish making any plastic case. Overall size 11 1/2" high by 6 1/2" wide. Individually boxed.



\$8.10 ea.
6 or more
Sample
\$9.00 ea.

BUY WITH CONFIDENCE — MAKE COOK BROS. YOUR MERCHANDISE SHOPPING CENTER.

DON'T DELAY—ORDER TODAY FOR IMMEDIATE DELIVERY

WHOLESALE ONLY

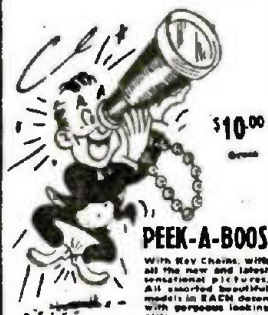
COOK BROS.

816 W. Maxwell St.
Chicago 8, Ill.

Write for Free Folders

SPECIALS

For CIRCUSES, CARNIVALS, PARKS, SEASHORE RESORTS, AUCTIONEERS and SALESBOARD OPERATORS



PEEK-A-BOOS
With Key Chain. With all the new and latest sensational pictures, all assorted beautiful models in each dozen with purpose leading girls.

\$10.00
Gross

PENCIL
Gold
Silver
Pack
and
Lighter!
\$8.50 Doz.

FATIMA
Sensational Dancing Girl
\$3.25 Doz.
36.00 Gr.

**MILD CIGARETTE
PACK VIEWER**
20 pieces of gorgeous
girls in each pack
\$3.50 per carton—10
packs in carton.

MATCHLESS FLAME
Sells on sight. \$1.75 Doz.
18.00 Gr.

**MEN'S EXPANSION
WRISTBANDS—Chrome**
\$3.50 Doz.
4.50 Doz. (Citi color)

**WALLET—Pass Case
and WALLET**
With secret money compart-
ment. \$4.50 Doz.

FISH—SHIP—GLOBE
Antimony Table Lighter,
Large size \$3.99 Doz.

FANETTE



\$3.75
DOZ.

\$42
GR.

The animated "Packer" is made of soft flashings plastic rubber. She shows every—she wiggles and she is full of life-like color. Her dance is charming and she comes to life for the amusement of all. Perfect blind and mounted within a clear plastic fish bowl.



**CREW HAT
OPERATORS**

We have the best Crew Hats made in the market. We guarantee them first quality. All these hats are made out of the finest material. They simply are beautiful and sell on sight.

SPECIAL Western Lace Cowboy Hats 1/2 Doz. \$37.50 Gr. \$3.50 Doz.
Baseball Caps. Packed With Any Name \$66.00 Gr.



PRICES

Wide-Felt Crew Hats \$34.00 Gr.
We have baby sizes if you want them.
Felt Crew Hats, nice bright colors. 28.00 Gr.
Lace Cowboy Hats, beautiful
lined with cord in all bright
colors. \$6.00 Doz. \$6.00 Gr.
Baseball Caps in heavy wool and
wool, with or without eyelets. \$8.00 Gr.

JUMPING DOG



Put jumping dog with rubber ball.

\$24.00 Gr.

BOOT and HORSEHEAD TABLE LIGHTERS
Antimony
\$6.00 DOZ.

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET

Consists of 4 card holders, secret pocket and billfold all in one. Everyone in an attractive "fad".

DOZ. \$4.50



MR. BEAK—BIG NOSE

NOSE AND FRAME

The best made on the market. Selling like wildfire all over the country and at the new low price

\$1.75 Per Doz.
\$18.00 Per Gr.

The newest sensation of the year

The New HOLLYWOOD GLAMOUR GIRL PENCIL
Big Flash



It pencils, erases and has a beautiful gold finish. All you have to do is press the top of the pencil and the brilliant lights up and shows the beautiful girl in the world. It is really a knockout. An assorted beautiful girls.

\$4.50 Per Doz.

This is one of the outstanding numbers of all time.

PLUSH TOYS

30" high. Bears, Sweet-heart Dolls, Drum Majors, Policemen, Cowboy and Jockey Girls. These plush toys are the hottest selling items around.

Dozen \$36.00
Samples \$3.50 Ea.



3-PIECE JEWELRY SET
14 Karat Gold
Plate in Plush Box
with satin lining

\$1.50
Sample Set
\$13.50 Doz. Sets
GREAT FLASH



AUTOMATIC CHROMIUM PENCIL LIGHTER
great flash
\$7.50
per doz.



3-PIECE PEN SET

Consisting of ball point pen, fountain pen and pencil. In beautiful box. A set of 3 colors. Assorted color combination \$7.50 tag comes with set.

\$4.00 per doz.
\$45.00 per gr.

TRUDY WAS HERE PENCIL, \$4.50 DOZ.
BOY SITTING ON POT PENCIL, \$4.50 DOZ.

THE NEW FLOATING BOY AND GIRL BLACK PENCIL
\$4.00 DOZ.; \$45.00 GR.

JAPANESE IMPORTED NECKLACE BEADS
This is a great give-away.
PER GROSS \$3.00

CONTINENTAL PISTOL LIGHTERS
Large Chromium, black handle. 3 1/2", each in box. Do. \$4.00.
Large Opalescent Pearl Pistol Lighter. 3 1/2". Do. boxed. \$5.00.
Medium Size Pearl Pistol Lighter, each boxed. Do. \$7.50.

Large Chromium Western Style Boon Lighters. \$7.00 Doz.



SMALLEST LIGHTER
in the world

For Ladies and Men. Beautiful Chrome finish.

DOZ. \$3.50



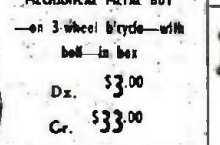
JEWELRY SETS

We have the finest and most beautiful Jewelry Sets in America. Punchboard necklaces, earrings and compasses can clean up with these Heavy sets. Each set based in beautiful 14 K gold box, silk lined. Our sets are the real McCoy.



MECHANICAL METAL BOY
—on 3-wheel bicycle—with ball—in box

Doz. **\$3.00**
Gr. **\$33.00**



Mechanical Boy
With Trambone—With Merry-Ground that turns.

Doz. **\$3.00**
Gr. **\$35.00**

Original \$1.00 retail seller. It's a knockout!



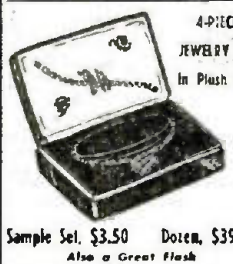
MECHANICAL COWBOY
with Spinning Lariat.

Each boxed
Doz. **\$2.00**
Gr. **\$22.00**



4-PIECE JEWELRY SET
in Plush Box

Sample Set **\$3.50** Dozen, **\$39.00**
Also a Great Flash



WATCHES

Special 17 jewel, sweeping hand, with stainless steel case.

\$11.50 Ea.

With metal expansion band included. For resale only.



WATCHES

Special 17 jewel, sweeping hand, with stainless steel case.

\$11.50 Ea.

With metal expansion band included. For resale only.



PHOTOGRAPHERS ATTENTION
Here It Is

The new, terrific fast-selling number which sold all through Florida as fast as they could hand them out.

This terrific item will be the new sensation at beaches, parks, resorts and carnivals all over America. We have the original telescope complete with vintage key chain. Our telescope is the only original one on the market, which is easy to handle. Our lenses are all guaranteed to be clear and first quality—and focus beautifully. All our telescopes are first quality and positively guaranteed. These telescopes are unassembled—you can easily assemble them yourself—with your own pictures. Special price

\$9.00 Per Gr.
complete with vintage key chains



HERE ARE SOME OF THE ITEMS THAT MAKE HARRIS FAMOUS

WALLETS	Metal Turtles that crawl, with string, gross. \$ 8.00	Stays & Stripes Balloons 50, gross. \$ 8.00	Plastic Soapboxes—Individually Boxed, doz. 2.50	Toy Motor Plastic Bomber with sticks, gross. \$10.00
Alligator & Picture Wallets with zipper and card holders, doz. \$ 8.00	Rubber Moths, pulls over head, assorted flash, doz. 9.00	Plastic Translucents, assorted, doz. 2.00	Army Air Force Type Glasses complete with leatherette case, doz. 4.50	Plastic Feather Doll—14-1/2" tall, gross. 2.00
Rubber Cat & Monkey Face—Hanging balls, that sticks the tongue out when you squeeze it, gross. 9.00	Imported Hong & Glasgow, with eyeglasses, gross. 9.00	Plastic Violin, with bow, that you can play, doz. 3.50	Whispering Case, doz. 2.00	Chicken & Duck that lay the eggs, doz. 3.00
Picture Boxes with sticks, gross. 4.50	Comic Buttons, 20 Lines, per 100. 3.50	Soft Pencils, 12x36, round and circus, per 100. 13.00	Plastic Pocket Mirrors with porous girls on back, per 100. 4.00	Plastic Blue Tie & Garters lights up, doz. 7.20
Rabbit Foot with Key Chain, per 100. 4.00	Comic Buttons, 20 Lines, per 100. 3.50	Large Comic Buttons, 4 inch, per 100. 8.00	Comic Retractable Pens, assorted, gold finish, doz. 4.00	Cigarette Cigarette Lighter, Ash Receiver, 2.70
Jumbo Rubber Feet with Key Chain, per 100. 5.00	Comic Hat Bands, long length, per 100. 11.00	Large Comic Buttons, red, white & blue with bell, gross. 11.00	NEW 2-way Retractable Pen & Pencil, assorted, doz. 4.00	Assorted Comic Prison Penknives, Fall, per 100. 9.00
Hand Buttons, doz. \$3.00, gross. 1.00	Imported Patent Cans, doz. 100. \$1.00, per gross. 10.00	Lantern Snapper Sights, gross. 11.00	Gold Finish Key Chain Flashlight, extra large, corded, doz. 3.00	Plastic—7 piece Goggles Set. In its doz. 10.00, ea. 1.65
White Fox Tails with comic cards, doz. 32.00	Mother's Day White Corollions, made up with 1000. 15.00	Letterer Snapper Sights, gross. 11.00	Gold Finish Key Chain Flashlight, extra large, corded, doz. 3.00	Boy Scout Emblem, corded, doz. 1.00
Bibbons, any color—50 yds. to roll, per 1.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Ray Ray Jack Rabbit, 2 blades, with extra long Key Chain, doz. 2.00	Art Metal Key Chain Knives, with pictures of beautiful Hollywood models and Key Chains, doz. 2.00
Long Lash Whips, gross. 15.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Art Metal Key Chain Knives, with pictures of beautiful Hollywood models and Key Chains, doz. 2.00	Letterer Snapper Sights, gross. 11.00
Feather Dolls, 4" long, gross. 9.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Feather Dolls, 2" long, gross. 18.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Auto Bombs, loud noise, best on the market, gross. 16.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Rubber Monkey that imitates about 15" knock-out number, doz. 3.50	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Jumbo Rubber Thumb, gross. 9.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Peep Parrots, big spread, gross. 18.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Com & Hutter Birds, doz. 9.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Dangling Skirtlets, wire legs, nice size, gross. 8.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Metal Bears, imported, gross. 12.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Large size Metal Bears, kilipatate wrapped, doz. 18.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Candies, 50 lb. each. 3.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Hawaiian Lids, assorted colors, gross. 2.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Heavy Jumbo Lids, gross. 4.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Pin Wheel, plastic animal figures, gross. 7.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Imported Jap Heavy Parade Cans, gross. 71.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Rubber nose blowers, razzers, gross. 1.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00
Spears with top & tail, gross. 9.00	Comic Hat Bands, long length, per 100. 11.00	Comic Hat Bands, long length, per 100. 11.00	Letterer Snapper Sights, gross. 11.00	Letterer Snapper Sights, gross. 11.00

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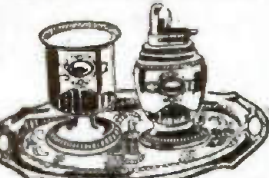
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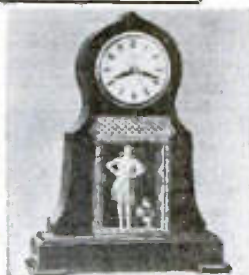


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Newspapers, magazines, trade papers confirming the South's phenomenal agricultural and industrial boom. Prosperity everywhere. Spending income at all-time high. Farmers get highest cash crop in years on tobacco, cotton, peanut crops. South's "rural" families leader with fresh money... eager to spend it. Mail order houses getting large share, as South's "rural" families sell nation's greatest mail order buyers. Hundreds of home mail order sellers advertising in every monthly issue of the **SOUTHERN FARMER**, which goes into the homes of over 1,000,000 of the South's "rural" families and serves thousands of mail order buyers. They are getting terrific response to ads offering **JEWELRY, WATCHES, TOYS, NOVETTES, WEAPONS, PERFORMERS, SCIENTISTS, HILL-BILLY, BUSHY-BOO, BOOKS**, and everything else for personal, home or farm use. The **SOUTHERN FARMER** carries more mail order ads than any other rural farm publication anywhere. Over 90% of our more than 1,000,000 paid subscribers live in towns under 5,000 population, where ready buyers must depend upon mail order houses for things they want and need. Get your share of the big money by advertising in our big **MAIL ORDER** media for ads on **APRIL 10TH** Write, wire or phone for sample issues, rates, success stories, etc.

Western Advertising Office
THE SOUTHERN FARMER
3rd Madison Ave., New York 17
MU 7-8845 or MU 7-2876

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Plaster, Glassware, Bronze Horses, Stuffed Toys, Pocket Knives, Wallets, Lighters, Pen Sets, Etc. Lowest Prices!

KNIGHT IN ARMOR TABLE LIGHTER

Helmet snaps back and lighter mechanism is under helmet. Big flash.

SPECIAL \$4.80 DOZ.

PROTECTIVE PACKETS

24 pc. Malacca double plated flatware

Serv. for 4, complete with packets

Special \$2.45 ea. doz. lots

Guaranteed ELECTRIC SHAVER

Colophony wrapped with \$25.00 price tag, simulated plastic pouch and ONE YEAR GUARANTEE Certificate.

Only **\$2.75 ea.** Doz. Lots

7 PC. CORDIAL SET

With six small cups (China, 4)

\$1.75 ea. in lots of 12

Sample: \$2.75 doz.

SPECIAL Jewelry Assortment

We have made up a special assortment of our hottest, newest, 1951 original multicolored creations. High price tags, all in large plush and satin lined boxes.

Special Assortment No. 1..... \$28
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WATCHES from \$2.10 a pc.

BENRU Watches and Watch Sets for Premium Use. Lowest prices.

25% deposit on all orders. Balance C.O.D. **FAST SERVICE—FREE CATALOG.**

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FUR DOGS

\$4.50 per doz. in case lots
\$5.00 per doz. then case lots

80 dozen to case
75% Deposit, balance C.O.D.

NATIONAL DIST. CO.
451 Calumet Bldg. Miami, Fla.

PROTECTIVE PACKETS

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Special \$2.45 ea. doz. lots

Western Horse Clocks

REAL ACTION, LUCKY RANGER Clock. The Bronze Buckle up and game with continuous lighting action. Two clocks in one! Use on mantle, TV, radio, etc. or remove base. Pressure perfect wall clock. 17" high. One **\$4.75** only **\$5.25** ea. Six or More

Patent Clocks, 10 1/2" Sessions movement, 1 yr. guarantee. Ea. **\$5.25**

Western Horse Clocks

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BRONCHO-PONY EXPRESS

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Sold on TV for \$2.49 ea.

\$14.40 DOZ.
\$168.00 GROSS

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PLASTIC TOP IN
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RED, BLUE or GREEN
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YELLOW STICK, RED
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CAN BE OPENED AND CLOSED
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Each with 24" Stick

#280—Yellow embossed fully rounded bird body with red trimming.

#310—Multi colors stapled bird, four color combination.

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THE COST OF THE FOLLOWING
GIANT INFLATED PLASTIC
TOYS AT

1/3 OFF OF
JOBBER COST
QUICK ACTION SALES!!!



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Swan	3.00	1.20	13.50
Bouncer	2.00	.80	9.00
Water Wings	1.50	.60	6.75
Large Water Rings	1.50	.60	6.75
Aqua Rings	2.00	.80	9.00
Water Rings	1.50	.60	6.75
Seaf King	1.00	.20	13.50
Jumbo	2.00	.80	9.00
Trigger	3.00	1.20	13.50
Rigby	3.00	1.20	13.50
Splasher	2.00	1.20	13.50
14" Water Ball	3.00	1.20	13.50
10" Water Ball	2.00	.80	9.00
12" Water Ball	1.00	.40	4.65
Snapper	2.00	.80	9.00
Fishy	1.00	.40	4.65
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Trigger Heads	1.00	.40	4.65
Big Champ	5.00	2.00	23.00
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NEW BEACON LEOPARD
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\$9.95 \$11.95 \$14.75 \$18.95

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\$8.95 \$9.95 \$10.95

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Box 5100 Gross

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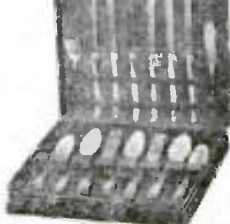
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SWISS WATCHES FROM IMPORTER

Brand New and Guaranteed
7 Jewel CALENDAR wristwatch with 2 windows, a w.c., rodium, at \$11.95 a great buy! \$5.75 Basis, 2 pushbutton stop watch, \$3.50 Calendar stop watch, \$3.50 1 automatic wristwatch \$5.00 Men's pocket watch, \$4.00 Same in Shockproof \$4.00 2 Jewel men's, w.c. rodium \$2.75 Jewel ladies' w.c. rodium \$4.75 Minimum order 1 dozen. Leather straps. 1% adv. Catalog upon request. TRANSWORLD TRADING CO. 145 Fifth Avenue New York 17, N. Y.

It's Here... the COLOR SPINNER



the latest WINNER from Hollywood
An outdoor flash attention getter. Many uses. For all businesses, especially carnivals, circuses, drive-ins, service stations, real estate offices, used car lots, stores and more. Many more.

AVAILABLE IN 4 COLOR COMBINATIONS
Every merchant will want this Winner—The Spinner. A good hustler can average \$100 a day. Customers will want to see them in quantities. Thousands of dollars worth and already in Southern Calif. BE THE FIRST TO HAVE THE SPINNER IN YOUR TERRITORY
10 ft. length sample \$2.00 20 ft. length sample \$3.50
Available in 200 foot rolls for \$21.00. Cut your length for special installations. Instructions furnished. You make extra money when you install the Spinners.

UNASSEMBLED TELESCOPE VIEWERS
Direct from Manufacturer. \$8.50
The hottest number ever offered for Photographers at Resorts, Fairs, Amusement Areas, PUT YOUR OWN 35mm. COLOR PICTURE IN THE VIEWER. Makes Lasting Personalized Gift.

COMET WRIST WATCH LIGHTER



Lighter fits right on the wrist. One flick and the lid opens. Another flick—push—there's your flame. Lighter and watch Expansion Band fully charged. Eye-appealing. Looks like a small wrist watch. \$33 per doz. Sample \$3 postpaid
Attractive. Works on Feather Touch. Durable. IMPORTEX Individually boxed. Instructions included. Is with order, balance C. O. D. Jobbers listed in A. S. B. Write for prices.

PICO NOVELTY CO.

424 So. Los Angeles St. Los Angeles 13, Calif.

Advertisement for 'The Fan Dancer' and 'Merma' featuring illustrations of a dancer and a mermaid. Includes text: 'The Fan Dancer', 'Merma The mermaid', 'The Pocket Peep Show', 'Fanny'.

Standwell COMPANY

3709 SOUTH HILL STREET LOS ANGELES 7, CALIF.

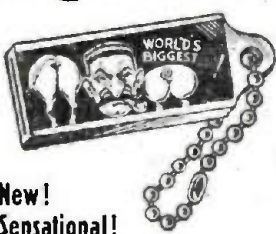
Advertisement for 'Novelty Animal Lamps' featuring illustrations of a monkey and an elephant. Includes text: 'NOVELTY ANIMAL LAMPS', 'MONKEY', 'ELEPHANT BASE', 'BELL SALES CO.', '1167 S. Halsted St. Chicago, Ill. Open Sunday 10 to 3'.

Advertisement for 'Leo Kaul' featuring illustrations of a teapot and a coffee pot. Includes text: 'BRASS TEAKETTLE #6573 \$7.20 Doz.', 'BRASS COFFEE POT #6574 6.00 Doz.', 'ALL BRASS COFFEE MLL #4758 \$7.20 Doz.', 'BRASS & WOOD COFFEE MLL #4233 3.60 Doz.', 'LEO KAUL IMPORTING AND FINISHING CO. 2323 N. E. 75th St., Chicago 15, Ill.'

Advertisement for 'Overhand-Expansion Massive Ident. Bracelet' featuring an illustration of a bracelet. Includes text: 'OVERHAND-EXPANSION MASSIVE IDENT. BRACELET', 'MORRIS MANDELL, INC. 36 E. 12th St., Dept. 77 New York 2, N.Y. Telephone 2-9717', 'Formerly \$18 doz. NOW \$10.50 doz. \$108 gross.', 'McBRIDE JEWELRY CO. 303 5th Ave. New York 16, N. Y.'

WE'VE MATCHED "OLD JOE"

With
The Biggest Laugh Gag of the Year!



It's New!
It's Sensational!

JUST OUT!

40 Million
Buyers
Waiting

"WORLD'S BIGGEST" KEY CHAIN

The Most Timely Item of the Century

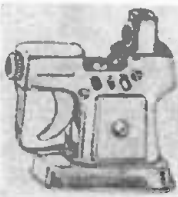
6000 FOR \$50 CASH EVERY DAY	Presents an unusual TIMELY picture—set in beautiful Plastic Case of attractive amber, crystal or green colors—fitted with gold-tone beaded chain. Present world aggression makes this TAG a wildfire seller. Show it—sell it—to the tune of 200 to 500 a day for fast, easy MONEY.			Up To 200% Profit! Sell 200 to 500 a Day to Stores, Offices, Taverns, Wife Clubs, Garages, Restaurants, Etc. Enormous Selling Field.	
	BUY THEM BY THE THOUSAND! GET LOWEST PRICE!				
	QUANTITY	YOUR COST	SELLS 15c EA.		YOUR PROFIT
	25	\$ 2.00	5 3.75		\$ 1.75
	50	3.50	7.50		4.00
	100	6.25	15.00		8.75
250	15.00	37.50	22.50		
500	27.50	75.00	47.50		
1000	50.00	150.00	100.00		

RUSH YOUR ORDER—WRITE—Be first for a money making cleanup—now while this item is red hot. Immediate shipment. Send full amount with order for postpaid delivery. Or send 25% deposit—pay balance due plus postage C.O.D. HURRY—HURRY!

SELLWIN CO. (Manufacturers)

FLOMOR BUILDING, DEPT. 88-7

CHICAGO 5, ILL.



PISTOL LIGHTERS THAT SELL FAST!

Semi-automatic table or desk gun lighter mounted on base. Pull trigger and gun lights on top. Gun is chrome plated with mother-of-pearl handle. Always lights and has large fuel capacity. Individually boxed.

No. A-26: 1 1/2" high, 1 1/2" long; Des. 56.50; Gross \$72

No. A-27: 1 1/2" high, 2" long; Des. 7.20; Gross 76

No. A-28: 1 1/2" high, 2 1/2" long; Des. 9.00; Gross 98

MINIATURE LIGHTERS	Assorted tone m.p.h. leather & pearl covered.	Des. \$4.50	Gross \$48
--------------------	---	-------------	------------

POPULAR ACTION ANIMALS	DOZ.	GROSS
Large Clever Walking Bear	86.00	\$66
Large Walking Elephant	6.50	72
Large Jumping Squirrel	6.50	72
Monkey Eating a Banana	6.50	72

Write for Additional Listing of Best Selling Novelties. Write Us Your Needs. We Have Sources for Everything. 25% With order, Balance C.O.D. plus postage. (Samples \$1 ea.)

STAR MERCHANDISE CO.

16 S. Wells St. Dept. A-7, Chicago 6, Ill.



\$1.50 gr.

Satisfaction guaranteed or money returned. 25% Deposit, Balance C.O.D.

MOSE. DISTRIBUTING CO.
19 E. 16th St. New York 3, N. Y.

Think, Wide-Awake Operators!

Thousands of American Legion, Post, VFW, Amvets, Catholic War Veterans, Jewish War Veterans, etc., want their AND wonderful decorations to promote business for bars, concession stands, etc. AND sell to the kids, mothers, etc., of 18,000,000 American Veterans. AND great promotional tie in deal to sell allied merchandise. AND as a collector's item that will be scarce and valuable soon. AND as a give-away, prize, prob-ban item, etc., etc.

PATRIOTIC MERCHANDISE — 60-328,000 Patriotic Sets featuring three official U. S. A. insignia: American flag, American shield and U. S. A. eagle seal, 50¢ ea., all have adhesive glue back. America's favorite design! Get on the freedom bandwagon. Show that yours is an American product and an American item! These sets for patriotic Americans can be used on aprons, linens, coin machines, packages, counter cards, etc. Assorted sample 197 of 1,344 Sets, \$1.

GENUINE HANDMADE LEATHER GOODS

Stock up now for Spring and Summer

Large Shoulder Bag (shown) @ \$14.00
Medium Shoulder Bag @ 13.50
14 1/2" Under Arm Bag @ 13.00

Write for photo and folder. Wholesale

CLAUDE'S LEATHERCRAFT
MARAMEC, OKLAHOMA

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND



★ Put the
Spotlight
on Spring
Profits

Sensational Values in SWISS WATCHES

LADIES' AND MEN'S MODELS



\$8.45
7-JEWEL
15-JEWEL, \$9.45
17-JEWEL, \$10.45

They're beautiful! Sparkling new cases lavishly set with simulated precious stones. Genuine Swiss movements—precision rebuilt and guaranteed like new. Prices include expansion band. Rhinestone dial, 95¢ additional.

Order in lots of 3 or more.
25% deposit on C.O.D. orders.

ORIGINAL ELGINS, WALTHAMS, GRUENS, BENRUS, BULOVA'S!



7-JEWELS
ELGINS AND
WALTHAMS
ONLY...
\$9.85

15-JEWELS available in all the above mentioned watches, \$12.95. Each watch in excellent condition.

RHINESTONE DIALS



ELGINS, WALTHAMS, BENRUS
7-JEWEL
\$9.75
15-JEWEL, \$12.45
17-JEWEL, \$14.40

Precision rebuilt movements. Lowly new cases, found or long, with lovely Rhinestone and simulated Ruby dials.

WRITE FOR CATALOG!



198 S. Main St.
P. O. Box 473
MEMPHIS, TENNESSEE

Send Your Order TODAY!

"FLOWER GIRL"



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

Rich Flowered Satin Dress and Bonnet trimmed with fine lace. Mohair wig. Individually boxed.

36" Tall

\$36.00 Per Doz.

Samples \$4.00 Ea.



For Real Action! HULA DANCER

Hula Girl and Drummer Boy enclosed in a gold framed tropical scene which lights up.

When separate switch

is put on, girl shakes and shimmys invitingly to the beat of the tom-tom.

25% deposit, balance C.O.D. If not for resale, add Federal Excise Tax.

13" Tall
9" Wide
#777

\$8.50

EA. in
DOZ. LOTS
\$8.00
\$9.50 EA.

Dependable United self-starting electric clock movement manufactured under Westinghouse license. Case in hand-rubbed wood in mahogany finish. A lucky lady for sale!

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

LOOK! WE DO IT AGAIN LOOK!

MARK DOWN THESE PRICES COMPARE THEM WITH OTHERS

FEATHER DOLLS	FUR MONKEYS
8" Hi-Mat, Beads A Hinsel, gr. \$ 6.00	4" Bright Colors 3" High Mat, gr. 7.00
8" Hi-Mat, Beads A Hinsel, gr. 7.50	10" Hi-Mat, the Best gr. 14.00
6" Hi-Mat, Beads A Hinsel, gr. 12.00	12" While they last gr. 18.00
7" Hi-Mat, Beads A Hinsel, gr. 14.40	Flying Birds, 2318, gr. 7.50
9" Hi-Mat, Beads A Hinsel, gr. 22.00	Flying Birds, 2319, gr. 11.50
12" Hi-Mat, Beads A Hinsel, gr. 34.00	Flying Birds, 2320, gr. 6.50
12" Hi-Mat, Beads A Hinsel, gr. 4.50	Crook Handle Cameo, gr. 12.00
Weather Backs, Bright Colors, gr. 6.00	

PARASOLS RAYON

10" 4-Rib Crook Handle \$12.00 gr.
10" 4-Rib Flowered 29.00 gr.
12" 4-Rib Flowered 48.00 gr.
10" 4-Rib Flowered 54.00 gr.
12" 4-Rib Flowered 68.00 gr.
PLASTIC 2700 Comp. Rib 2.50 ea.
PLASTIC 2700 Metal Rib 4.75 ea.

BALLOONS

19 Kat Mottled Red Box \$ 4.75 gr.
211 Mottled Animal Print 4.75 gr.
211 Mottled Plain Round 4.00 gr.
211 Pastel Animal Print 4.50 gr.
214 Kat Mottled Red Box 8.00 gr.
210 Mickey Mouse 8.50 gr.
215 Mickey Mouse 7.75 gr.

OUR SPECIAL!

1/2" Whistle Whips 12.50 gr.
24 inch Lash Whips 12.00 gr.
Astors RW & B with Bell 12.50 gr.

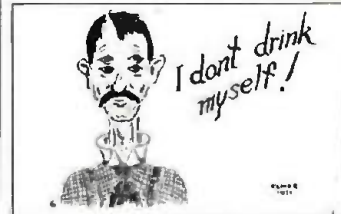
Full Line of Felt and Straw Hats in Stock at Lowest Prices

Write for new catalog

CHARLES SHEAR, 150 Park Row, New York 7, N. Y.

New COMIC POST CARD Line

ORIGINAL DRAWINGS BY ELMER ANDERSON
26 SNAPPY NUMBERS — MORE TO FOLLOW



5¢ SELLERS

DEALERS' PRICE \$25.00 M

50 cards of 5¢ ea. to a pkg.
Special trial set of 100 cards, \$2.50.

Jobbers and Distributors, write for special prices.

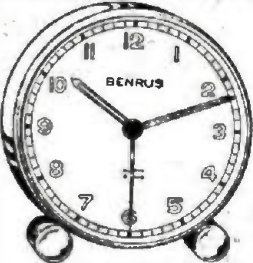
Representatives wanted.

PUBLISHED BY H. K. KITRELL CO., Inc.
BOX 142, WATERLOO, IOWA

ATTENTION
**CARNIVAL, BINGO JOBBERS
NOVELTY WHOLESALERS, BULK BUYERS**
Clearing out large quantities Josephine Anthony Trays, Cigarette, Jewel Boxes, etc.
FANTASTICALLY LOW PRICES
R. WM. HALL
54 West 25th Street New York City 10

SLUM JEWELRY
GIVEAWAYS FOR GAMES — HANKY PANKS AND GRAB BAGS. EACH ONE ON A CARD. GOOD FLASH, GOOD VALUE, PRICED LOW. BIG STOCK ON HAND. PROMPT SHIPMENTS. SEND FOR CIRCULAR.
SAMUEL B. POCKAR
200 CHARLES ST. PROVIDENCE, R. I.

ACT QUICKLY GET YOUR SHARE OF THE PROFITS **ORDER TODAY!**



BELOW FACTORY COST
NATIONALLY ADVERTISED
BENRUS Alarm

only **\$6.75** EA.
Ideal for office or home.
8 day, 7 jewel, luminous dial. Guaranteed. Carries a \$10.75 Price Tag.
In Box Lot \$4.90 Prepaid

CLOSEOUT!
Famous EVANS WATCH COMPACT

A grand premium or gift. Striking a compact case, guaranteed time-piece, beautiful box. Carries a \$25.00 Price Tag. Limited quantity.
only **\$7.50** EA.
In Box Lot \$7.65 ea. Prepaid



We are Exclusive Distributors of Specially Packaged
BENRUS WATCHES and BENRUS SETS
for the Premium Trade
Cash in On The Tremendous Demand Created For Benrus Products By The Nation-Wide Newspaper, Radio and Television Advertising Promotion.
WRITE FOR PRICES
TEMPLE COMPANY 118-15 South 6th Street Philadelphia 6, Pa. MAchster 2-6519

Mdse. Topics

New York

Q-Neek Cosmetics seeks representatives to become cosmetic advisors to colored customers. A \$3 investment starts you... Silverware, stainless steel flatware and attractively boxed kitchen knives and other cutlery are offered by **Thomas A. Wolfe, Inc.** for the premium and prize fields... Religious necklaces at attractive prices are offered by **Stephen Products Company**. Miraculous, sacred heart and other medals encased in plexiglas, with 18-inch gold-plated chain with lock, are available with red, blue, gold or crystal backing behind medal... **Eray Sales Company** announces a line of 200 items for demonstrators, many of them inexpensive household items such as toys, plastic dishes, curtains, tablecloths, aprons, baby items, etc... Simulated diamond and birthstone rings, some as low as \$2 per dozen, are marketed by **Sterling Jewelers**... A handy gadget for the kitchen is **Belf & Lushig's** French fry potato and food cutter. Called a natural for demonstrators, a potato placed in the device is cut into 24 segments in one stroke. Carrots, turnips, etc., also may be used in the device.

Guess-your-weight scales are available from **John Chastillon & Sons**, New York, with 30-day deliveries carded. The prices have gone up 10 per cent because of raw material costs. The materials still are available, altho with a slight delay, according to **L. M. Barrington**, advertising manager.

Arabee Doll Company has introduced a model with dyed hair which can be given a home permanent wave... An eight-inch mechanical bulldog offered the trade by **B. Shackman's** is one of more than 3,000 imports by the firm from Germany, Italy and Japan... A large selection of styles, colors and specially designed dresses are incorporated in **Emm Cec** miniature dolls supplied by **M. C. Doll Company, Inc.**... From **Sculpture House** comes a complete ceramic kit for the beginner containing everything for creating and glaze-decorating lasting ceramic objects such as ash trays, bowls, etc., in a kitchen stove. The kit contains a four-pound package of clay, modeling tools, eight glaze colors, two brushes and illustrated instruction book... **Eureka Novelties, Inc.**, distributor of leather goods, cutlery, clocks, compacts and other premium merchandise, has moved headquarters to 1103 Broadway... **Revette Metal Art Company, Inc.**, the former **Concord Pen Company**, is now located at 41 Great Jones Street.

Chicago

The stein clock, featured by **Cook Bros.**, is proving to be one of the most popular selling novelty clocks on the market. The Cook boys are presently introducing for the first time a line of other novelty clocks including the religious clock, flower clock, decor clock, plastone horse clock and a television lamp-clock combination... **M. K. Brody** is celebrating his 35th year in business. He has been supplying the outdoor trade and concessionaires for all this time. Brody just returned from a two-week buying trip in New York and announces that he has all the latest items... Our apologies to **N. Shure Company**. Last week we accidentally spelled their name as **N. Sure Company** in connection with a line of perfume they are handling.

Berry Products Company offers its chenille-kraft kit composed of glorified heavy pipe cleaners in a variety of colors and extra length with which the kiddies may make party favors, toy figures and artificial flowers, etc... **C. F. Mohr Associates** has announced its flying disk toy. Because it is really an outdoor toy, it is an excellent spring and summer number, the firm states. Packed in a three-color box are two disks with propeller type blades and a string-operated spinner to sell for 79 cents. By whirling the spinner the disks are sent high in the air.

From All Around

Ho-Ro-Co, St. Louis, reports it is looking for agents to handle its line of flavorings, desert powders and household articles... **American Screw Products Company** has announced its new "Home Plumber," an inexpensive... (Continued on page 138)

Jobbers — Premium Users!
"ACE" Leads Again With Sensational Concession Numbers

FIVE OF A KIND — A ROYAL FLUSH!

"Ace Toy" brings you FIVE more terrific Concession numbers. They're "ACE" Kings in toy values... yet specially low priced for you. Buy direct from "ACE" — one of the oldest establishments started by manufacturers. You'll always find terrific Values and FLASH in Stuffed Fur and Plush Toys at Ace. Order now to insure prompt delivery.



- A TERRIFIC DEAL!**
- 1921 Rayon Plush Tarpier. Colorful plastic collar with bell. Movable eyes.
 - 1925 Rayon Plush Donkey, metal collar. Colorful plastic collar and metal bell.
 - 1928 Rayon Plush Elephant. Dressed with colorful blanket cover.
 - 1930 Rayon Plush Cat. Dressed with colorful plaided collar and metal bell.
 - 1932 Rayon Plush Zebra. Plastic collar, metal bell, movable eyes.

Each of the above \$36.00 per dozen
In six \$33.00
down
100% You must mention Billboard for this special price!
All Five Samples Postpaid \$18.50

SPECIAL SET-UP FOR QUANTITY USERS Send for FREE catalog of new numbers. Check out always on hand. Special Jobber's set-up. Write Today. State nature of your business. The curious workers. **SALEMEN!** Some territories still open.
ACE TOY MANUFACTURING CO.
122 WEST 27 ST. NEW YORK 1, N. Y.

Let JOSEPH BROS. start you in a PROFIT MAKING BUSINESS

\$400.55 Worth of Fast Selling Items, only—\$97.70

SPRING SPECIAL DEAL #1:	Retail Each	Cost Each	Cost Total
(3) o/j Chronograph Watches	\$ 9.95	\$3.95	\$ 11.85
(3) Rebuilt Rhinestone Case and Dial Ladies' Watch	29.95	7.95	23.85
(3) Rebuilt Rhinestone Dial Men's Watch	29.95	7.95	23.85
(6) Ladies' Rhinestone Set-necklace, earrings, bracelet	17.95	3.95	23.70
(12) 3-Piece Boxed Pen Sets	1.95	.45	5.40
(1) Men's Elgin or Waltham Reconditioned Watch	29.95	9.95	9.95
(1) Ladies' Elgin or Waltham Reconditioned Watch	29.95	9.95	9.95
TOTAL	\$400.55		\$108.55

YOU SAVE AN EXTRA 10% ON THIS \$97.70 DEAL #1—YOUR COST.

Don't Delay—Send for This Fast Selling Group Today. Items Can Be Purchased Separately as Listed (Sample \$1 each).

25¢ Will bring you our new 1951 72 page wholesale catalog. Take credit of 25¢ on your first order, so you get this catalog FREE.

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 3-day money back guarantee if not satisfied.
JOSEPH BROS. 6 S. Wabash Ave. Dept. B-7 Chicago 3, Ill.
"The Watch and Diamond House"



FUZZY-WUZZY!

THE FRESHEST PITCH TO HIT THE COUNTRY FOR—
● BARN DANCES
● FAIRS & RODEOS
● CARNIVALS
● BEACHES

A Fast Seller That Brings You a Fast Dollar
Only Six Dozen Lot \$3.75
Six Dozen Lot \$20.00
ORDER A SAMPLE DOZEN TODAY!

Send \$4.00 M. O. for a Look-See!
Regular orders, 25% deposit and balance C. O. D. Jo all!!
Yes, discount to jobbers!!
Write!

TROPICAL TRADER
Box 37
Hollywood-in-Florida

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

The "LAST WORD" in Novelty Jewelry



GENUINE LUCITE—HAND CARVED

Consists of HAND CARVED LUCITE blocks, in diamond cut designs, with hand carved orchid and rose patterns in faithful color replicas of real flowers. Also obtainable with inlaid rhodium and gold-plated crucifixes, crosses and intricate medals, and insignias of all branches of the military services.

Strong on genuine rhodium and gold plated chains of full length, or with gold plated base metal pin, and packaged individually in gift boxes.
PRICE \$12.00 per dozen. Terms C.O.D. with 25% deposit.
Minimum order—1 dozen, in any assortment design.

FEDERAL MERCHANDISE CORP. 875 BROADWAY NEW YORK 3, N. Y.

DOLLS • MONKEYS

LOWEST PRICES **BEST SELLERS**

25c Retail & Up

Sensations for Parks, Fairs, Circuses, Baby Carriages, Cars, etc.

4" doll on monkey on suction cup
Monkey or doll available on stick or suction cup, both with 1/2" single ball.

Headquarters for Rabbits' Feet, Fur Tails, etc. Some territories open for mfrs. reps.

CHARLES BRAND NOVELTY CORP.
154 W. 27th Street, New York 12, N. Y.

WIRE ARTISTS

Have complete outfit for sale: Tools, Wire, Chain, Pearls, etc. 1 teach art of making NAME Pins of wire. Write for list and prices.
C. D. RUGGLES
1160 Appleton St., Long Beach 2, Calif.

NU-NAK NOVELTIES

Utica, N. Y. Waycross, Ga.
PLASTER GLASS SLUM

WE SPECIALIZE IN BALLOONS

The Greater Only
9-22-26 Novelty... \$4.50 gross
Whirling Balloon on Stick... 4.50 gross
Feathers... 4.50 gross
Covering for Carnival and Pishman.
NOVELTY SALES CO.
2812 1st Ave. Seattle 1, Wash.

PLASTER-SLUM-NOVELTIES

Write for price list.
GILBERT'S PLASTER SHOP
P.O. Box 621 Florence, Alabama

SEXSATIONAL LAFF OFFERS

CARTOON BOOKS
FUNNY FEMALES
BIG COMIC GALS
25 CENTS
65¢ 1/2
Kew-Forest, N.Y. 11413

COMPOSITION NUGGET JEWELRY

LOOK LIKE GOLD
WATCH CHAINS AND CHARMERS
DUST CONTAINERS, SCARF PINS,
UNLIMITED HUGGERS, ETC.
FREE CATALOG
P.O. Box 458
EDGAR'S 210 BULLOCK

ILLUSTRATED COMIC BOOKS

Sell our ILLUSTRATED COMIC BOOKS and other NOVELTIES. Each booklet size 4 1/2x7 1/2 and is FULLY ILLUSTRATED. We will send 21 assorted booklets prepaid upon receipt of \$1.00 or 40 assorted booklets sent prepaid upon receipt of \$2.00. Wholesale novelty price list sent with order only. No return sent C.O.D. Send Cash or Money Order.
REPSAC SALES CO.
1 Orchard St., Dept. 137-C, New York 2, N. Y.

HOSIERY

ALL TYPES
You save if you buy direct from the mill.
Nylon, 61, 54 & 50 gauge. Men's 95 to 13 line. Anklets, 4 to 13 line.
(Dresses, neckties and irregulars, priced to sell. Satisfaction guaranteed or money refunded.)
SWAN VALLEY MILLS CO.
2460 Garden Blvd., Chattanooga 3, Tenn.

for CIRCUSES, CARNIVALS, PARKS,
SEASHORE, Auctioneers and Salesboards

BEAUTIFUL 11 PIECE Ivory and Chrome CASSEROLE ENSEMBLE

• BAKE IN THEM! • SERVE FROM OVEN TO TABLE!

NEAT-PROOF! OVEN-PROOF!

Yes... ALL 11 PIECES!

\$2.00

YOUR COST ONE SET TO A BOX!

Minimum Order 24 Sets Sample \$5 Postpaid

YOU GET ALL 11 PIECES: 4. HAND SET (EAGLE) in Chrome Frame 5. 8 CHICKEN-PIE PLATES 6. 8 INDIVIDUAL CHICKEN EGGS

Serve the gracious way, right from oven to table. Beautiful chrome glazes have smart, proved and tested design that set off the ivory looking dishes. Attractive enough for festive occasions - sturdy enough for every day. And the your dinner into the oven! This famous ensemble is ideal for baking. Put the casserole into the chrome frame... and serve!

PROMPT SHIPMENTS F. O. B. N. Y. C. WAREHOUSE

25% deposit to accompany all orders, balance C. O. D.

FREE CATALOG

RICHEE
Premium Core
101 WEST 31st ST., NEW YORK 11, N. Y.

NEW HOT ITEMS!

Invited Western Saddle Horse

TELEVISION LAMP

Electric light background plus electric rays thru brilliant, lensed.

\$3.25 Doz. Lots

MOBBE CLOCK
17" tall, 17" wide, 4" Session Electric Clock Movement.

\$6.75 Doz. Lots

LEON THON DOZ. \$7.25 EA.

WESTERN HORSES

Height	Price Per Doz.
10 1/2"	\$ 5.00
11 1/2"	5.75
12 1/2"	6.50
13 1/2"	7.25
14 1/2"	8.00
15 1/2"	8.75
16 1/2"	9.50
17 1/2"	10.25
18 1/2"	11.00
19 1/2"	11.75
20 1/2"	12.50

The above items have had in either bronze or gold finish. Same set of brags and gold items, \$37.95

IT'S SENSATIONAL!

Newly developed suede finish in natural horse colors. Year after year, rust, gray or flaming finish. Saddles in western silver or bronze finish.

WESTERN HORSES

No.	Height	Price Per Doz.
1-16	45"	\$ 6.00
1-17	46"	6.75
1-18	47"	7.50
1-19	48"	8.25
1-20	49"	9.00
1-21	50"	9.75
1-22	51"	10.50
1-23	52"	11.25
1-24	53"	12.00
1-25	54"	12.75
1-26	55"	13.50
1-27	56"	14.25
1-28	57"	15.00
1-29	58"	15.75
1-30	59"	16.50
1-31	60"	17.25
1-32	61"	18.00
1-33	62"	18.75
1-34	63"	19.50
1-35	64"	20.25
1-36	65"	21.00
1-37	66"	21.75
1-38	67"	22.50
1-39	68"	23.25
1-40	69"	24.00
1-41	70"	24.75
1-42	71"	25.50
1-43	72"	26.25
1-44	73"	27.00
1-45	74"	27.75
1-46	75"	28.50
1-47	76"	29.25
1-48	77"	30.00
1-49	78"	30.75
1-50	79"	31.50
1-51	80"	32.25
1-52	81"	33.00
1-53	82"	33.75
1-54	83"	34.50
1-55	84"	35.25
1-56	85"	36.00
1-57	86"	36.75
1-58	87"	37.50
1-59	88"	38.25
1-60	89"	39.00
1-61	90"	39.75
1-62	91"	40.50
1-63	92"	41.25
1-64	93"	42.00
1-65	94"	42.75
1-66	95"	43.50
1-67	96"	44.25
1-68	97"	45.00
1-69	98"	45.75
1-70	99"	46.50
1-71	100"	47.25
1-72	101"	48.00
1-73	102"	48.75
1-74	103"	49.50
1-75	104"	50.25
1-76	105"	51.00
1-77	106"	51.75
1-78	107"	52.50
1-79	108"	53.25
1-80	109"	54.00
1-81	110"	54.75
1-82	111"	55.50
1-83	112"	56.25
1-84	113"	57.00
1-85	114"	57.75
1-86	115"	58.50
1-87	116"	59.25
1-88	117"	60.00
1-89	118"	60.75
1-90	119"	61.50
1-91	120"	62.25
1-92	121"	63.00
1-93	122"	63.75
1-94	123"	64.50
1-95	124"	65.25
1-96	125"	66.00
1-97	126"	66.75
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1-99	128"	68.25
1-100	129"	69.00
1-101	130"	69.75
1-102	131"	70.50
1-103	132"	71.25
1-104	133"	72.00
1-105	134"	72.75
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1-107	136"	74.25
1-108	137"	75.00
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1-110	139"	76.50
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1-115	144"	80.25
1-116	145"	81.00
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1-118	147"	82.50
1-119	148"	83.25
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1-131	160"	92.25
1-132	161"	93.00
1-133	162"	93.75
1-134	163"	94.50
1-135	164"	95.25
1-136	165"	96.00
1-137	166"	96.75
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1-139	168"	98.25
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1-142	171"	100.50
1-143	172"	101.25
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1-171	200"	122.25
1-172	201"	123.00
1-173	202"	123.75
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1-181	210"	129.75
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1-183	212"	131.25
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1-185	214"	132.75
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1-241	270"	174.75
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1-252	281"	183.00
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1-280	309"	204.00
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1-311	340"	227.25
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1-313	342"	228.75
1-314	343"	229.50
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1-325	354"	237.75
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1-328	357"	240.00
1-329	358"	240.75
1-330	359"	241.50
1-331	360"	242.25
1-332	361"	243.00
1-333	362"	243.75
1-334	363"	244.50
1-335	364"	245.25
1-336	365"	246.00
1-337	366"	246.75
1-338	367"	247.50
1-339	368"	248.25
1-340	369"	249.00
1-341	370"	249.75
1-342	371"	250.50
1-343	372"	251.25
1-344	373"	252.00
1-345	374"	252.75
1-346	375"	253.50
1-347	376"	254.25
1-348	377"	255.00
1-349	378"	255.75
1-350	379"	256.50

The BIG FLASH on Street or Midway!

OAK-HYTEX BALLOONS

inflated with



HELIUM



FLOATING BALLOONS

Sell Faster

Make You More Money!

MAKE THEM FLOAT

with

Safe HELIUM Gas

Here's action — color — real sales appeal — and Big Money! Clusters of Helium-filled Oak Balloons make a "big show" — attracting attention near and far — creating desire.

Especially popular this season are Oak's brand new and exclusive *Gold and Silver Balloons*

They're back, brighter than ever, after several year's absence.

The Oak line offers you the world's greatest array of fast sellers. See your jobber now about a stock of OAK-HYTEX Balloons. Be sure you get the genuine in the Blue Box with the Yellow Diamond Label.

HUGE WORKERS AVAILABLE!

See Your Jobber



OAK-HYTEX 107 BALLOONS



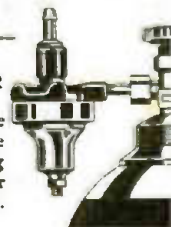
AIRCO Helium is now available nationwide thru Air Reduction Sales Company, their warehouses and dealers.

Remember — Helium is the only balloon-lifting gas that will not burn or explode. Boost your business by deciding now to sell HELIUM-FILLED OAK-HYTEX BALLOONS. The addition of 1c to 3c worth of Helium will add 5c or 10c to your selling prices.



REGULATOR

For the best service be sure you have a genuine AIRCO Balloon-Filling Regulator. Works easier and faster — with one hand.



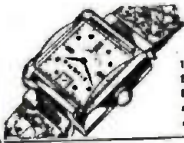
in Cooperation with

The OAK RUBBER CO.
RAVENNA, OHIO.

Air Reduction Sales Co.
NEW YORK, N. Y.

Concessionaires—Premium Users—Auctioneers Greatest Watch Value

MADE IN U. S. A.
15 Jewels. Brand New Movement.



10 K—RCP CASE—Stainless Steel
Back—Bimstone Dial—Yellow
Expansion Band to Match. Case
attractive With Each Watch.
Attractive Lined Boxes. 65¢ extra.
\$9.75
Ex.
(Dues. Low) Add 25¢ if in
less quantity.

HOT SPECIAL!!

Official
**BABE RUTH
WRIST
WATCH**
(Guaranteed)

Stainless Steel Expansion Band.
Luminous Dial. Super Second Hand.
Babe Ruth's Photo on Dial.
PACKAGED IN REGULATION
PLASTIC BASEBALL
Retail Price—Regular \$7.95
Wholesale Cash—Regular \$5.55
Special **\$3.95**
1 Min. Order 61
100 or More
\$3.15 ea.
Subject to Prior
Sale.

ELECTRIC SHAVER

"Perfora"
\$22.50 when legs and cellophane in-
cluded FREE. Each in simulated
Leather Pouch.
Double Head \$23.50 ea.
We are West Coast Distributors. Large
Stock. Immediate Shipment.

WEST'S LARGEST VARIETY AND STOCK OF GOODS YOU NEED—SILVERWARE,
WATCHES, CLOCKS, PEN SETS, BRONZE HORSES, MANY NOVELTIES.
All Prices F. O. B. Los Angeles

Terms: Rated Concerns—Net 10 Days. Others—25% Deposit, Balance C. O. D.
WHOLESALE ONLY EST. SINCE 1926
GENE HOFFMAN, OWNER
Wholesale Specialty Co.
104 SO. LOS ANGELES ST.
LOS ANGELES 19, CALIF.

LARGEST SELECTIONS! FIRST IN PREMIUMS LOWEST PRICES!

#9835 TELESCOPIC BAIT CASTING ROD
4 joints, detachable handle. Cloth partitioned carrying cap. 5 ft. extended. Fits into 10" tackle box when telescoped. Complete line of tackle boxes and fishing kits available, including OCEAN CITY, SOUTH BEND, GREAT LAKES, SHAKESPEARE.
Retail for \$12.95
Lot of 6 \$23.95

#9837 TELESCOPIC BAIT AND FLY ROD
3 joints, screw locking reel band. 8 1/2 ft. extended.
Retail for \$12.95
Lot of 6 \$23.95

ALSO IN STOCK
Sports Equipment, Picnic Goods, Electrical Appliances, Clocks, Jewels, Toys, Stationery, Dolls, Silverware and novelties of other items.
COMPARE! WRITE US FOR COMPLETE PRICE LISTS!
FIRST DISTRIBUTORS
Wholly Finks & Joe Elms
1248 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

BRAND NEW FLASHY STYLED SWEEP SECOND WRIST WATCH
Use the money chrome case with 3 1/2 in. dial. In breakable crystal genuine leather strap. Guaranteed.
SENSATIONAL \$3.75
lots of 3 or more Sample case
Famous Brand REBUTTS
You name it, we have it!
Imitated 1941 C.A.S. errors and dial reproduction divided 1 1/8 in. new, fully tested. Guaranteed with genuine leather strap. Guaranteed.
\$9.75
151, \$2.00
173, \$4.00
Rhinstone dial: \$11.35 add.
Special Price—Quantities
BIG PRB catalog full of money makers—Write today
25% deposit on C. O. D.'s
Wholesale
B-Z JEWELERS
201 Canal St., New York 12, N. Y.

BUY DIRECT EXTRA EXPLODING CIGARS!!
LOUD 50 to Box, STANDARD SIZE \$4.50 per box
REAL SPRING-OUT CIGARS
50 to Box — \$4.50
SELLS ON SIGHT
GIANT CIGARS
8 to Box — \$2.00 ea.
Cigars made from fine, choice tobaccos. PREPAID—cash with order ONLY.
ERNIE'S ENTERPRISES
173 Pine St.

EARRINGS \$3.50 Doz.
SCATTER PINS \$4.00 Doz.
OVER 100 STYLES TO CHOOSE FROM
Pictured is just one of the beautiful, distinctive assortments of costume jewelry available from our complete line of stock. Send now for latest catalog of our new and complete line.
25% deposit, balance C. O. D.
SIRO JEWELS
251 West 24th St., New York 11, N. Y.

FREE!
For 30 Days
Only
With over 7 \$50.00 worth of merchandise purchased from our new summer catalogue, \$9.90 retail \$9.90. Write time guaranteed Stainless Tableware Set in hand-size display box. Service for 8.
WRITE FOR CATALOGUE TODAY
WESTERN RELIABLE CO.
1618 N. St. Denver, Colo.
Wholesale—Importers—Producers of Fast Moving General Merchandise
GIVE TO THE RYUNYON CANCER FUND

Pipes

Continued from page 136

Jack David had a shampoo layout clicking in the Wilkes-Barre, Pa. dime store. . . V. Tate was preparing to take his med opy on the road from quarters in Anderson, Ind. . . J. A. Rutledge joined Bordex Minstrels in time for their opening in Ohio. . . Jimmie O'Lusk was still on the red wood in Norfolk. . . Eddie Hoar was clicking with gadgets in Neisner's Detroit five-and-dime. . . Marion and Margaret Conger were still pitching corn punk in South Bend, Ind. . . Joe Shapiro was named Chicago representative for the La Renz Company. . . Stanley Naldrett opened a two-week stand in Birmingham. . . Mr. and Mrs. Bill Meter clicked with herbs in Neisner's Pontiac, Mich. store. . . Harry Bernstein was doing well liquid thread on the main floor of the Crowley-Milner store in Detroit. . . A Lovey was vacationing in Miami following a good run in Tampa.

BIG AL WILSON . . . still is working around San Antonio, according to latest reports to the pipes desk.

Mdse. Topics

Continued from page 134

device for the unlogging of sinks, toilets, etc. which is claimed to be an "Excellent Chem-Strator." Master Glaze Com-pany, Milwaukee, is pushing its Master Glaze car polish, a non-grease liquid which the firm says is easy to apply and which produces a hard, sparkling finish.

WM. A. ROGERS SILVERWARE

by Oneida, Ltd., Silverware
14 PIECE SERVICE FOR 4 . . . \$1.80
14 PIECE SERVICE FOR 6 . . . \$1.90
10 1/2 full service line. Each piece has Rogers Trademark.
Report Antirust Corrosion.
Leatherette Tumb-Tone . . . \$1.75
Mahogany Window . . . \$2.00
Mahogany Dishes . . . \$2.00
14 P.C. WATERLESS COOKWARE SET
14 pc. extra heavy enameled vitreous aluminum. Guaranteed 21 year cook book. In full color. Display folder showing \$40.95 retail price.
COMPLETE, only \$8.50
Immediate Delivery—Cash or C. O. D.
5% with order—Balance C. O. D.
R. B. DAVIS COMPANY
224 E. 34th St., New York 17, N. Y.
AL 3-2444 PRBE PAREING

BRAND NEW WATCHES

Low Priced!
2 Push Button CHRONOGRAPH \$3.75
1 Independent Movement CHRONOGRAPH \$3.85
LADIES' WATCH, 12% WATERPROOF, WATER, stainless steel. Back, 7 jewels, shock protected, anti-magnetic. Guaranteed in lots of 6. Leather bands, 15 cents. Waterproof cloth watch bands, 8 cents. Larger quantities, ask for special prices.
C.O.D. orders from non-rated concerns. 10% with order.
SARO Watch Importers, Dept. BS
1676 Broadway New York 19, N. Y.

GET YOUR SHARE

ONLY 10¢ RETAIL
YOUR PRICE \$7.50 And Less
Over One Hundred Million Dollars will be spent for home workshop power tools this year. Get your share of this huge market with the **WAGER WAGON** ball-bearing bench saw. Quality, tempered 8" combination blade, ball 2 inch ball bearings, 1/2" Rem-U-Loc for easy disassembly (two prepay all shipping costs). Satisfaction guaranteed. Write for details.
SIERRA TOOL CO. INC., Dept. 88
18747 Chandler Blvd., Elmer, California, Cal.

A GREAT SPRING SPECIAL! HOWDY-DOODY PIN WHEEL
Box D1, Peteron Howdy: \$9.00 Gr. Dub. Mr. Howdy, Flirt, Dolly and Clarabelle on an 18" wheel. Perfect 3" dia. Rem-U-Loc for easy disassembly (two prepay all shipping costs). Satisfaction guaranteed. Write for details.
IMPERIAL TOY & NOVELTY CO.
939 Market St., San Francisco 39, Pa.
City 4-6411

Surprise Gag FOR MEN AND WOMEN
You'll sell a million of 'em!
1 Doz. — \$1.50
6 Doz. — \$7.00
Sample 50¢
Exclusive Playing Card Co.
1152 S. Wabash, Dept. 67-1, Chicago 5

CASEY HAS THE GOODS!

COME AND GET IT, FELLOWS!

FULL SIZE COLORED AND PANDA BEARS
Marshallly made. Packed 6 to carton.
\$36.00 Doz.
HORSE CLOCK
COLD FINISH, also in Bronze finish. Self-Standing Electric Horse \$6.25 ea. Packed 6 to carton.

COLONIAL CHINA ELECTRIC CLOCK
In 3 Marbelized colors RED, GREEN and BLUE. A companion piece to \$8.85 ea. The Marbelized Lamp
Marbelized China Lamp
Protected by wire frame, each shade cellophane. Packed 6 to carton, 30" high.
\$48.00 Doz.
with Double Blowing (same price)

WRITE FOR OUR BIG NEW ILLUSTRATED CATALOG JUST OFF THE PRESS!
When ordering, please state type of business. Terms: Cash with Order or 25% Deposit, Balance C.O.D. unless noted. YOUR DEPENDABLE SOURCE OF SUPPLY.
CASEY CO., INC., 1132 So. Wabash Ave., Chicago 5, Ill.
Phone: HARRISON 7-7798

OUTSTANDING JEWELRY SETS

#4035-MEN'S SET
Handsome 10 pc. gold plated in royal blue enamel. Includes display box, ring set, tie clip, penknife and watch chain. Packed 6 to carton.
COMPLETE, only \$14.95
Sample \$3.75 Postpaid plus 50¢ Dues

#28-236-Ladies Set
Quality 3 pc. costume jewelry. Watch, top & setting set, 20K & 18K plated, rich colored stones, detachable pin on watch face. Packed in attractive 30" lined leatherette box with \$14.95 price tag.
Other popular ladies' sets of same price—\$7.50 sample dozen total, styles \$39.00. Larger sets \$6.95 and \$8.95.
25% Dep., Bal. C.O.D., P.O.B. Phila.
Ask for Complete Price List
BLOCK MARBLE CO., Dept. B4
1025 W. Broad St., Phila. 25, Pa.

YOU'LL SELL 'EM BY THE CARLOAD!

WHITE STRAW COWBOY HATS
Fitted—high gloss finish—with name of any Party, Reunion or Beach.
We have a full line of hats including fluorescent, satin, rayon and jockey hats in a rainbow of colors.
WRITE—PHONE—WIRE

SPECIAL!
516 new spring jewelry case. Inlaid in Marbelized, Bracet, set in setting and brooch \$42.00. With 24K gold finish. Beautifully boxed. P.O. SAMPLE SET OF 6. NO. 40-43108.
Also in hand promoted \$48.00. Wholesale numbers \$42.00. Wholesale numbers \$42.00. Wholesale numbers \$42.00.
25% Dep.; Bal. C.O.D.

WRITE FOR 1951 CATALOG—JUST OFF THE PRESS!
Kim & Cioffi
912 Arch St., Market 7-7313

Hand Made Beautifully Finished AROMATIC CEDAR WOOD JEWELRY

Send \$2.00 FOR SAMPLE ASSORTMENT
Or Write for CATALOGUE #51
J&R MFG. CO.
116-E WALNUT ST. MILWAUKEE 12, WIS.
To store, outdoor and indoor shows and direct. Largest 2 1/2 of latest material. \$2.50. Fast Dollar seller! Wonderful results in New York!
NATIONAL CRAFTS, c/o Eddie Ross
1364 Broadway New York 19, N. Y.
Phone: JUDSON 4-9922
EVERY TELEPHONE USER BUYS
You can enjoy a continuous growing income with our NEW Shoulder Cradle. Value full size time. PROFIT 17% to 180% Protected terms. Send \$2.00—Receive Sample, or write for Free Information. Dealers' inquiries invited.
MISSION SALES CO.
425 E. 19th St. Oakland 9, California

TIES FOR SALE

To store, outdoor and indoor shows and direct. Largest 2 1/2 of latest material. \$2.50. Fast Dollar seller! Wonderful results in New York!
NATIONAL CRAFTS, c/o Eddie Ross
1364 Broadway New York 19, N. Y.
Phone: JUDSON 4-9922

NAME BRAND

Fountain Pen—Cigarette Lighters. Excellent discounts. Inquiries invited.
MANPOL SALES CO.
141 Broadway N. Y. 6, N. Y.

Calendar for Coinmen

April 4—Coin Machine Operators' Association of Harris County, monthly meeting, Chamber of Commerce Building, Houston.
 April 5—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
 April 5—Washington Music Guild, Inc., monthly meeting, Hotel 2400, Washington.
 April 5—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.
 April 9—Wisconsin Phonograph Operators' Association, monthly meeting, Eagle's Club, Brodhead, Wis.
 April 9-12—National Association of Tobacco Distributors.
 (Continued on page 144)

Miami Coinmen Build For Year-Round Play

MIAMI, March 31.—The Miami coin machine ops are not doing handspings over what is generally agreed has been a sluggish winter season in their biz, yet they admit the usual post-Easter lull is not apparent this year.
 Visitors are still here in abundance and the first-class ocean front hotels at Miami Beach are actually

turning away customers for lack of space, yet there are plenty of vacancies in the smaller establishments. Restaurants and nighteries report biz holding up firmly. In contrast to previous years which saw a slump between Easter and the beginning of the summer season, when the working class flock to this resort.

So-So Season

Why the so-so season for the coin gentry? Major factor may be that this winter's crop of tourists isn't of the free-spending variety. Shopkeepers along Lincoln Road and Collins Avenue say customers are spending less and seeking full value for every dollar.
 Besides getting off to a late start due to mild weather elsewhere, the winter season was marred by a series of cold snaps. Present indications are, however, that it will run well beyond the usual April 1 tapering-off date.

Coinmen can take solace in the fact that Miami has grown into a year-round resort area with no more "dead" summers.

Paul Fuller, SuperVend V.P., Dies Suddenly

BUFFALO, March 31.—Paul M. Fuller, vice-president of the SuperVend Sales Corporation, Chicago, and one of the coin machine industry's best-known designers, suffered a fatal heart attack here Thursday (29). Funeral services were held Saturday (31) at Forest Lawn Chapel in Buffalo.
 Fuller had suffered with a heart ailment for the past three years. His condition became worse three weeks ago at his home in nearby Oneida, and he was rushed to Millard Fillmore Hospital in Buffalo where he died. He is survived by his widow, Ruby Rudd Fuller.
 (Continued on page 147)

Cohn Appoints Game Distributors

NEW YORK, March 31.—Nat Cohn, president of Bowl-o-Matic Sales, Inc., announced this week a partial list of distributors to handle his recently introduced coin bowling game. Others will be named soon. Cohn said initial shipments are now being made to the appointed outlets, who are:
 Advance Automatic Sales, San Francisco; Western Distributors, Seattle and Portland; Redd Distributing, Boston; Banner Specialty, Philadelphia and Pittsburgh; Empire Coin Machine Exchange, Chicago; Southern Automatic Music, Louisville, Indianapolis and Ft. Wayne; F. A. B. Distributing, Atlanta and New Orleans; Wolf Distributing, Denver; United Distributing, Wichita, Kan.; and McKee's Bowl-o-Matic Company, a new firm at 608 Columbia Street, Utica, N. Y.

G. Shay, Riley Form Ad Firm

CHICAGO, March 31.—Formation of the Riley & Shay Advertising firm with headquarters at 410 S. Michigan Avenue here was announced by Frank Riley and Grant Shay, principals.
 Riley born in St. Joseph, Mo., received his early training at the Chicago Art Institute and later studied in Paris. He specializes in layouts, drawings and lettering and designed the Grayda and Contact type faces.
 Shay has spent the past 24 years as an executive in the coin machine industry. He started with Mills Novelty Company in the Violano-Virtuosa department in
 (Continued on page 147)

NINE STATES ACT ON COIN MACHINE BILLS

CHICAGO, March 31.—As Vermont moved this week to impose a \$25 annual tax on juke boxes and pinball games, the Colorado Legislature turned thumbs down on three separate proposals which would have licensed clubs to own and operate bells.
 Action came this week in fewer States as the legislative session passed its peak, but the governor of one State—Washington—called his Legislature into special session to consider taxation and other revenue producing measures.

Highlights

A brief summary of legislative highlights follows:
 Colorado: House Bills 305, 403 and 297 appear dead this session. The three bills would have authorized clubs to operate gambling

equipment. The first two proposals were indefinitely postponed in the House. Bill 297, which passed the House, was tabled in the Senate.

Kansas: Adjourned today (31). Two bills relating to gambling machines were killed in the House prior to adjournment. House Bill 330, which came out of committee without a recommendation, would have made it unlawful to manufacture, sell or possess any gambling machine or punchboard and could provide penalties. House Bill 427 would have allowed clubs to own gambling machines, but set up stiff penalties for others.

Maryland: Three Maryland counties—St. Mary's, Charles and Calvert—have again received permission of the State to operate gambling devices. All three had received similar approval in previous legislative sessions.

St. Mary's exacts a \$50 fee per machine, plus a gross receipts tax to be determined by the county administration. Charitable, veteran or bonafide fire organizations may own and operate as many as five gambling devices without being subject to the tax. Charles County exacts a \$150

per machine tax on gambling devices having only one coin opening; \$25 extra for consoles or equipment with more than one coin opening. Any person, firm or corporation which intends merely to "sell or lease" such equipment pays a \$2,000 annual tax.

Calvert County—which expects to use the money to raise \$300,000 for improving hospital facilities—prescribes a per-machine tax of \$150. If an applicant wishes to operate more than four devices on any one premises he must also buy a distributor's license at \$1,000. Any firm selling or leasing gambling devices must pay an annual fee of \$1,000.

Postpone Juice Tax

Minnesota: Two bills to tax juke boxes have been indefinitely postponed in the House (see separate story).

Senate Bill 1325, introduced March 26, to prohibit the sale of any food, soft drink or confection in public schools. The Senate Education Committee is studying the proposal.

Nebraska: Legislative Bill 538 proposes revocation of business
 (Continued on page 144)

MARITIME PLAY

Pins, Jukes Get Big Play At Air Bases

ST. JOHN, N. B., March 31.—With the uniformed men and civilians alike increasing in number at the four U. S. bases on Newfoundland and one at Labrador, there has been increased coin machine activity. The same condition prevails at Gander Airport, which, although civilian operated, has been financed about 80 per cent by the U. S.

There are movies almost every night at Fort Pepperell (USAAF), Harmon Air Field (USAAF), Argentia (USN), Goose Bay (USAAF in association with RCAF). Quite often, too, at Fort McAndrew (USAAF). However, the men attached to the five stations, besides turning to the juke boxes, pinball and other games, bells and shooting devices. The civilians, both men and women, have been brought from various States and also from such Canadian provinces as Nova Scotia, Prince Edward Island, New Brunswick, Quebec, Ontario. The majority, however, are residents of Newfoundland.

Restaurants, diners, lunchrooms, taverns, hotels, newsstands, service stations, grocery shops have installed the coin machines and largely with an eye to the patronage of the men and women from the U. S. bases, with emphasis on St. John's, near Fort Pepperell. Other centers benefiting are Argentia, Stephenville, Gander, Bolwood, Corner Brook, Curling, Bonaville, Carboneau, Harbour Grace, Port Aux Basques. St. John's is the largest community on the island, which is now a province of the Canadian dominion, and distribution of coin machines and supplies as well as servicing are from there.

SWEET HARMONY

Game Maker Converts Talents to Op Field

MILWAUKEE, March 31.—Organized five years ago to manufacture pinball game equipment, the P. & P. Distributing Company has given up the production end of the coin machine business and is doing a fine job as a music and game operating firm.

P. & P. stands for a smooth working pair of partners, Bob Puccio and Joe Pelligrino, each 37 years old, who find it easy to work together. While they will admit an occasional difference of opinion on business matters, their activities and personalities mesh remarkably and the result is a smoothly functioning team.

"Everyone here has a job cut

out for them—and we as the bosses have to get along in order that we all make a living," says Joe Pelligrino. Bob is the one with the more extensive background of coin machine experience, having spent several years with the old Evans Coin Machine firm here as a route-man prior to going into business with Pelligrino.

Skee Ball

Joe Pelligrino's background of 10 years' work as an expert cabinet maker was of inestimable aid when they began manufacturing their Skee Ball game five years ago. His skill with wood-working tools was the deciding factor many
 (Continued on page 151)

WCMA Names '51 Officers; Set To Reactivate

WASHINGTON, March 31.—After having been inactive for the past eight months, the Washington Coin Machine Association (WCMA) this month held two meetings, elected a new slate of officers and will now meet regularly to "further promote the interest of the coin machine industry in the nation's capital." Org will emphasize the amusement game section of the industry.

WCMA, at its meeting April 9, will install the following officers for a one-year term: Nick Gouzos, president; John H. Phillips, vice-president; and Horace Biederman, secretary-treasurer. Installation and meeting will be held at the Capitol Plaza Hotel.

Org was founded in 1940. Past presidents of the association include George Price, Simon Gerber, Evan Griffith and John Phillips.

Arcade Unit Prices Begin Reflecting Spring Interest

CHICAGO, March 31.—Arcade equipment, spurred by heavy spring demand, proved to be the focus point in the current listings of The Billboard's Index of Advertised Used Machine Prices (appearing elsewhere in this issue). Other key developments centered in the amusement game and music equipment divisions with multiple listings of machines.

As might be expected at this time of the year, amusement park operators as well as operators with resort stops are lining up their equipment and dusting off these seasonal locations for anticipated summer trade. However, with comparatively few new units introduced in the past year, and those chiefly by two manufacturers, Exhibit Supply and International Mutoscope prospectively buyers, have had to concentrate largely on used equipment. Among

the units which reflected greatest demand in this week's Index, Seeburg's Bear Gun, Exhibit's Dale Gun and Silver Bullet, Bally's Heavy Hitter, Edelman's Seven High, Chicago Coin's Pistol and Mutoscope's Photomatic. The Seeburg gun games were among the few pieces listed with a higher price quotation compared with a week ago.

Stress Music

In the music division, interest in late model Seeburg and Wurlitzer products was stressed again with several products by both manufacturers showing slight price increases. Among them were Seeburg's 148 M. Cadet, Mayfair and 147 M. and Wurlitzer's 750E, 800, 1015 and 1080 machines. The AMI Model A also was offered at a substantially higher price over a week ago. Other music products showing no change in price listing but

increased demand included the Mills Constellation and Empress and Packard's Hideaway and Manhattan 47.

Giant pinballs and late model flipper games were the strong points in the amusement game market this week. Such units as the Bally Champion and Citation were listed by 10 different distributors with most of the prices quoted slightly above a week ago. Other oversized pins showing increased demand were Universal's Photo Finish and Bally's Jockey Special.

The shuffle game activity continued on the upgrade with several models listed at higher prices. United's Shuffle Alley, Bally's Speed Bowler, Gottlieb's Bowlette, Tilt-a-Whirl, Bowler and Keene's Pin Boy appeared to be the units in most demand.

Eye Bill To Toughen Interstate Bell Law

WASHINGTON, March 31.—A bill to permit public inspection of bell machine sales and registration information was introduced in the House this week (20) by Rep. John B. Bennett (R., Mich.), a leading advocate of the Johnson anti-gaming machine law. The bill was sent to the House Interstate Commerce Committee.

Bennett described his bill as aimed at augmenting the Johnson act banning interstate shipment of gaming machines. The congress-

man said he felt the Johnson act intended that information submitted to Justice Department by gaming machine registrants under the Johnson act should be made public as a means of helping States and communities regulate gaming machine manufacturing and distribution. He said the publicity provision needed further spelling out.

The Johnson act prohibits interstate shipment of gaming machines except where State Legislatures enact specific exemptions under the federal law. Bennett's amendment would require that "all inventories, records and other information" filed with the Justice Department be kept "open for public inspection."

Chi Rep Moves, Changes Name

CHICAGO, March 31.—Coin Machine Service Company this week changed its name to Embassy Distributors, Inc., and signed a long-term lease on new quarters at 2619 West Davis Street, Seymour Golden, president, said the org would take over the new quarters immediately, and would be completely moved by Monday (2).

Embassy will continue to handle merchandise lines, acting as a distributor to the coin machine and outdoor show fields. Jerry Zachery, general manager, is now concentrating on both fields, Golden said. The new quarters will also feature a retail-wholesale store.

Counter Jukes Start Moving To Distributors; Clear Disk Pic

CHICAGO, March 31.—Big push on counter-model 45 r.p.m. selective phonos will be in full swing by mid-April, with Williams now

OP-JOX SHOTS

Radio Spots Bring Brisk Disk Interest

WASHINGTON, March 31.—Max Silverman, head of the Quality Music Company, is now advertising on the Jackson Lowe WINX radio show. Quality uses spots throughout the four-hour daily session, rather than sponsoring a particular segment of the program. Announcements are to the effect that records heard can be purchased at Quality. Silverman, in addition to his activities in record retailing, is also an operator. He runs spot announcements all day and also has a half-hour show of his own on radio station WOOK. Silverman is tying in with four jockeys—Cliff Holland, Bob McNeill and John Lewis of WOOK, in addition to Lowe. He features a "record of the week" selection on these programs.

Silverman participates in community activities, as a means of building good will. For example, he recently announced over the radio that the proceeds of sales of a certain record would be donated to paying off the mortgage of a local club.

He also advertises in movie houses and recently took over three more theaters to bring his total to 12.

Coven Stages Double Music Machine Show

CHICAGO, March 31.—Coven Distributing Company will hold a one-day showing and service school on the Warliter 1400 and 1450 models and the Chicago Coin Hit Parade in the Rose Room of the Hotel Oliver, South Bend, Ind., Thursday (3). Operators from Northern Indiana and surrounding territory have been invited.

At the same time a showing of the Permo needle line will be conducted in the Rote Room with Bert Davidson in charge.

On hand to welcome operators will be Mr. and Mrs. Ben Coven. Other staffers scheduled to be in South Bend include Carl Christensen, Harold Saul and Mac Brier. Engineer Lee Taylor, head of Coven's service division, will explain the features of the Warliter line and the Chicago Coin counter juke. He also will direct the school sessions.

Wisconsin Ops Meet April 9

MILWAUKEE, March 31.—The Wisconsin Phonograph Operators Association will convene here Monday, April 9, to receive a report on the Music Operators of America convention from Clinton S. Pierce, WPOA president and third vice-president of the national org. and to further discuss the possibilities of 10-cent play and the Fair Trade Act.

Meeting will be held at the Eagle's headquarters at 2400 West Wisconsin Avenue, with Pierce presiding. Session will start with a luncheon.

delivering its three new models of the Music Mite; Chicago Coin going into production on its Hit Parade unit this week and Ristauer going into production on its S-45 model, introduced at the MOA show, within three weeks.

While initial reports from on-location operations of the counter jukes are still inconclusive, several operators in the MOA show indicated early tests with the Williams unit (first of the selective machines to hit the mar-

ket) had been successful, and as of this week expanded operations were resulting, based on the outcome of the initial installations.

A major factor in the picture was the assurance given ops at the MOA show that distribution bottlenecks in the 45 disk field would be eliminated as quickly as possible—and that complaints from ops who had tested the early non-selective Ristauer model and the Seeburg machine playing 45 disks were being cleared up.

Drive by Columbia To Boost Op Rating

Diskery Brass and Ops Chew Over Disk Biz at Atlantic N. Y. Dinner-Confab

Continued from page 10

location having cut substantially into play potential, record duration has gained added significance for operators.

Conkling stressed that only certain types of tunes could stand shorter arrangements without sacrificing musical values. Among these, rhythm numbers would fare best by shorter treatment. He said Columbia would try this approach within a few months, cutting play time at first on one side of a record with the other retaining full length.

The diskery head brought out, however, that any all-out move in the direction of shorter playing time would have to be weighed against possible losses in retail sales. Operators, tho, assured him that they would show a distinct preference for the shorter record.

The related proposal of trimmed introductions, broached first by Conkling, was received with favor by the operators. They seemed to agree that, where it can be done, cutting into the melody proper with little or no delay would spark juke play. Conkling showed especial interest when the operators admitted they usually listened to little more than the first quarter-inch of a new record when shopping.

Carl Pavesi, of the Westchester County Association, introduced the matter of tune pairing as a problem of growing concern to operators. The modern phonograph trend is toward separating tune categories on panel selectors, he noted, and new jukes play both sides of a record. Thus, unrelated selections back-to-back on a disk create a slotting problem for the program-conscious operator.

Regular visits by salesmen was stressed as a factor affecting purchases of one label as against another. Some of the operators pointed out that they budget weekly record purchases according to route income. The salesman who hit them first and consistently

usually gets the bulk of the business. Once the weekly allotment is spent, there's none left for the late-comer.

Jack Gordon, Seeburg Eastern rep, advised Columbia sales chief Paul Wexler to brief his men on the place of light classics in top-capacity machines such as the Seeburg. He said that recent tests have shown that classical and old favorites snare a good share of total juke play on 100-selection machines. Properly educated salesmen could be of real assistance to operators ignorant of the non-pop literature, he suggested.

The meeting, held at the Park Sheraton Hotel, was one of several being sponsored by Atlantic New York to stimulate an exchange of views between operators and diskery toppers.

Minnesota KO's Juke Box Levy

MINNEAPOLIS, March 31.—The tax committee of the House of Representatives here filed a bill which would levy a \$10 annual State tax on juke boxes to help bail out the Minneapolis Symphony Orchestra.

The measure was so worded that only the Mill City ark would have been eligible to receive 30 per cent of the proceeds of the annual levy. However, Don Leary, Minneapolis operator, pointed out that the assessment would yield the longhair musicians only \$18,000 yearly.

Thomas Vennum, Minneapolis attorney, appeared officially for the Mill City juke box operators in opposition to the bill. His presence lent stature to the opposition when it was pointed out that he had campaigned for funds for the ark in former years.

Formal action by the committee was to postpone the bill indefinitely, thereby killing it for this session.

Mull Test of Juke As Hit Stimulant

Continued from page 11

in this city, to sponsor blanket placement of the disk in its territory.

Operators will be asked to place the test disk in No. 1 slots on panel selectors. They will get

Evans Adds 2 Distrib Firms

CHICAGO, March 31.—H. C. Evans & Company has appointed two distributors to handle its Constellation line, Les Rieck, manager of the music division, announced Friday (30).

They are Williamsport Amusement Company, 233 W. 3d Street, Williamsport, Pa., for Central Pennsylvania. Harry J. Miele manages the firm.

Monarch Coin Machine Company, 1345 N. Fairfield Avenue, Chicago, for Northern Indiana. Clayton Nemeroff is handling the music line.

Evans is in production on 1951 Constellations and also has a kit for converting both the present and former models to 45 r.p.m. play.

Jones Names Portland Mgr.

SAN FRANCISCO, March 31.—R. F. Jones, president of the R. F. Jones Company, Seeburg distributor, this week appointed Larry C. Hornbeck as manager of the firm's Portland branch. Hornbeck succeeds Mark Ward, who has returned to Salt Lake City where he will enter the real estate field.

Hornbeck joined the Jones firm August 1, 1949, when the Portland office was opened. Before moving to the West Coast he was in the record business in the Midwest.

No-Nickel Play Cuts Gross in Detroit Test

Move Ends Canadian Jit Headache But Curtails Over-All Coin Flow

DETROIT, March 31.—Policy of sealing the 5-cent chute on juke boxes, adopted by some operators here, is considered impracticable by Frank Alluvot, operator of Frank's Music Company.

Typical reaction at locations was a drop in play with the total receipts falling slightly. At the spot taken as a sample, the weekly gross had been running a steady \$30 but dropped to \$29 after the nickel chute was blocked. Only the impossibility of playing nickels accounted for the difference, Alluvot believes.

One Benefit

Some exceptions in usual locations. One downtown spot has had difficulty with Canadian nickels. Service calls ran two to three a week regularly in the location patronized by many persons from across the border.

Blocking off the nickel chute

DISKERIES GIVE SCHOOL RECORDS

CHICAGO, March 31.—Before closing shop at the Music Operators of America meet here last week, reps of Decca, Coral, Capitol and RCA contributed a number of records to students at St. Mary's school in Evanston, Ill.

The platters will be used by the school to entertain students, and to provide music for dancing on Friday nights—a new program being developed by the school to keep teen-agers occupied during the week-ends.

proved satisfactory there. The Canadian coins no longer cause trouble. The customers, in a busy center spot, have become used to the minimum dime play, and the location owner is satisfied because the machine is not forced out of service every few days. But Alluvot insists the play should generally remain at a nickel.

Repeat Play Trouble

Another source of complaint is being met with more frequently, Alluvot said, from customers who report that they are not getting all the plays to which they are entitled. This occurs when a customer selects the same number for a repeat, or it's selected by a second customer and the machine plays it only once.

Colo. Distribs Report Phono Sales Booming

DENVER, March 31.—Phonograph distributors here are reporting record sales for early 1951, as the result of installation of new equipment in locations made possible by an action of the Colorado State Legislature.

The Colorado solons passed a law which permits operation of coin phonographs and coin-operated amusement devices in taverns and cocktail lounges, replacing an old law which required that an owner of a bar could "operate only one business in the same building." Because phonographs were considered under the old law as a separate enterprise, many tavern owners would not install them, and supplied instead "wired music" at no cost to the customer, or hired organists or pianists for customer entertainment.

Jukes Legal

With the settlement of the legality of the coin phonograph, hundreds of new locations are opening up in the State, according to operator associations in various cities. Cocktail lounge operators, for example, are welcoming the chance to install new model jukes.

As a result many operators also are "shuffling" thru their routes to place new machines in the newly created locations. "Every new location owner, even tho he may have refused to talk to an operator in past years, is now demanding the best phonographs on the market," a typical operator pointed out, "and this has put a strain on my routes. The same situation is true in Greeley, Pueblo, Colorado Springs and other larger cities."

Even large hotel bars, most of which have steadfastly refused to allow coin phonographs on the premises in years past, are installing them now.

Mass. Juke Box Ops Set Up Association

BOSTON, March 31.—A new association, designed to cope with the national emergency, price and production legislation, taxation, State legislation, and to make for better buying power for the smaller ops, has been formed by more than 40 Massachusetts music machine operators.

Called the Music Operators of Massachusetts, it came into being at the Hotel Lenox on March 14, with an organization session, sparked by Ralph Laakey, of Pioneer Music Company. Gregory Farns of Peabody, was named secretary. A second session Wednesday (28) at the Hotel Lenox, brought many new members into the fold.

Spokesmen said such an organization has long been needed, and especially now in view of the

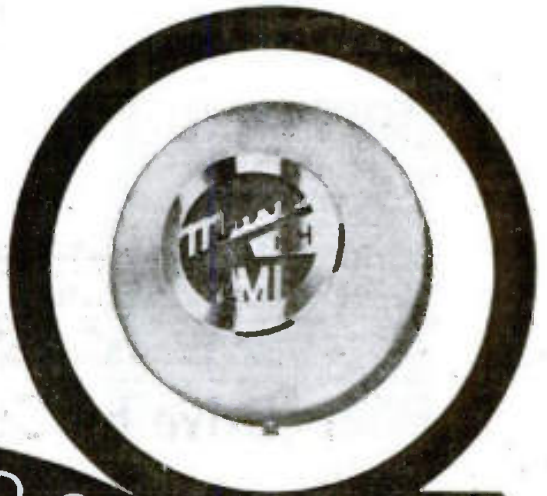
national emergency and the many new factors causing concern to the music machine business. No association of this kind has been operating in the State for the past few years.

First Adding RCA Tele Line

CHICAGO, March 31.—First Distributors has added the RCA television line to its stock. Firm also represents the Keeney and Arvin tele line in this area and the Arvin radio models. A new Keeney tele model is expected to be introduced this week. Wally Finke and Joe Kline, First toppers, stated.

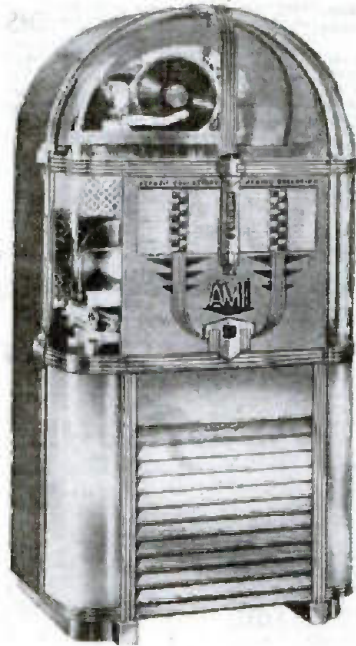


AMI Hideaway

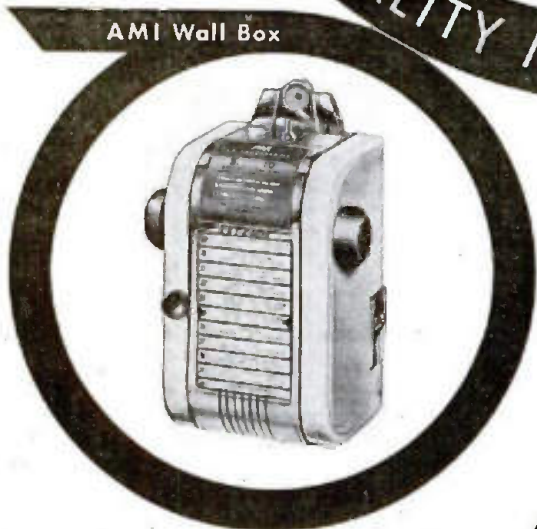


AMIVOX Speaker

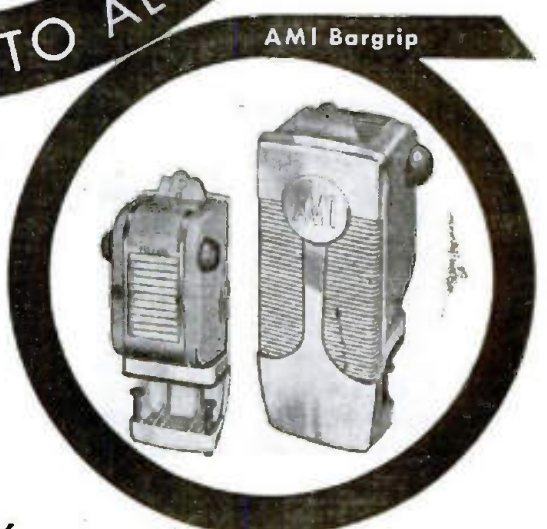
★ A COMPLETELY ROUNDED OUT MUSIC LINE ★
SERVING QUALITY MUSIC TO ALL LOCATIONS ★



Model "C"



AMI Wall Box



AMI Bargrip

AMI

Incorporated

NEAT 'N' TIDY DOES IT

"Good Housekeeping" Proves Nickel Nabber

MONTGOMERY, Ala., March 31.—A ready road to increased nickel collection lies in "good housekeeping" on the route, according to Raymond Cohen, of Cohen Amusement Company, phonograph, vending and amusement machine operators here.

Cohen Amusement Company, like most phonograph-operating firms, has experienced considerable difficulty in making locations pay the return originally anticipated. Therefore, during the closing months of 1950, and thru early 1951, a program designed to insure maximum attraction on the part of every phonograph has been put into force.

"There simply is no magical means by which the route operator can suddenly make the public desire to play more pieces," Cohen said. "However, such points as location-owner participation in the choice of records, a clean, polished machine with all electrical units glowing, and in an equally clean section of the location building will naturally attract a better play."

Pre-Selection

First, records are carefully "pre-chosen" for every location by inviting the owner to keep watch

for the tunes which are most often hummed or mentioned by his customers. If the location owner, in the tavern in particular, makes a point of noticing what pieces of music are referred to by his customers he can quite often "flip" the selection of records of a better play.

Raymond Cohen, who does all of the selecting for the boxes operated by the firm, is careful to honor every location-owner's suggestions in this way, and usually finds that the play is higher than on general popular numbers, chosen thru other sources.

"Whether or not it is the fact that the location owner will play the record a few times himself, which increases the play, we, of course, don't know," Cohen added. "However, we have simply found it to be a fact that if the location owner has a share in selecting the records which appear on the box, play is always better."

Simple "good housekeeping" is the next step which is helping to maintain route collections, he says. "Whenever any location is visited to renew records, to make repairs, etc., every bulb thruout all machines is examined, and if any are found defective they are replaced.



IN CONSTELLATION THE DIFFERENCE YOU PROFIT BY IS EVANS' QUALITY!

Evans' Custom Quality Production puts off every way for Constellation Operators. Years-ahead cabinet beauty and true-to-life reproduction assure dependable player response. Trouble free performance means long location confidence. . . . keeps operating costs consistently low. Ease and speed of servicing enables route men to do clean, quick jobs—and more of them per day.

In addition, Evans now presents simple, economical solutions to problems of the day . . . easy conversion to 45 R. P. M. operation. 18¢ play or both.

See your Evans Distributor or write Factory direct. EVANS' 20 Record, 40 Selection, CONSTELLATION. AVAILABLE NOW—Evans Play Meter. GENUINE PARTS for Mills Empire, Throne of Music, Original Constellation. H. C. EVANS & CO. 1555 W. CARROLL AVE. CHICAGO 7, ILLINOIS. See Evans' Profit Stimulator on Page 161

PHONOGRAPH DISTRIBUTORS: ACT FAST

LEADING PHONOGRAPH MANUFACTURER HAS A LIMITED NUMBER OF TERRITORIES AVAILABLE FOR AGGRESSIVE DEALERS.

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ODDLES OF AUTOMATIC HOSTESS EQUIPMENT

500 Amplifiers (500 Tubes) 200 Juke Box Cabinets (shown as "Treasure Chests") 17 Switchboards with Amplifier, Microphone, etc. All items guaranteed brand new. Prices and additional information furnished upon request. ALL METALS SUPPLY CO. 4417 GRAND RIVER AVE. DETROIT 1, MICH.

Crime Hearing Hits Juke Play

BOSTON, March 31.—Bars and other juke locations with TV sets took an upswing in attendance with the Kefauver crime investigating committee showings here.

Spots reported most of the audience were beer drinkers, but owners were happy with the increased business. Not so happy, tho, were the juke box operators. Their receipts fell, and few platters spun on music machines while the big show was being telecast.

Music machine operators have TV chalked down for study. WNAC-TV has just reported that the number of sets in the Boston coverage area rose to 674,323. Of these 669,308 are in homes, and 5,015 in public places. The increase is 32,021 over December. The Providence, R. I., area now has 110,623 sets.

Machines are cleaned thoroughly, and given a "dolling up" with furniture or chromium polish.

Eye-Appeal Pays

Paying plenty of attention to the appearance of machines on location, and letting the location owner see that such pains are being taken, will often have an excellent psychological effect on the location owner, Cohen has found.

"If the machine appears bright, clean and eye-appealing, the location owner is far more likely to keep the floor swept, wall washed down, etc.," he pointed out. "This has a powerful effect in building play, particularly in better locations where customers of a higher type are the usual thing."

Cohen Amusement Company keeps one porter busy going from one machine to another with this clean-up program and has developed a clean-up kit, consisting of specific detergents, waxes, polishes, etc.

"If a phonograph appears dingy and uninteresting, the automatic reaction of the usual player is that it probably will not have the new, top-notch tunes which he wants to hear," Cohen summed up. "Therefore, even the good appearance maintenance may involve a slight amount of extra expense and labor, it is practical from every standpoint."

Nine States Act

Continued from page 141

licenses where gambling devices are found.

New Jersey: Senate 106 passed the Senate March 28 and has been referred to the House Revenue Committee. This would set up legal machinery for turning over and confiscated "unlawful game" to federal, State, charitable, religious or philanthropic institutions. The institutions must be located in the county where the devices are seized. A similar bill passed both houses of the New Jersey Legislature in 1949 but was vetoed by the governor. Upon vetoing the earlier bill the governor suggested certain changes in the proposal which have been incorporated in the current bill.

Substitute Bill

Ohio: A substitute bill has been introduced for House Bill 115. The original bill would have provided stiff penalties for possessing a juke box, a novelty game or an arcade machine. The new bill (also 115) is rewritten in language similar to the definition of a gambling device set forth in federal legislation prohibiting interstate shipment.

Pennsylvania: See Vending Machine Department for story covering bill to prohibit operation of cigarette vendors.

Vermont: House Bill 238 was referred to the Senate Finance Committee March 28. This bill would place a \$25 annual license tax on pin games and juke boxes.

New Orleans Op Sold

NEW ORLEANS, March 31.—Arcadian Amusement Company, Inc., local operation, has been sold and renamed the B-R Amusement Company. Denis Burke-Roche purchased the business from J. E. Stephens and D. J. DeBlanc. Roche said the business will be operated along the same lines as in the past. Ernest J. Welch is assistant to Roche and most of the rouletten who were with the Arcadian company will remain, Roche said.

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 50-59 POOR

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale from 100 to 50.

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

Continued from page 41

POPULAR

THE SMITH BROTHERS There's No Return LONDON 148—The male group displays a neat blend of a new ballad with an interesting rhythmic pattern. 69--72--66--68

ANNE SHELTON (Bob Faron-Ork-C. Mitchell Choir) Love Me, My Love LONDON 937—Rubinstein's "Melody in F" makes a lovely new tune, the top lyric content, abstract from a few Shelton words with full-blown orchestral and choir support. 70--72--70--68

AL MORGAN You Can't Tell a Lie to Your Heart LONDON 147—With Morgan sticking to his "heart" formula, it could be that this one too will do some heavy action. Truants and rhythm backing blends nicely with the dancer's style. 84--84--84--84

SLIM GAILLARD (and His Peruvians) Soony Soony (Song of Yezab) MURPHY 5406—Slim's in top form for a wonderful takeoff on Yma Sumac. Loaded with yucks, all the way, this one's bound for plenty dance play. 84--86--84--82

TEX RITTER There's No One To Cry Over Me CAPITOL 1453—Ritter takes off a routine love woeper in his effective style. 72--75--70--72

NAT "KING" COLE (Les Baxter) Laughing in Rhythm CAPITOL 1454—One of the loveliest and lightest of the current ballad crop is done up brown by Nat in a swinging reading with "Mama Lik-A-Lish" overtones. Should prove a solid winner. 88--88--88--88

LARRY MOREY Panchito, the Little Burro Who Could Not Bury (Parts 1 & 2) CAPITOL DAT 3087—Sack selling treasure here in a specially designed record cover which permits the kids to change pictures. One is called a "Tee-Tee" and should do very well in TV territories as high take up turning the dial to the different "channels." Tale is told in Mexican accent with fine musical backing, sound effects and cast. 90--90--90--NS

BILLY MAY Teena the Laughing Myona (Parts 1 & 2) CAPITOL DAT 3086—Another "Tee-Tee" package which allows the imports to spin a dial from "Myona" to "Tee-Tee" turning up a different picture with each spin. Tag features the Mel Blanc style familiar to the movie goers. In any case it's the package that will sell the disc. 90--90--90--NS

CHILDREN

Calendar for Coinmen

Continued from page 141

- annual convention, exhibit, Palmer House, Chicago. April 10—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati. April 10—California Music Guild, monthly meeting, 311 Club, Oakland. April 10, 24—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia. April 11, 25—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence. April 11—Music Operators of Northern Illinois, monthly dinner, discussion meeting, Hapsburg Inn, River Road, 3 miles north of DesPlaines. April 12—Connecticut State Coin Association, Inc., monthly meeting, Hotel Bond, Hartford. April 12—Washington Coin Machine Association, monthly meeting, Phillips Novelty Company, Washington. April 12—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Macabees Building, Detroit. April 17—Amusement Machine Operators of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore. April 17—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club Indianapolis. April 18—Wichester Music Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y. April 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill. April 24—Western Vending Machine Operators' Association, monthly meeting, Los Angeles. April 24—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York. April 26—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit. April 26—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento. April 26—Music Guild of America, quarterly meeting, Hotel Essex House, Newark, N. J. May 7—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

MEL BLANC-BILLY MAY Bugs Bunny Meets Hiawatha (Parts 1 & 2) CAPITOL CAS 3072—Latest addition to the Bugs Bunny series featuring the wonderful Mel Blanc character in an Indian-type tale. Story is actually best suited for the 7 to 10 group, but familiarity with the movie characters makes this fine fare for all moppets.	85--85--85--NS
MEL BLANC-BILLY MAY ORK Duffy Duck Meets Yosemite Sam (Parts 1 & 2) CAPITOL CAS 3073—The highly familiar Mel Blanc duck characterization and Yosemite Sam engage in a typical cartoon Bick battle. Sound effects and orchestration add plenty of zest to the proceedings. Any kid who's seen the cartoon will go for this, the the slider but will get more out of the story. Packaging is first-rate.	85--85--85--NS
JERRY MARLOWE-BILLY MAY ORK The Whistler and His Dog CAPITOL CAS 3089—The well-known Arthur Pryor march makes good blisk material. Marlowe's fine diction enhances the little ditty about a boy out for a walk with his dog. Billy May's orking lends a heavy mist.	83--84--82--NS
The Song of the Owl and the Duck Rivets with hooks and quacks similar to "Old MacDonald Had a Farm," the Cliff Friend ditty should intrigue the younger crowd. Again May's orking and Marlowe's diction stand-out.	80--81--79--NS

HOT JAZZ

SHARKEY BONANO (His Kings of Dixieland) Sharkey Strut CAPITOL 1452—Sharkey and a picked crew of N. O. vets do a fine, spirited go on a tune known to collectors as "Zerz" from a 1934 Winny Manone recording on Okeh.	68--67--71--65
I'm Goin' Home An old New Orleans medium-beat blues by Paul Mares and Mel Silsil with lyric added by Piny Vidacovich gets an indifferent vocal from pianist Jeff Riddick and good instrumental from the gang. Collectors should compare with the excellent recent version on Circle Records.	64--64--66--62

SPIRITUAL

MARIE KNIGHT (The Nightingales) On Revival Day DECCA 48203—Miss Knight and the group rock thru a thrilling gospel chant.	79--79--79--79
Sending Up My Timber Tempo slows up on this side, but in Knight and the group keep a fine beat going thruout.	81--81--81--81

SACRED

SPEER FAMILY O, Rock of Ages, Hide Thou Me BULLET 130—Ben Speer takes the tenor solo on a family style gospel piece.	74--74--74--NS
Looking for a City There's a fine spiritual feeling in this up-tempo religious ditty. Group sings well.	76--76--76--NS
RANDY BLAKE Beautiful Isle of Somewhere CAPITOL 1448—Baritone Blake sings a lovely sacred song presocially the organ and piano backing add a fine gospel feeling.	70--70--70--NS
Pass Me Not, O Gentle Savior Blake displays more feeling on this side.	72--72--72--NS
CARL STORY (Rambling Mountaineers) The Old Country Preacher MERCURY 6335—Story and group set up a rhythmic gospel feeling that should do well in the country market.	78--78--78--NS
From the Manger to the Cross Altho the tempo is a little slower, general effect here is the same.	78--78--78--NS
RED FOLEY (Jordanaires) He'll Understand and Say Well Done DECCA 14553—Country and Western fans should go for this in a big way. Red and the group sell the gospel chant with much feeling.	83--85--85--80
Milky White Way Red essays a popular spiritual on this side with the same sock results.	83--85--85--80

LATIN AMERICAN

CONJUNTO CASINO Felipe Blanco (Sucu Sucu) DECCA 21339—Manhattan Latins could take to this when and if the new dance importation, sucu-sucu, makes the grade here. Tempo is akin to the samba.	74--74--74--74
El Candao The group runs thru a light tamborera well-suited to mambo tempers.	76--76--76--76
TOMMY EDWARDS (LeRoy Holmea Ork) Gypsy Heart MGM 10921—Label's answer to Nat Cole gets off a warm, sensitive go on a routine Romany romance, with pretty strings in ballad.	73--74--73--72
Operetta Creditable performance, but the competition is strong on this story-line-song attempt for a new "Ballerina."	67--67--67--67

FOLK TALENT AND TUNES

• Continued from page 34

One hour will be broadcast. . . Slim Bryant and His Dude Ranch appeared for the first time on WDTV, Pittsburgh, March 21. Slim's show will be on every fourth week. . . Uncle Ned has a new one hour Saturday show airing over WMAZ, Macon, Ga. . . Guy Campbell and the Down Homers will appear at Lake Compounce, Bristol, Conn., Sundays and holidays April 15-September 29. Last year they broke all attendance records.

Rod LaFarge and His Wyckoff Folk Dance Orchestra will play for the first International Folk Dance Festival late in October, in Teaneck, N. J. . . Big Slim Lone Cowboy, of WWVA, starts an all Canadian tour April 15 and will continue thru October.

BeBe Bernard and a horse and mule act will go along. . . George Davis, the Singing Miner, airs weekly a total of 24 15-minute shows and six half-hour shows over WKIC, Hazard; WLSI, Pikeville, and WSIP, Paintsville, all in Kentucky. He has his two children, Dana and Joan, with him on Saturdays and Sundays; Dana on the electric Spanish guitar and mandolin, with Joan on vocals.

Jimmie Skinner (WROL and WBBK, Knoxville) is playing show dates with Carl Butler (Capitol). . . Art Young is start-

ing his third year with WBEN-TV, Buffalo, for the same sponsor. He also has a one-hour show on WKBM with his wife, Dona Lee, on the electric guitar, the Cactus Kid, accordion, and Art on the left-handed Spanish guitar. . . Fleetwood Jack Good reports that Cousin Lee is also on WDEL Wil-Park, Coatesville, Pa., April 29. Cousin Lee is also on WDEL, Wilmington, Del., and WCOJ, Coatesville, Pa. . . Smilin' Al Constine, Wayne, Pa., formerly with Bill Haley and the Saddlemen, goes into the army in April. . . So does Joannie Good. Fleetwood's son, Johnnie is an electric steel man. . . Fleetwood Jack Good has recovered from injuries sustained in an auto accident last fall and is planning summer dates with the Nevada Ranch Gang unit which will include Marjorie Lee and the Yodelin' Country Girl. . . Peanut Faircloth became the father of a son March 8. . . Pee Wee Clark, formerly with Faircloth, but more recently with Sally and Tex Montana, returned to his home to await induction into the army, March 27. . . Jimmie Harris (WBML, Macon) is in the army. His parents have taken over management of his band. . . Maple Hill Boys, on the Mitchell label, are touring the Georgia Theater circuit with George Head. . . Skeets Yanay has inked a new pact with MGM.

Chicago Coin's "Hit Parade"



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



APPROXIMATE SIZE
HEIGHT — 21"
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"Hit Parade" IS THE ONLY "45" PHONOGRAPH WITH EVERY PROFIT FEATURE!

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Thousands of small, heretofore ignored locations can become sources of daily profit. Many test locations (where there was no room for a "jumbo" and no basement for a "hideaway") have produced weekly earnings of over \$30.00. This more than justifies purchasing "Hit Parade".

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Classical Reviews

Continued from page 23

MEYERHOFF: TRIO NO. ONE IN D MINOR, OP. 49 AND RAVEL: TRIO IN A MINOR—A. Rubinstein; J. Heifetz; G. Platenberg (1-12")

These limitations which normally enclose the chamber music market are virtually non-existent in this instance. For here we have three of the true virtuosi of the age in glorious collaboration and this in itself will be sufficient to open the market to this usually tough stuff.

BEETHOVEN: SONATA IN D MINOR, OP. 31 NO. 2 (THE TEMPEST)—Byron Janis (1-10")

One of Beethoven's profoundest and most evocative piano sonatas gets a singing, dramatic performance from youthful pianist Byron Janis. His attack is incisive and certain, and he elicits a splendid tone, felicitously reproduced in a top-notch job of recording.

GLUCK: Overture to "Alceste" and BEETHOVEN: Cambrino—Wilhelm Furtwängler conducts the Berlin Philharmonic Orchestra (1-10")

One of Capitol's new short-work LP's, which couple a pair of short pieces at a lower than normal LP price, this platter houses a pair of stellar Furtwängler performances. Both of these fall into the, until now, hard-to-get collector category.

BALLADS OF KARL LOEWE—Wilhelm Strienz, Bass; Hans Willi Hausslein, Piano (1-12")

London (33) LRP 310

TSCHAIKOVSKY: THE NUTCRACKER SUITE OP. 71a—Kurt Graunke Ork; Werner Schmitz-Boelcke, Cond. (1-10")

Despite near-voluntinous competition, the Kurt Graunke Orchestra version of the widely popular ballet piece ranks with the best. Since the works spills more on its own name than on the performer, Mercury figures to do well with this disk.

PALESTRINA: MISSA PAPE MARCELLI —Roger Wagner Chorale, R. Wagner, conducting (1-12")

Kyle, Gloria, Credo, Sanctus, Benedictus, Agnus Dei. Music of Palestrina, the great 16th century church composer, is too rarely heard today, either live or on records, and Capitol has done the literature a splendid service in turning out this superb disk of his "Mass for Pope Marcellus."

HELEN TRAUDEL SINGS WAGNER (Vol. 2)—H. Traubel, RCA Victor Ork, Frieder Weissmann, Cond. (1-12")

Die Walkure: Du bist Der Lenz, Der Mann Sipe, Fort Denn Elie; Lohegrin: Elia's Dream; Die Gotterdammerung: Swearing on the Coast; Parilal: Ich San's Das Kind; The Flying Dutchman: Senka's Ballad.

SCHUMANN: Symphony #3 in B Flat and Symphony #4 in D Minor—Joseph Keilberth conducting German Philharmonic Orchestra of Prague (1-12")

By finite processing and slicing even narrower microgrooves, Capitol here affords Schumann fanciers and symphonic collectors a fine bargain. This same reading of the D Minor Symphony has appeared here on Mercury on a single 10-inch LP, a fact which in itself speaks for the economy of the Capitol transfer job.

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Handel - Beecham - The Faithful Shepherd Suite and Haydn: Symphony No. 93 in D Major

A pair of Beecham's best known interpretations here have been re-recorded in stunning style, both in performance and for recorded sound.

Rachaturian: Trio for Clarinet, Piano and Violin (1932), and Ravel: Sonata for Violin and Piano—Simon Bellion, Bela Urban, Virginia Urban (1-12")

The Rachaturian Trio incorporates the Russian folk dance themes which have accounted for much of the popularity of his writings.

Shakespeare—Scenes from Romeo and Juliet, Hamlet Soliloquies, Five Sonnets

Commercially, this disk will stand or fall on the local publicity received by both actors' appearance in "The Lady's Not for Burning," the dealer's regular trade in dramatic readings and the amount of promotional effort expended.

Recorder and Harpsichord Recital—Carl Dolmetsch, recorder; Joseph Sazby, harpsichord (1-10")

London (33) LPS 278

Tchaikovsky: Symphony No. 6 in B Minor, Opus 74 (Pathétique)—Paris Conservatory Ork, Munich, Cond. London (33) LRP 257

This very same disk has been previously issued on the London label as part of a two-record set which included Tchaikovsky's "Romeo and Juliet."

Bach at the Organ—Herbert Hoover (1-12")

Tocatta and Fugue in D Minor; Fantasia and Fugue in G Minor; Arioso; In Then is Glorioso; All Gloria in G Major; Prelude in E Major; The Well-Tempered Clavier, Book I, Part 1, No. 1; The Well-Tempered Clavier, Book II, Part 1, No. 1; The Well-Tempered Clavier, Book II, Part 1, No. 2; The Well-Tempered Clavier, Book II, Part 1, No. 3; The Well-Tempered Clavier, Book II, Part 1, No. 4; The Well-Tempered Clavier, Book II, Part 1, No. 5; The Well-Tempered Clavier, Book II, Part 1, No. 6; The Well-Tempered Clavier, Book II, Part 1, No. 7; The Well-Tempered Clavier, Book II, Part 1, No. 8; The Well-Tempered Clavier, Book II, Part 1, No. 9; The Well-Tempered Clavier, Book II, Part 1, No. 10; The Well-Tempered Clavier, Book II, Part 1, No. 11; The Well-Tempered Clavier, Book II, Part 1, No. 12.

Chopin Piano Recital—Claudio Arrau: Ballade No. 3 in A Flat Major, Op. 47, and Scherzo No. 3 in C Sharp Minor, Op. 39—Lilli Kraus: Prelude in E Major, Op. 28, No. 4, and Impromptu No. 2 in F Sharp Major, Op. 36. Eileen Joyce: Nocturne No. 2 in E Flat Major, Op. 9, No. 2, and Nocturne No. 9 in B Major, Op. 32, No. 1 (1-12")

Decca (33) DL-8517

Schubert: Sonata in a Minor, Op. 42, and Walses Nobiles, Op. 77—Lilli Kraus, piano (1-12")

Decca (33) DL-8518

Schubert: Rosamunde (Incidental Music) and Synchrony No. 9 in B Minor (Unfinished)—Bamberg Symphony Ork; Robert Heger (1-12")

Mercury (33)MG-10034

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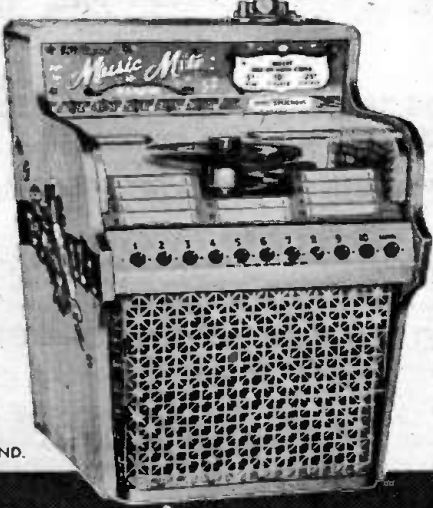
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Info in Other Departments

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:

COLUMBIA ISSUES SIMULTANEOUS POPS. Catches up on backlog and issues new disks on 45 and 78 together (Music Department).

COCKTAIL LOUNGE BIZ ON UPSWING. Rooms turn to small combos and away from juke boxes (General and Night Club-Vaude Department).

GRAY MARKET HITS DISKERS; PRESS PRICES JITTERY. Supplies short, but stability seen; big firms are fair (Music Department).

OPTIONAL CENTER FOR CAPITOL'S 45'S. Permits use on standard spindle; juke protected (General Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Wurgler Plugs Dime Play To Up Juke \$\$

NORTH TONAWANDA, N. Y., March 31.—Ed Wurgler, general sales manager, phonograph division, Rudolph Wurlitzer Company, and an early advocate of dime play on juke boxes to help the operator in his current economic fight, this week explained his stand on the subject.

Wurgler's statement follows: "As evidenced by our previous efforts during 1946 and 1947, we are very much in favor of a plan which will increase the take of automatic phonographs. In the period above, the Wurlitzer Company expended approximately \$250,000 and our distributors spent between \$50,000 and \$100,000 more in an effort to promote dime play. At that time we produced conversion kits for all model phonographs, no matter who manufactured them. These were offered to the operator at 75 cents per unit regardless of the manufacturing costs and were sold at no profit to the distributor or the factory. Because of the lack of co-operation on the part of some operators and manufacturers, the program was unsuccessful.

"As to the details of arranging for increased juke box revenue, much of the plan must depend upon the territory involved and the consensus of the operators in such territory. It is certainly desirable to immediately discontinue the use of the nickel coin in the juke box play. Whether it is wise to close up the nickel slot and start off giving two plays for a dime and six plays for a quarter, with a possibility of changing to one play for a dime and three plays for a quarter at a later date, is debatable. No matter what program is established, we are certainly in favor of getting more money for the operators.

Never Had Increase "After all, coin-operated phonographs are the only major items in the amusement field which have never had an increase in cost to the public. The progressive deal may look better at this time but we think the plan of increasing the cost per play should be left up to the operator and the changes made in the cost of play to meet the increased costs to insure a continuing profit. Rising costs in new phonographs, parts, records, materials, needles, transportation and employee salaries have made it imperative for the operator to see added revenue if he is to continue with a profitable business operation.

The Bell Telephone System is in the process of making a nationwide switch from a nickel to a dime for a telephone call. The telephone company offers a service only—nothing to eat, drink or wear. Music machines offer a service in entertainment and it is just as logical to assume that the

patrons of good locations will be willing to pay more money for a tune as they are to pay more for a telephone call.

"Summed up—we are in favor of some form of program to get more money in the cash box for the operators."

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WILL PLAY ANY SPEED RECORD

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opera, but the overture originally written for "Alfonso and Estrella." Music for the ill-fated drama "Rodrigo" is a prime example of Schubert's best.

80
SAINT-SAENS: DANSE MACABRE OP. 40 (Piano) Symphonies; **LE ROUET D'OMHOULE OP. 31** and **RABAUD: LA PROCESSION NOCTURNE OP. 6**—John Corigliano; Philharmonic Symphony of New York; Dimitri Mitropoulos (1-10") Col (33) ML-2170

Even the "Danse Macabre" is nearly as familiar to the public as a current pop hit, it is, oddly enough, available on LP in only one other performance—and that on a 12-inch record. That in itself assures a meager sale for this discing. The same composer's "Le Rouet d'Omhoule" (Gothic's Spinning Wheel) is also a tone poem with wide appeal for the general public, not previously available on LP. In all, therefore, the combination of the eerie "Macabre," the delightful "Rouet" and Rabaud's Faustian and semi-religious "Nocturne" should attract a large share of the record buyers. Performances are excellent.

60
SAMUEL BARBER: KNOXVILLE, "SUMMER OF 1915" for Soprano and Ork Op. 24—Eleanor Steber; Dumbarton Oaks Chamber Ork; William Strickland, Cond and **FOUR EXCURSIONS, OP. 20**—Rudolf Firkušny (1-10") Col(33)ML-2174

"Knoxville," which might be described as a tone poem for soprano and orchestra (in this case a chamber orchestra), is delightfully sung by Miss Steber, who evokes all of the summer sweetness and sorrow of the text and the music. The text itself is a sort of prose poem from an autobiographical essay by James Agee. Worthy, stimulating contemporary music, but of a rarefied order not liable to appeal to others than urban intellectuals. The other side of the plate is devoted to four of Barber's piano pieces, brilliant, concise pieces, thoroughly contemporary and at the same time compatible with the folk sources are discernible. Firkušny plays them superbly.

81
JOHANN STRAUSS DANCES—Bertha Philharmonic Ork, Feric Frisay, Cond.; Wurtemberg State Ork, Stuttgart, Ferdinand Leitner, Cond. (1-12") Decca (33) DL-9507

Waltz, Waltz and Serenade; Fiedermaus Quadrille; Lechuga Plus Polka; Bitte Schon Polka; Plazakato Polka; Perpetuum Mobile. Two first-rate European orchestras deliver delightful symphonic treatments of these seductive waltzes and polkas of Johann Strauss. The treatment, the rich and full-bodied, is always light, deft and joyous, eminently appropriate to the Viennese gaiety and sunshine of the waltz king. There's a wealth of happy listening here, and these excellent recordings should enjoy wide sale.

75
BEETHOVEN: THREE FAMOUS OVERTURES, EGDMONT OP. 64—Munich Philharmonic Ork under R. Heger. **CORIDIAN OP. 62**—Munich Philharmonic Ork under R. Albert. **LEONORE NO. 3, OP. 72a**—Munich Philharmonic Ork under R. Albert (1-10") Mer(33)MG-15002

Until such time as several of the top libellic versions of these overtures are transferred to LP, this 10-inch discing should be a first-class counter item. All three works are familiar to the "Egmont" and "Leonore No. 3" are by far the best-known of the composer's fiery, dramatic overtures. It must be noted, however, that the Munich Philharmonic performances under Heger and Albert are fighting against the ages of a so-so technical recording.

76
WALTZES OF JOHANN AND JOSEF STRAUSS. **JOHANN STRAUSS:** 1. Morning Prayers, Cologne Concert Ork; Leo Eysselt 2. Artie's Life, Bavarian Radio Ork, Gustav Gorch 3. Roses From the South, Bavarian Radio Ork; Werner-Schmidt-Boeckle **JOSEF STRAUSS:** 1. Deterjan, Bavarian Radio Ork; Fritz Schneider 2. Aquarreifen, Kurt Graunke Ork; Werner Schmidt-Boeckle 3. Music of the Spheres, Bavarian Radio Ork; Gustav Gorch (1-12") Mer (33) MG-10022

Here is further tribute to the writing genius of the Strauss family Johann in two highly familiar works and one not so well known, and his brother Josef in three little-known melodies. And the all discing catalogs are heavily laden with Strauss waltzes. It has often been proven that there is room for a few more. As usual, these are majestic, lilting pieces capably played in the Vienna tradition by German orchestras. Good catalog material.

85
BEETHOVEN: CONCERTO NO. 5 IN E FLAT MAJOR FOR PIANO AND ORK OP. 73 (EMPEROR)—R. Serkin; Philadelphia Ork, E. Ormandy, Cond. (1-12") Col(33)ML-54373

Serkin's earlier performance of this work with Walter and the New York Philharmonic was a

shellac best-seller and was later transferred to LP. That the Walter performance was not always considered to be in the rank called for in this replacement version. The label has been eminently successful in its endeavor. Serkin not only possesses the virtuosic skill necessary to play this work, but demonstrates a feeling and respect for Beethoven which counter-balances the tendency to stomp thru the work in an overly-dramatic reading. Ormandy and the Philadelphia add a sparkling performance to Serkin's keyboarding. Commercially and artistically this is a "hit" recording.

76
STRAUSS: FAVORITE WALTZES OF JOHANN STRAUSS—Munich Philharmonic Ork; Fritz Reiger, Cond. (1-12") Mer(33)MG-10024

Voice of Spring, On the Beautiful Blue Danube, You and You, Vienna Blood. That almost every major and independent record manufacturer has issued a series of Strauss waltz disks is sufficient proof that the market for these such-loved and majestic works is never quite satisfied. Four of Johann Strauss' best-known waltz melodies. In each instance, the "popular" song of the late 19th Century is also well known as a vocal selection for soprano voice. "You and You" is, perhaps, best known as "The Laughing Song" from "Die Fledermaus." To all, Mercury has an excellent catalog addition in this recording. Performance by and recording of the Munich Philharmonic is adequate, if not sparkling

Paul Fuller Dies

Continued from page 141

a son, Paul Norman, with the U. S. Army, and a brother, Hans, Zurich, Switzerland.

Born June 5, 1897, in Switzerland, Fuller came to this country at the age of 21, spent five years in the Western States as a ranch hand and then entered the design field. He joined Marshall Field & Company, Chicago, where he subsequently took charge of the store's interior decorating department.

Wurlitzer Designer

In 1936 Fuller was retained by the Rudolph Wurlitzer Company as chief designer. In that capacity Fuller designed all Wurlitzer phonographs from 1936 thru Model 1250. After leaving Wurlitzer, he became vice-president of Super-Vend Sales and was also president of Paul M. Fuller, Inc., Oneida, which manufactures silver chests for Community Plate.

Altho his activities in the coin machine industry were well known, few except his closest associates knew that Fuller originated, designed and was a part owner of the Black Forest Exhibit at Chicago's Century of Progress Fair. He also designed the Alpine Village at the New York World's Fair and served as a design consultant to a number of leading furniture manufacturers.

Shay, Riley Form

Continued from page 141

1927. Later he was advertising manager of the firm. When Bell-o-Matic Corporation was established in 1946 he was named advertising and promotion manager and eventually was elected vice-president and a member of Bell-o-Matic's board of directors. During World War II his work came to the attention of Secretary of Labor Perkins and he was appointed to the Department of Labor's safety division. In this capacity he prepared safety manuals and addressed over 100,000 war workers on the need for safe production. He also collaborated with Walt Ditzen, the cartoonist, on a best seller.

With Bell-o-Matic, Shay prepared numerous advertising subjects which were cited by the public relations industry. He also was editor of Spinning Reels, Bell-o-Matic house organ which was circulated both in the coin field and many other industries. Shay resigned from Bell-o-Matic at the end of 1950 to join J. H. Keency & Company as advertising manager, a post he held until forming the Riley & Shay firm.

Attention Music OPERATORS!

the Dramatic New

RISTAUCRAT

12 Record MULTIPLE Selective 45 R.P.M. Phono



... is the Music Box for YOU!

This precision made 12-record selective phono is the finest counter phonograph you can buy both for earnings and servicing. See it, hear it, and you'll agree it's TOPS for EVERY SPOT.

- DRAMATIC EYE-CATCHING CABINET
- COMPLETE TROUBLE-FREE OPERATION
- REPEAT PLAY BUTTON
- CREDIT UNIT—UP TO 20 PLAYS
- RECORDS PLAY IN ROTATION
- TAKES UP TO 5 WALL SPEAKERS

WE'LL BE IN FULL PRODUCTION IN TWO WEEKS!

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis.

Bulk Ops Present Pro-Con Arguments on Nickel Units

Jitney Chutes Gaining on Two Coasts, Mainly in New Routes

By FRED AMANN
CHICAGO, March 31.—The nickel coin chute is occupying a more prominent place in bulk nut vending, particularly on the East and West coasts, a survey of equipment manufacturers, distributors and operators disclosed this week. This trend, however, can be attributed largely to operators new to the field rather than old-timers, it was indicated. The heavy

percentage of new operations adopting the jitney chute is the result of a two-sided argument on the penny-nickel question, with some telling points chalked up for both sides.

Where established bulk operators have added the 5-cent mechanism, two general points highlight the changeover; they convert existing penny units to nickel operation, purchasing necessary components to make the change and continue to merchandise "cold nut meats." The big difference here is the larger portion vended. Pistachios, almonds and cashews not stocked on penny units are added, and in many instances the "poor man's meal," peanuts, are retained as straight stock and dis-

pensed in king-size portions. Peanuts also figure as a staple item in many mixes using one or more of the more expensive type nuts.

Thus, demand for factory-equipped nickel bulk venders is largely the result of new route development. But where going operations are expanded, there is a call for new nickel units when the operator feels conditions in his area are favorable for the 5-cent price. The penny-nickel chute choice is offered the operator at no difference in machine price by all major bulk machine manufacturers.

Nickel Conversions
According to these manufacturers, change-overs cost from 75 (Continued on page 152)

Eastern Sales Office Moving To Plant Site

NEW YORK, March 31.—Eastern Electric will move its head sales office from the General Motors Building here to its main factory in New Bedford, Mass., with the move to be completed by mid-April, according to J. T. Teahan, vice-president.

The decision to relocate followed a meeting of Eastern's board of directors called to search out ways to centralize and co-ordinate the company's administrative activities, Teahan said. Orders from Eastern salesmen will be received at the plant where they will be processed immediately. He said this should result in speeding up delivery and service, "a goal toward which we are constantly striving."

The local office was established when the producer of Electro cigarette venders activated its first plant in near-by Staten Island. Following a move to Newark, N. J., the factory was then resituated in New Bedford. Explaining the projected move of the sales headquarters, Teahan declared:

"It developed that lines of communication had been stretched so that a convenient and practical liaison between the sales division and other departments had been definitely hampered. In moving the sales office into the sphere of related departments, it is felt that much duplication of effort will be eliminated and that smoother customer-company relations will result."

Address of the sales office will be 70 Prospect Street, New Bedford.

Direct Sale of Cig Units In for Fuss at NATD Meet

NEW YORK, March 31.—With tobacco men, both in and out of automatic merchandising, set to converge on Chicago next week for the opening Sunday (8) of the week-long convention of the National Association of Tobacco Distributors, advance interest is centering on an expected clash of machine distribution policies both in business sessions and on the exhibition floors.

A round-table confab Tuesday morning (10) at the Palmer House, scene of the NATD meet, has been set aside to discuss vending. Predictions are that protagonists of direct-to-location sales of equipment and conventional operation will air their differences frankly. And the hassle will probably carry over to the display floors, where manufacturer adherents of the conflicting marketing philosophies will both show their wares.

For operators the convention will be run against the background of a stepped-up drive by certain distributors to sell merchandising equipment outright to locations. Late last year, the drive gained impetus with the swing of Arthur H. DuGrenier, Inc. to direct sales after many years' adherence to traditional practices.

Starting in New England, with the Joseph P. Manning Company as its direct-sale medium, the equipment producer has since closed deals with F. A. Davis in

Baltimore and a number of other regional distributors.

DuGrenier will be an exhibitor at the convention. Other manufacturers which have reserved display space include Belvend Manufacturing, Cigaromat Corporation of America, Eastern Electric, J. H. Keeney, Lehigh Foundries, National Vendors, Rowe Manufacturing, Stoner Manufac-

Penn. Measure Seeks To Stop Vended Smokes

HARRISBURG, Pa., March 31.—Cigarette vending machine operators viewed with alarm a bill (H. 809) introduced here Monday (26) to prohibit the operation of cigarette vending machines. The proposal was placed before the Legislature by Rep. Harold G. Westcott, Republican from Susquehanna County.

Westcott's bill proposes to amend Pennsylvania law to make any person or firm who "offers for sale, or sells or distributes any cigarettes thru or by means of any vending machine or other mechanical device" guilty of a misdemeanor. Fines and prison sentences are proposed as penalties for violators.

(Editor's note: Currently, cigarette vending machines account for approximately 20 per cent of the total single pack sales of cigarettes. Pennsylvania operators were at a loss this week to explain the proposed prohibition.)

NAMA Insurance Plan in Effect

CHICAGO, March 31.—The vending industry's first specially tailored group insurance plan becomes effective Sunday (1), it was announced by Charles Greasley, chairman of National Automatic Merchandising Association's (NAMA) insurance committee and group insurance trust.

Greasley, also an official of Vendomat Corporation of America, Baltimore, pointed out that the plan, available to NAMA members only, is written by the John Hancock Mutual Life Insurance Company, Boston. Brokers for the plan are Mack & Parker, Chicago, group insurance specialists with a background of trade association work. The NAMA insurance plan includes a comprehensive family security coverage for operators and their employees, Greasley stated.

CHI MOVIE TESTS DIME-6c BAR BIZ

CHICAGO, March 31.—Charles Kamp, manager of the H. & E. Balaban chain's Windsor Theater on North Clark Street, here, this week announced results of the current dime versus 6-cent candy bar experiment now under way in its lobby. The dime candy is being sold thru two venders only (no nickel bars are offered) while the 6-cent items are available over the candy counter.

According to Kamp, the dime bars are not being purchased in any quantity as long as the odd-cent candy can be obtained. However, he says the dime venders draw business after 10 p.m. when the 6-cent counter-sold candy is no longer available.

To follow thru on the test results, Kamp indicates that odd-cent sales thru the venders would be the next step following installation of a penny refunder.

New Vend-Rite Distrib Pacts Drug Chain Biz

Takes Kleenex Off Counters; 100% Op-Lease Program

CHICAGO, March 31.—Vend-Rite Manufacturing Company announced the appointment of Merchants Advertising Service Company, Cleveland, as Eastern distributor for its Vend-Master line of Kleenex, cookie and pretzel machines.

Richard Tennes, head of Vend-Rite, reported that Merchants Advertising, 3307 West 125th Street, has already inaugurated a concentrated placement campaign for the tissue venders, especially out of its New York City branch. Firm was instrumental in changing the Kleenex sales policy of an Eastern drug chain, taking the tissues off the counter and making them available exclusively thru venders.

Operator Owned
Charles R. Walter, president of Merchants Advertising, stresses that all Kleenex venders installed thru the drug chain are operator-owned, with however, the chain performing on-location servicing. Operators are required to keep the units functioning, with refills taken care of by store personnel as needed.

On the product side of the tissue picture, International Cellulotton Products Company reports output of its Pocket Package, used in venders, is substantially above the level of a year ago. Present indications are that this high production will be maintained, it is claimed.

Ban Meter Ads

STOCKTON, Calif., March 31.—Parking meter advertising was banned by a unanimous vote of the Stockton City Council this week. Meter Ad of California had asked permission to install advertising signs on top of the city's 2,600 meters in return for one-third of the gross revenue.

U. S. Post Offices Start Vender Tests

Department Authorizes Installation Of Machines on a National Scale

WASHINGTON, March 31.—Operation of automatic vending machines in post offices has been authorized thruout the nation on an "experimental" basis, the Post Office Department disclosed here. If the trial proves successful, the program will be given permanency, according to an official spokesman.

Postmasters have been authorized to permit setting up of vending machines where demand is felt for purchase of the vending machine products and where use

of the machines would cause no disruption of postal service and no difficulty in handling collections from the machines. The Post Office Department said that a test of the program's success will be whether it can be administered without requiring additions to the pay roll and without burdening local postal authorities.

The tryout was launched as result of evidence that use of the vending machines on the postal premises was greatly in demand in several cities and would provide a convenience to employees seeking to purchase soft drinks, cigarettes, gum and candy.

Oak Campaign For New Units

CULVER CITY, Calif., March 31.—Oak Manufacturing Company, makers of the Acorn penny and 5-cent bulk merchandisers, has set its campaign to acquaint operators with the new white flash brush housing unit.

Literature explaining the new polyethylene brush housing unit to operators and distributors has been released. A special introductory price with the return of the old brush housing units is in effect.

To promote the new housing unit, the company has supplied Acorn distributors with fluorescent banners for display in their showrooms. The banner plugs the trouble-free operation with the new device.

Tax Talk Tops WVMOA Meet

LOS ANGELES, March 31.—Adjustment of taxes, particularly the switching of the per machine levy to a gross receipts graduating scale, was discussed by members of Western Vending Machine Operators Association (WVMOA) at the regular monthly meeting Tuesday (27) at the Unique Restaurant, Washington and Figueroa Streets.

Bob Lydenberg, secretary, presented a letter to M. I. Slater, president, from the Board of Equalization setting a hearing on the matter of State sales tax to be held early in May. Slater ap-

Bowman Dairy Buys Chi Rowe Milk Op

CHICAGO, March 31.—Bowman Dairy Company announced that as of Sunday (1) it will include the

Chicago Rowe milk operation, Milk Vending Service, Inc., in its own city-wide vender route. Bowman officials stated that the purchase of the Rowe equipment will increase its present operation about 30 per cent.

Max Kovinov, who headed the Rowe route here, confirmed the sale to Bowman. He plans to rejoin Harry Rosen's Allegheny Cigarette Service in Pittsburgh.

Bowman's acquisition of the Rowe route, approximately 85 machines, will add Rowe milk units to its current operation consisting of Dari-Mart, Jennings and Ideal equipment. The dairy plans to add two maintenance men to the staff of its refrigerated cabinet department, which operates firm's venders in addition to servicing the non-coin units. As Bowman milk drivers were previously stocking the Rowe machines, there is no change being made in this phase of the operation.

With the purchase of the new equipment, Bowman now directly operates milk venders in addition at industrial plant, office and trade school locations. Both bottle and carton containers are used, with the former stocked in Jennings units and both types in Ideal and Dari-Mart machines. Rowe units are used to vend cartons.

Cole Products Readying New Changer Model

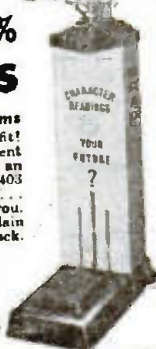
CHICAGO, March 31.—Cole Products Corporation, following announcement of the purchase of American Coin Changer Corporation, Boston (The Billboard, March 31), reported this week that production of a new changer model will start within 90 days. Albert Cole, president, also pointed out that service on earlier American changers will now be effected thru the new Cole branch, American Coin Changer Company, at 210 South Clinton Street here.

Removal of all changer spare parts, tools, dies, fixtures, etc., from Boston to the Chicago headquarters permits immediate parts delivery from stock, he said.

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outcorns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you! Guaranteed 5 years, built to last. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortness and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached check for \$25 payment on one model!
 403 cents. Ship at once!
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ STATE _____

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no rare. 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.

A B C Popcorn Co., Inc.
3448 W. NORTH AVE.
CHICAGO 47, ILLINOIS

SPECIAL RATES for Distributors and Salesmen

Dealer Inquiries Invited

Candy Groups Ask OPS Adjustment at Meeting

WASHINGTON, March 31.—National Candy Wholesalers Association, Inc. (NCWA), in co-operation with other wholesale groups, has requested immediate relief from wholesale price ceilings established by the OPS thru a petition addressed to Michael D. Sallie, price office head.

The NCWA proposal requests that each wholesaler be permitted to establish his ceiling price by applying the same percentage markup used during the base period. This was between December 19, 1950, to January 25, 1951.

The resolution should be incorporated in the OPS regulations. The wholesalers contend, because of the possibility that OPS may release a general order permitting manufacturers to make price adjustments covering their cost increases before an order is issued covering wholesaler margins.

The wholesalers also point out that under existing regulations wholesalers are not permitted to adjust their prices now except on products made from below parity agricultural ingredients, and then only by the addition of dollars and cents margins. If a wholesaler's ceiling price during the base period was low and a manufacturer had established the right to a higher ceiling than that at which the wholesaler bought the merchandise he was selling during the base period, there is no other way the wholesaler can adjust his prices, they point out. The wholesaler in this situation must either sell at a loss or discontinue the sale of the article, it is contended.

Representing NCWA at the meeting were H. W. Looock, chairman of the association's Governmental Affairs Committee, C. M. McMillan, executive secretary, and William A. Quinlan, NCWA's general counsel.

Candy Workers Feted

PHILADELPHIA, March 31.—Blumenthal Bros. honored two employees upon their completion of 40 years' service. Martin Kraus, plant superintendent, and Jeanette Teague, secretary to Joseph Blumenthal, received gold watches at a dinner in their honor.

Coin-o-Matic Plans Refunder Output for May

CHICAGO, March 31.—Change-o-Matic Company reported this week that initial production of its Model 160-S penny refunder, originally scheduled for early March, would be delayed until the first week or two of May. Reason for the postponement is twofold: a delay in delivery of necessary dies and the decision to make last minute improvements which are figured to materially lengthen unit life. Latter involved fitting of ball bearings to parts of the refunder.

Price of the improved model will remain at \$16.50 (The Billboard, February 24). In addition to the present unit, designed for use with Slocum candy equipment, Coin-o-Matic plans to introduce a second model for bottle venders, officials stated.

Based on 90-second loading of penny tubs, which may be charged via a common funnel opening to eliminate one-at-a-time stacking, it is claimed that routemen servicing 25 machines per day will only require 38 minutes more to load the refunders.

Beich Names Reps

BLOOMINGTON, Ill., March 31.—Paul F. Beich, Company has added two representatives to its sales staff. John O. Epenfeld will cover Ohio, while George W. Bradley will handle the Philadelphia area.

WASH. March 31.—

Several proposals, ranging from decontrol to a pricing make-up plan, were submitted by the Cocoa and Chocolate Manufacturers Industry Advisory Committee at its first meeting with officials of the Office of Price Stabilization (OPS). OPS in a statement following the meeting stated: "In urging action, members of the industry said that consumer prices of their products were based on an average cost of raw cocoa beans which was much lower than the present replacement market. Currently, they said, the industry is operating on a basis of several cents per pound below replacement cost."

They suggested either decontrol of cocoa beans and cocoa products, or a pricing program which would reflect actual increased costs of production since the Korean outbreak. Excess Attending Government officials attending the meeting were Paul E. Callanan, Department of State; V. L. Bushman, Sugar Branch, Production and Marketing Administration of the Department of Agriculture; O. W. Woods, chief of the Grocery Products Branch, Food and Restaurant Division, OPS; Mark L. McMahon, of the Imported Foods Section of the Foods and Restaurant Branch, who served as chairman, and R. E. Spencer, economist in the branch.

Members of the advisory group are: Lester W. Majer, assistant to president, Hershey Chocolate Corporation; Howard J. Cameron, executive vice-president, Rockwood and Company; John M. Whitaker, vice-president, Peter Cailler Kohler Swiss Chocolate Co., Inc.; Bernard S. Blumenthal, president, Blumenthal Brothers; H. R. Horton, president, United Chocolate Refiners, Inc.; Gretchen B. Schoenleber, president, Ambrosia Chocolate Company; August Merckens, president, Merckens Chocolate Co., Inc.; Clinton O. Dicken, vice-president, E. J. Brauch & Sons; Alfred Ghrardelli, president, D. Ghrardelli Co., and Howard O. Frye, general manager, Walter Baker Chocolate and Cocoa Division General Foods Corp.

FTC Cites Asco Ads, Op Claims

WASHINGTON, March 31.—Federal Trade Commission (FTC) this week ordered Asco Vending Machine Exchange Corporation, Newark, N. J., to "stop using advertising which represents that employment is offered when the real purpose is to obtain purchasers for nut vending machines." The order is also directed against Alexander Cohen, president, and Charles Smith, former sales manager.

Provisions of the order also ban representations that purchasers are allotted exclusive territories and that satisfactory locations will be obtained by the respondent.

Cuts Size of Ice Cream Vend Cup

NEW YORK, March 31.—Vendomatic Sales, Inc., metropolitan ice cream route, will reduce the size of its ice cream cup to 3½ ounces beginning next week. Joe Young, head of the firm, said the move is an attempt to return product cost to the level in effect early in January, before the price of the standard 4-ounce cup was raised a half cent.

Young declared rising costs of operation forced the switch. The only alternative was to trim or eliminate commissions, thereby jeopardizing established location relations.

W. Yantis Elected New NCA Director

CHICAGO, March 31.—National Confectioners' Association has elected W. A. Yantis, president of Chase Candy Company, a director for the balance of Ralph A. Wenger's term, also of the Chase Company. Wenger resigned as NCA director last December. Yantis will serve until the association's annual meeting in 1952.

If you are a Vend subscriber, don't miss this article... If you are not a subscriber, this article alone is worth more to you than a year's subscription price. Reprints are available at cost.

DON'T MISS

"Vending Is Essential" in the April VEND

Do You Know:

1. What percentage of the nation's vending machines are located in industrial plants?
2. What percentage of vending machines serve our armed forces in military installations?
3. How many machines serve such key locations as hospitals and transportation centers?

You will find the answers to these and many other questions in this first published analysis of vending facts information compiled by the National Automatic Merchandising Association. Months in preparation, the NAMA survey is fact and guesswork. Fact substantiated by Ernst & Ernst, nationally known certified public accountants firm. Co-operating with NAMA in what its opinion believe may be the most significant undertaking of the year. Vend is offering reprints of this feature at cost.



Make certain this story—the story of how your industry saved its country in time of war—read by other business leaders in your community, by your location, by your bank and civic officials. Everyone has always believed vendors fill an important function, building morale and increasing efficiency in thousands of vital locations. Now, for the first time, the NAMA Operator Mobilization Survey demonstrates vendors' essential character with provable statistics. Don't rely on guesswork. Use Facts. Use "Vending Is Essential!"

If You Are not a Vend Subscriber...

1. You can order a subscription to Vend to begin with April for only \$3 for one year.
2. You can order 10 reprints of "Vending Is Essential" for only 50 cents.
3. Or, order both subscription and reprints. Additional reprints in larger quantities available at graduated cost.

VEND, 2160 Patterson St. Cincinnati 22, Ohio.

For your offer in the April 7 issue of The Billboards

- Send the next 12 months of Vend starting with April, 1951, for \$3. Money enclosed.
- Send 10 reprints of "Vending Is Essential" 50¢ by enclosed.

Name _____
Address _____ City _____ State _____

ADVANCE 21 FF VENDOR
A Flexible Profit Maker in our opinion, one of the best machines ever made... product of 50 years of specialized vending machine manufacturing experience... typical of Advance sturdy construction with famous Advance coin detectors. Vends any merchandise that can be packed in a flat carton not exceeding 11/2" x 11/2" x 11/2" or 4" x 4" x 4" or not exceeding 3" in length by 1" in diameter.

11-54 or 10c MODELS
25¢ model or additional cost
Check handle and other accessories available.

WRITE FOR PRICES

J. SCHOENBACH
Distributor Advance Vending Machines
1141 Bedford Ave., Brooklyn 25, N.Y.

Available Now!
1c or 5c **ACORN**
ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH** BUSH HOUSING

Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave., Chicago 22, Ill.

BEST BUY!
Silver-Plated Charms
Big Series \$2

\$4.50 per 1,000
F.O.B. Jamaica, N. Y.
It's a Big Silver-Charms Season!

EPHY
Somerset Ephy & Co., Inc.
3145 14th Street, Newark 2, N. J.

SALTED NUTS
of every kind for the vending trade. Highest Quality and Lowest Price. Modern equipment and years of service quality us to give you quality and service. Write for prices.

Daily Nut & Candy Company
409 S. Beckley Ave., Dallas, Texas

Bulk Ops' Pros and Cons

Continued from page 148



VICTOR VENDING CORPORATION
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

cents to \$3, depending upon the make of vender, how much of the conversion work the operator is willing, or able, to take on himself. Silver-King Corporation, for instance, offers a nickel conversion for 75 cents which the firm claims can be accomplished within five minutes per machine. Victor vending has a complete conversion package for \$3 for its penny models, but also offers a three-part deal at \$1 (consisting of a back plate, coin carrier and a dog) if more time and work is spent changing over penny units. Oak Manufacturing Company has developed a slide-in mechanism which converts its equipment either to nickel or penny operation.

Factors deciding many of the new automatic merchants in favor of the jitney were given as: (1) Fatlier profit margin, potentially true if a climb in the commission does not accompany the change, and (2) a greater flexibility in product portions (later now practically nil in the penny field).

Price Factor

With No. 1 Spanish peanuts now hitting 25 cents per pound (price fluctuates, as indicated by the 21-cent level a few months back), many operators feel that the aver-

age 70-cent gross return per pound leaves too little net. After laying out dollars for his new equipment, the beginning operator feels that penny profits are too slim and gravitates naturally toward the manufacturers' nickel equipment, offered at the same price as the penny machine. Where an operator sticks to the penny, he must limit his product offering to peanuts. Such merchandise as various mixes, formerly used to increase volume, now go for about 55 cents per pound and thus are automatically taken out of the penny market.

While conceding that penny vending has become a squeeze-by affair, profit-wise, the majority of older operators with often large quantities of equipment in the field continue to turn a deaf ear to nickel operations. A summary of their reasons for frowning upon the 5-cent chute may be expressed by the following points:

1. Commissions. Locations usually obtain 40-50 per cent commission on nickel packaged candies, nuts, potato chips, etc., and any shift to nickel selling by the penny bulk nut vendors on their premises might bring a quick demand for a like commission from the location owner. So, from a 20-25 per cent level on penny machines, the operator might be forced into a 30-50 split on nickel operation and would therefore defeat the purpose of going to a nickel.

2. Slugs. Operators claim most nickel coin mechanisms on bulk machines will not protect against use of slugs. This is not a problem in the penny unit because pennies offer less of a temptation, but it becomes a threat on a 5-cent unit due to the amount and value of merchandise vended per sale.

3. Servicing. There will be extra expense for larger globes, if obtainable for the equipment operated, when vending nickel por-

Loft Preps 10c Bar Division

NEW YORK, March 31.—Loft Candy Corporation has completed plans to enter the bar field on a national scale with dime items exclusively. L. B. Nelson, newly appointed sales manager of firm's new bar division, said initial bar merchandising promotion is scheduled to break about July or August and that distribution would be thru jobbers.

According to Nelson, Loft is now setting up package designs for its bar goods, and will start its bar line off with an almond butter-scotch item.

Nelson, who has been associated with the candy trade for about 40 years, was formerly executive vice-president and general manager of Sweets Company of America.

Tax Talk Tops

Continued from page 148

pointed Bill Kenney, Lydenberg, Preston Coombs and himself to meet with the board's representatives. Lou Feldman, of Acme Vending Company, a supplier will accompany the group. The association is seeking to find a way to compute sales tax on a poundage basis in figuring the State's 3 per cent levy.

Slater advised that after additional information is received from the equalization board, a meeting will be held to assemble facts and figures on the sales tax and the difficulty in assembling the amount to be paid.

The next regular meeting will be held April 24.

If the small size globe is kept in use, the larger unit sales may mean more frequent calls for refills, especially if peanuts or a mix where peanuts predominate is used. This is an important factor in figuring overhead.

4. Taxes. Depending on the tax system in his city or area, the operator may find the addition of nickel equipment to an otherwise 100 per cent penny route may affect his bracket.

Adding up the four points, old-line bulk operators maintain a reserved attitude toward any general, or even spotty, shift to 5-cent chutes.

NAMA Releases Defense Facts

CHICAGO, March 31.—National Automatic Merchandising Association (NAMA) released the first in a series of Defense Facts bulletins Tuesday (27). Move inaugurates a service designed to keep members informed about government regulations affecting automatic merchandising, both at federal and local levels.

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

MAKE BIG PROFITS with the Sensational

NEW NON-ELECTRICAL Perfumatic \$\$\$

Makes Possible
75%-25%
SPLIT

THERE'S A LOCATION...
WHEREVER THERE'S A WOMAN

Perfumatic vends perfume automatically brings big profits—every woman loves perfume. Each machine holds 4 leading brands of perfume in 4 oz. bottles (each bottle approx. 1,000 profits). Two 5 cent and two 10 cent slots afford simplicity and appeal for selecting. Durable all metal cabinet—baked enamel finish with high lustrous chrome fittings. Perfumatic is only 18" x 12" x 6" from wall—has sturdy enclosed hinge and tamper-proof lock—machine opens from wall for easy refill and collection. Machine guaranteed for 1 year against defects in material and workmanship.

NOW AVAILABLE FOR DISTRIBUTORS Write Now For Full Details
PERFUMATIC Co. of Canada
1 London Street - Toronto, Ontario, Canada

How your dollars STRIKE BACK AT CANCER



through
IMPROVED SERVICES
that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

AMERICAN CANCER SOCIETY

Mail your contribution to "CANCER" in care of your local post office.

30 DAY MONEY BACK TRIAL
Northwestern Sensational MODEL 49
Prices LESS THAN 25¢ \$17.95
LESS THAN 100¢ \$17.15
100 OR MORE \$16.95

Try this famous vender for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

NOW The Sensational MODEL 49
Also Available in 10c Play

1c or 5c Play
PLEASE SPECIFY WHEN ORDERING

ALMOND, Junior	50¢	ALMOND, 48 Count	50¢	ALMOND BEANS	25¢
BUSH	50¢	5 LB. Vacuum Pack	50¢	BALL GUM, All Sizes	25¢
FANCY TULIP, Large	50¢	RAINBOW PEANUTS 25¢	50¢	1000 Lbs. Malt	50¢
INDIAN NUTS	50¢	MIXED NUTS	50¢	French Peppercorn	50¢
CASHEW, Whole	50¢	BOSTON BAKED	50¢	ADAMS All Flavor	50¢
CASHEW, Butts	50¢	BEANS	50¢	WATLEY'S All	50¢
VIRGINIA PEANUTS	50¢	LICORICE SOFTENERS 95¢	50¢	Flavor	50¢
Whole	50¢	Complete Line of Peppercorns, Spices, Cakes, Creams, etc.	50¢		

Complete Line of Peppercorns, Spices, Cakes, Creams, etc.
175 Depot, BOSTON, U.S.A.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
430 WEST 42nd STREET, NEW YORK 18, N. Y. • Chicago 9-0140
4105-16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

From **LITTLE ACORNS** mighty INCOMES flow!

ACORN
The only completely die-cast aluminum precision-built

ALL-PURPOSE VENDOR

- Vends all bulk made—nuts, gum balls, candy, etc.
- Polished, easy to clean merchandise chute.
- Temp-proof. Hold by top lock and body clamp only.
- Guaranteed mechanically—weight less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

DISTRIBUTORS:
Chicago: Northwestern 1111 O'Connell
New York: M. J. Abelson, 908, 1245 5th Ave., Pittsburgh AT 1-0478
Pacific Coast: Distributors, 1021 Grand Ave., Los Angeles

WAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

CIGARETTE MACHINES

National 930, 270 Pack Cap.	\$85.00
Royal Royal, 8 Col.	85.00
Royal Royal, 10 Col., 400 Pack Cap.	90.00
Royal Imperial, 6 Col., 180 Pack Cap.	69.50
Unecda Model A, 9 Col., 270 Pack Cap.	89.50

CANDY MACHINES

Unecda Candy Vendor, 5 Col., 102 Bar Cap.	\$75.00
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

Berger-Shaw Cigar Machine, 10c Vending, 7 Col. (Like New) \$25.00

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

SPECIAL! \$95.00
Unecda Model 500, 9 Col., 350 Pack Cap.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW—RECONDITIONED LIKE NEW
366 Clynner Street, Brooklyn 11, N. Y. • Evergreen 7-4568

GIVE TO DAMON RUNYON CANCER FUND

HERCULOCS*

...ops in LOCKS!

Coin machine operators favor HerculoCS because of these outstanding features:

CONSTRUCTION—In addition to rugged manufacture and positive locking action, only the HerculoCS has the Gear-Tooth keyway... a design that is virtually pick-proof and unlike any keyway now in use. Only the HerculoCS key will fit.

EXTRA PROTECTION—Your key code is registered in our files under your name... reserved for your use. No danger of duplication or conflict in your territory.

Check into HERCULOCS now—for dependable security!

*T.M. Reg. U. S. Patent Office

ILCO

INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts

Coinmen You Know

Detroit

F. R. Valpey, vice-president in charge of sales, reports Standard Products Company has dropped plans to bring out a new, inexpensive cup vender. The company formerly manufactured the Sneed unit... James Curtis, Nale Comliss, and Harry Taylor are incorporating Detroit Shuffle-board Sales & Service, Inc.

Frank Antaya, AA Phonograph Service, is developing a sideline in trading locations in the music field, giving operators a chance to balance up their routes geographically. Karl J. Lehman Jr., and Lloyd B. Benham, both of whom are steamship engineers, have teamed up as the Marvel Music Company, and started a small route of juke boxes in the city. Headquarters are on Cloverdale Street.

Max Lipin, head of Allied Music Sales Company, is back on the job after a bout with the flu. An epidemic kept nearly everyone on his staff away for a few days. Jack Parr, who missed the flu, is convalescing from a "game leg."

Louis Frank of Frank Paper Products Company, has discontinued operation of the Protex Corporation, whose business his firm took over. The firm made washroom paper product vendors designed to dispense at either a penny or a nickel.

The Automatic Cold Drink Company, operated for several years by Robert P. Schmidt, is changing its name to Automatic Cold Drink Company, and embarking upon an expansion program, with the addition of Bert Crawford as a partner in the venture. Crawford, who is the father-in-law of Schmidt, is manager of the Hires Root Beer Bottling Company here. Company has opened a new office and is adding new cup vendors. Mrs. Norene Schmidt is office manager.

The name of the Dispensit Company, formerly an independent operation established by Norman and Arnold Michlin, Harry Green and Abe Solomon, which Robert Schmidt acquired some time ago, has been dropped, with all operations merged in the Automatic Cold Drink title... John L. Roach, partner in J. & L. Products, wholesale jobbers of Flint, is starting spring promotional campaign in the coin machine field.

William J. Blinsey, owner of the S. & S. Vending Company, became a victim of influenza for the second time, and was confined to bed last week. Blinsey has taken over full ownership of the firm which he established in partnership with David M. Smith two years ago. They have a route of 1 and 3-cent vendors, handling candy and peanuts.

Jake Dumlér is carrying on the operation of the D. & P Service, following the death of his partner, William K. Palmer, with ultimate disposition subject to the Probate Court. Dumlér is recovering from influenza.

(Continued on page 157)

EXPANSION SALE!

MOVING TO LARGER QUARTERS!

STEEL FISHING ROD AND REEL \$ 6.00
 CLASS FISHING ROD AND REEL 8.00
 SPLIT BAMBOO. ROD ONLY (SOUTH BEND) .. 6.00
 COMPLETE FISHING OUTFIT ON DISPLAY CARD 11.50

Includes Rod, Reel, Line, Hooks, Bait, Fishing Book, etc. **DIG PLASH!**

COMPLETE LINE

WRITE FOR COMPLETE INFORMATION

NOVELTY CLOCKS—COSTUME JEWELRY—PLUSH TOYS—LAMPS—DETECTO SCALES—POKER CHIP BAKES—TOASTERS—WAFFLE IRONS—CAMERA RITS—BOWLING BALL BARS—HUNDREDS OF OTHER ITEMS

—NEW ADDRESS—NEW NAME—

EMBASSY DISTRIBUTORS, Inc.

FORMERLY COIN MACHINE SERVICE CO.

2619 WEST DIVISION STREET CHICAGO 32, ILLINOIS
 PHONE: EVerglade 4-4010

GET 'EM FROM ATLAS...

A BETTER BUY EVERY TIME!

PHONOGRAPHS

Reconditioned—Refinished

SEEBURG 146	\$195
SEEBURG 147	225
SEEBURG 148	425
A.M.I. Model A	450
A.M.I. Model B	595
WURLITZER 1015	295
WURLITZER 1080	285
WURLITZER 1100	450
WURLITZER 1250	595
MILLS CONSTELLATION	275
AIREON "400"	150

NEW GAMES THE THING TRI-Score MINSTREL MAN SHOO SHOO STOP AND GO GUN PATROL UNITED 5 PLAYER

1-BALL FREE PLAYS LOWEST PRICES! CALL OR WRITE

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 6-5005 CHICAGO 47

Division of ATLAS MUSIC CO.

ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
 ATLAS MUSIC CO., 211 NORTH ST., DES MOINES 9

LATE SHUFFLE ALLEYS AT CLOSE-OUT PRICE OR WILL EXCHANGE FOR LATE ONE BALLS

Bally Shuffle Champ (new) original factory crates	\$225.00
Bally Shuffle Champ (slightly used)	150.00
Bally Speed Bowlers (used) fly-a-way pins	95.50
Williams Deluxe Bowler, fly-a-way pins	79.50
Williams Lucky Innings (new five ball) original state	145.00
Chicago Coin Ace Bowler, fly-a-way pins	195.00
Chicago Coin Pin Lite Bowler, fly-a-way pins	195.00
Chicago Coin Bowling Alley (reconditioned)	75.00
Chicago Coin Shuffle Baseball (reconditioned)	65.00

RIGHT OFF LOCATION—WITH LITE UP PINS \$7.50 EXTRA

United Shuffle Alleys	\$35.00 each—3 for \$100.00
Exhibit Streets, fly-a-way pins	99.50
Gottlieb Bowlette	65.00 each—1 for 65.00
Bally Shuffle Bowlers	95.00 each—1 for 125.00
Genco Bowling League	45.00 each—1 for 125.00
Rock-Ola Shuffle Junior	45.00 each—1 for 125.00
Rock-Ola Shuffle Lane	45.00 each—1 for 125.00
Williams Twin Shuffle	45.00 each—1 for 125.00
Williams Single Bowler	45.00 each—1 for 125.00

3/4 Deposit, Balance C.O.D. or Sight Draft.

J. ROSENFELD CO.
 3220 OLIVE ST. LOUIS 3, MO.
 (Phone: OLive 2800)

BENELUX EXPLOITANTEN

VOOR AL UW BENODIGDHEDEN IN AMUSEMENT MACHINES CONTACT ONS EERST.

- Al Onze Machines Zijn Vermeerd, Gecontroleerd En Gereed Voor Uitbating.
- Laat U Op Onze Lijst Zetten Voor Regelmatige Toezending Van Onze Prijslijsten.

Voor Onmiddellijke Levering Gereed De Volgende Nieuwe Pinball.

WILLIAMS CONTROL TOWER	GOTTLIEB KNOCK OUT
WILLIAMS SHOO SHOO	EXHIBIT SIX SHOOTER
GENCO STOP AND GO	WILLIAMS MUSIC MITE
GOTTLIEB MINSTREL MAN	

WIJ VERSTUREN MACHINES OVER HEEL DE WERELD

INTERNATIONAL AMUSEMENT CO.

5 PARKHURST STREET • NEWARK 2, NEW JERSEY

Digitaal 8-9707

SACRIFICE SALE

25 ADVANCE ROLLS (CLEAN)	\$19.50
5 PRO SCORES	19.50
5 SPORTSMAN'S ROLLS	19.50
5 HI ROLLS	29.50
5 BOX SCORES	29.50
5 GENCO BASEBALLS (LITE NEW)	85.50
12 United SHUFFLE ALLEYS	29.50
5 Kenoxy ABC BOWLERS	39.50
10 Bally SPEED BOWLERS	99.50
12 United SHUFFLE ALLEYS EXPRESS	59.50
5 GENCO BOWLING LEAGUES	59.50
2 Wurl. 14 FREE BALLS	59.50
5 Dale PISTOLS	19.50
3 BOWLETTES	69.50
1 Bally DOUBLE UP (LITE NEW)	129.50
1 Bally DRAW BELL (CLEAN)	149.50

SMALL CHARGE FOR CRATING

BINGHAMTON AMUSEMENT CO., INC.
 221 Main St. 6-1971 Binghamton, N. Y.

BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION **\$39.50**

FOR UNIV. TWIN BOWLER, CHICAGO BOWL, ING ALLEY AND UNITED SHUFFLE ALLEY

Electric Motor Driven & Matchless Cabinet Design & Easy to Install & Strikes and Starts Visible in Center of Unit.

Scoreboards

M & T SALES CO.

Coin Operated, Electric, Fits All Shuffleboard Center Overhead or Wall Models, 24 or 100 Play. Write for Prices.

1045 FULLERTON AVE. CHICAGO 47, ILL. Phone: DIckens 2-3956

SPECIALS!

Victory Spec.	\$49.50
Spec. Entry	59.50
Jackey Spec.	69.50
Motor Driven Fly-Away Pin Conversion	39.50

Cash or we'll Trade for these:

- Universal Twin Bowler
- United Super Shuffle
- United Shuffle Alley
- United Shuffle Alley Exp.
- 5 Ball Free Play

or WHAT HAVE YOU?

MID-STATE CO. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. PHONE: DIckens 2-3446

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

ATLANTIC'S

(triple tested values)

SPECIAL!
 Reconditioned Like New Ready for Location

SEEBURG

146S	\$234.50
146M	264.50
147S	254.50
147M	289.50

PACKARD WALL BOXES, \$12.50

1/2 Deposit, Bal. C. O. D.

Write for Complete Music List

ATLANTIC NEW YORK CORP.

Exclusive Seeburg Distributors
 522 10th Ave. (Near 42nd St.) New York 18, N. Y. CHickering 4-7900

Endorsing Only The Best Since 1917

BANNER SPECIALTY COMPANY

1508 Fifth Ave., Pittsburgh 19, Pa. Grant 3-1373

199 West Girard Ave., Philadelphia 23, Pa. Garfield 3-2700

NEW GAMES IMMEDIATE DELIVERY

Winner	Team Mockey
Cum Patrol	Single Rebound
Six Shooter	Twin Shufflecade

FIVE PLAYER REBOUND USED EQUIPMENT

Every machine that operates with a coin surprisingly low prices on all.

What Do You Need?

BARGAINS—ONE BALLS

CLEAN—READY FOR LOCATION

CHAMPIONS	\$295.00
CITATIONS	195.00
PHOTO FINISH	275.00
GOLD CUPS	90.00
JOCKEY SPECIAL	75.00

Write—Wire—Phone

NEBRASKA MUSIC DISTRIBUTING CO.
 1611 Chicago St. Omaha, Nebraska
 Phone: JACKson 0267

NEW TURF KINGS WINNERS WRITE

GUARANTEED FIVE BALLS EXTRA CLEAN

WRITE FOR COMPLETE LIST OF TABLES-ARCADE EQUIPMENT AND EXTRA CLEAN PHONOGRAPHS.

Table listing various coin machine models and their prices, including Humpty Dumpty, Scramball, Cinderella, Round Up, etc.

1/2 Deposit with order WALLACE DISTRIBUTING CO. 205 N. E. First Ave., Mineral Wells, Tex. Phone 216

Now Delivering the Sensational ROCK-OLA

Table listing Rock-Ola phonograph models and their prices, such as 50 selection Rocket Phonograph, 9 United Shuffle Afters, etc.

Bally Turf Kings... Write Universal Winner. 1/2 certified deposit with each order. WANT Bally Hot Rods and Seeburg Shoot the Bear Gun. COIN MACHINE SERVICE, INC. Rock-Ola Distributor for Northern California 1197 Union St., San Francisco, Calif. Phone Prospect 5-2979

WALL BOXES

Table listing wall boxes and their prices, including Packard Post-War, Seeburg Bomber WS-77, etc.

HIDEAWAYS

Table listing hideaway machines and their prices, such as 1 BC Model Hi-AM, 2 Seeburg Hi-Tops, etc.

PHONOGRAPHS

Table listing phonograph models and their prices, including Seeburg Hi-Tops, etc.

ROLL DOWNS

Table listing roll-down machines and their prices, such as Advance Roll, Sportswoman Roll, etc.

SKEE BALLS

Table listing skie ball machines and their prices, including High Score Bomber, Supreme Skie, etc.

E. & R. SALES COMPANY 813 Colfax Ave., N. E. Grand Rapids, Mich.

NEW FILM CUTIES FOR PANORAMS MIDGET MOVIES

POSED BY NEW YORK'S MOST BEAUTIFUL MODELS. WRITE FOR FREE CATALOG. CAPITOL 16 137 West 42nd St. - New York, N. Y.

10-NEW-10 TURF KINGS

In Original Cotes \$695.00 EA. PHIL SMITH AMUSEMENTS 2645 Jersey Ave. Minneapolis, Minn.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously dependent on condition of the equipment, age, time on location, territory and other related factors.

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

Main table listing various amusement games and their prices across four columns: Issue of March 31, Issue of March 24, Issue of March 17, Issue of March 10.

Table listing various amusement games and their prices across four columns: Issue of March 31, Issue of March 24, Issue of March 17, Issue of March 10.

Subscribe Now! ONE YEAR \$10 52 BIG ISSUES Including 8 Special Issues THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio. Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 31	Issue of March 24	Issue of March 17	Issue of March 10
Air Bomber (Microscope)....	\$150.00	\$150.00	\$125.00	\$150.00
Air Hockey.....			385.00	
Air Rider (Rever).....	125.00	125.00	125.00	125.00
Astroncope.....	125.00	125.00	125.00	125.00
Atomic Bomber (Microscope)....	150.00	125.00	150.00	150.00
Ball Gun.....			65.00	
Balls Bowler (Ball).....		65.00	65.00	65.00
Burg-A-Fitty (Edwin).....	75.00	75.00	75.00	75.00
Backling Practice (Scientific)....	375.00 (2)	375.00	375.00	375.00(2)
Beam Gun (Seeborg).....	395.00 (2)			
Big Tearing (Ball).....	169.50	169.50	169.50	169.50
Bowman's (Automatic Corp.).....	45.00	45.00	45.00	45.00
Box Score (Dana).....			49.50	49.50
Bowling Machine (Microscope)....			69.50	109.95
Carlin-O-Scores.....			15.00	15.00
Camford Camera.....	15.00	15.00	19.50	20.00
Challenger (ABT).....	20.00	20.00	20.00	20.00
Charlie Sam (Seeborg).....	95.00	95.00	95.00	95.00
Choke Sam (Seeborg).....	79.50	84.50	75.00	80.00
Dark Gun (Estrich).....	125.00	129.50	115.00	125.00
			129.50	129.50
Drop See Rider.....	95.00	95.00	95.00	29.00
Diggers (Exhibit).....	150.00	150.00	95.00	150.00
Drive Mobile (Microscope)....			150.00	
Electric Shucker (Advance).....		21.50		
Flying Saucers (Microscope)....			174.50	59.50
Goalie (Chicago Coin).....	125.00	109.50	125.00	99.50
			125.00 (2)	125.00
Grip Slam.....		19.50		
Grip War (Silver King).....		17.50		17.50
Heavy Hitter (Ball).....	49.50	50.00	50.00	65.00
Hi Ball (Exhibit).....	60.00	60.00	60.00	60.00
Hi-A-Homer.....		25.00		
Hockey (Seeborg).....			59.50	
Hockey (Chicago Coin).....	75.00	75.00	75.00	79.50
Hollygram (Came).....		19.50		495.00 (late)
John Carl Vender.....	100.00	100.00	100.00	100.00
Jack Rabbit (Amusement Corp.)....	18.50	18.50	18.50	5.00
Kicker & Catcher (Ball).....			75.00	
Lite League (Amusement).....			95.00	
Long Pilot (Microscope).....	125.00	125.00	125.00	125.00
Maple Pen.....		29.50		
Mercury Cabinet Grip.....			65.00	
Mercury Dealer 13-way.....			195.00	
Crigger.....			175.00	
Midway Movies '49.....			250.00	
Midway Shiner Ray Gun.....	150.00	250.00	150.00	235.00
Panorama.....			250.00	99.00
			250.00	150.00
Periscope.....	125.00	125.00	125.00	125.00
Phil Toppen Ski Ball.....	525.00	525.00	525.00	525.00
Photomatic (Microscope).....	375.00	375.00	375.00	375.00
	795.00 (late)	795.00 (late)	795.00 (late)	(late)
Phantom '47 (Microscope).....				695.00
Prize Fun (Chicago Coin).....	150.00	159.50	150.00	94.50
	169.50	169.50	150.00 (2)	159.50
			159.50	189.50
Pick 'Em & Bat 'Em.....	225.00	225.00	225.00 (2)	169.50
Pool Table (Edico).....	75.00	75.00	75.00	79.50
Pop-Up.....		18.50		
Q. T. Pool Table.....		195.00		
Quizer.....	124.50	125.00	124.50	125.00
Rabbit and Bear (Seeborg).....	85.00	85.00	85.00	95.00
Raid Fire (Ball).....			25.00	
Ray Gun (Seeborg).....			85.00	
Ray-O-Lite (Seeborg).....		39.50		
Record (Wilton).....	175.00	175.00	175.00	175.00
Rifle Range (ABT).....			299.95	
Robot Vibrators.....		49.50		
Rocket Blasters.....	65.00	65.00	65.00	65.00
Rocket Clock.....	225.00	225.00	194.50	225.00
Royal Pusher.....	275.00	275.00	219.50	275.00
Saw High (Edwin).....	49.50 (2)	75.00	49.50 (2)	75.00
			75.00(2)	
Shannon Art Shop.....		49.50		
Shoot the Bear (Seeborg).....	375.00 (2)	375.00	375.00	410.00
Silver Baller (Exhibit).....	195.00 (2)	135.00	195.00 (2)	195.00
		195.00 (2)	195.00	275.00
Sin Shooter (Exhibit).....		279.50	289.50	295.00
Snake Ball (Whittier).....	150.00	150.00	150.00	150.00
Skill Gun (ABT).....		39.50		
Skill Test (Grosche).....		49.50		
Sky Fighter (Microscope).....	95.00	95.00	95.00	120.00
Solar Telescope.....			110.00	
Spiffing Game (Scientific).....	35.00	35.00	35.00	35.00
Standard Metal Type.....	349.50	349.50	349.50	349.50
Stipplechase.....		39.50		
Super Bomber (Edwin).....	195.00	195.00	195.00	195.00
Target Hunter (Silver King).....		26.50	27.50	
Target Ring (Silver King).....		27.50		
Tapestry (ABT).....				5.00
Yan Skier (Edwin).....	75.00	75.00	44.00	75.00
3-Way Grigger (Gottlieb).....	18.50	18.50	18.50	18.50
Yummy Gun (Edwin).....		85.00		
Yummy Gun (Edwin).....			95.00	
Yummy Gun (Edwin).....			95.00	
Yummy Gun (Edwin).....	95.00	95.00	95.00	95.00
Yummy Gun (Edwin).....	395.00	395.00	395.00	395.00(2)
Yummy Gun (Edwin).....	85.00	85.00	85.00	85.00
Yummy Gun (Edwin).....	85.00	85.00	85.00	85.00
Yummy Gun (Edwin).....	85.00	85.00	85.00	85.00

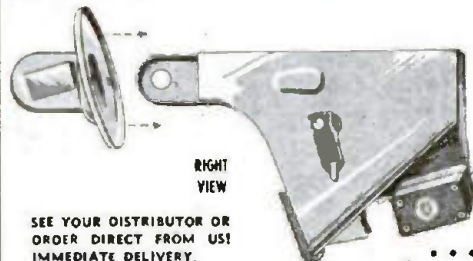
(Continued on page 156)

The NEW HEATH DROP CHUTE and SWITCH! PATENT NO. 2,213,651

WILL REPLACE DROP CHUTE ON ANY GAME... NO MORE SERVICE CALLS FROM SWITCH TROUBLE!

Look for Heath's NEW DROP CHUTE & SWITCH on many of the NEW GAMES!

REJECTS MOST SLUGS • PREVENTS COIN HANGING • NEAT APPEARANCE • SIMPLE TO MOUNT • EAST TO CLEAN • ALL HARDWARE FURNISHED • SWITCH-DOUBLE WIPING TYPE SILVER CONTACTS.



DON'T DELAY... ORDER TODAY!

SEE YOUR DISTRIBUTOR OR ORDER DIRECT FROM US! IMMEDIATE DELIVERY.

... only \$3.50 EA.

3 COIN SIZES AVAILABLE

5¢, 10¢ or 25¢ PLAY

Feather Touch Coin Chutes

New Improved Type!!!



SPECIAL PRICE EACH ONLY \$3.50

FOR 1c, 5c, 10c, 25c FREE PLAY OR REGULAR MODELS. SPECIFY COIN AND WHETHER FREE PLAY OR REGULAR WHEN YOU ORDER.

THE BEST COIN CHUTE MONEY CAN BUY!!! A Trial Will Convince You!

2¢ (PENNY ON PENNY), EACH \$3.95

EXCLUSIVE NATIONAL DISTRIBUTOR TO COIN MACHINE TRADE

DISTRIBUTORS: WRITE FOR COMPLETE DETAILS...

HEATH DISTRIBUTING COMPANY
243 THIRD ST. MACON, GA.

MORE HEAT—MORE LIGHT THAN ANY OTHER INSTANT HEAT

SOLDERING TOOL



100% NEW MODEL LW

VERSA-TOOL

Never Before These Features

- COMPACT—Plugs directly into 115 volts AC transformer, switch and soldering assembly, combined into single unit.
- FOUR SECOND HEAT—With pencil-point tip at 115 volts AC.
- BICID COPPER TIP—Unsolder old soldered joints. Won't sag or bend when pressure is applied.
- INFINITE HEAT—Continues to build heat as long as trigger is depressed.
- TWO POSITION FINGERTIP SWITCH—Position I—Light only. Position II—Light and heat.
- FUSED CIRCUIT PROTECTING TRANSFORMER
- HIGH INTENSITY LIGHT—A bright beam right where you need it.
- GUARANTEED FOR ONE YEAR!

PURE GUM WHITE RUBBER RINGS

All Rings are White • 1st Quality • Live! Buy only what you need... Limited amount available!



SIZE	3/8"	1/2"	1"	1 1/2"	2"	2 1/2"	3"	3 1/2"	4"	4 1/2"	5"
PER. DOZ.	30	40	45	60	70	90	100	110	120	180	200
PER 100	2.00	2.50	3.00	4.00	4.75	6.50	7.25	8.00	9.00	13.00	15.00

As long as we can ship at these prices...

HEATH DISTRIBUTING CO.

243 THIRD STREET

Phones 2681-2

MACON, GEORGIA

ROUTE FOR SALE

In large Minnesota city, complete operation with over 60 units on location. All point-of-sale equipment. Also recreation center with 7 pool tables, beer in lounge and lower tavern. Total price, including inventory, \$23,500.00. This is a good buy.

BOX D-12

©/e THE BILLBOARD CINCINNATI 22, O.

FOR SALE

Tart King Universal Winner... Write
Champion Over-A-4000... \$150.00
Citation... 100.00

SCOTT NOVELTY CO.
710 W. 42nd St., Houston, Tex.

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 original fly-up pins \$37.50
Williams Twin Shuffle 45.00
Williams Deluxe Bowler with fly-up pins (not a conversion) 55.00
Smokey Pin Bow 35.00
Genco Bowling League 35.00
Rock-Ola Shuffle Lane 25.00
Bally Speed Bowler 95.00

MUSIC

Rock-Ola 1946 \$210.00
Rock-Ola 1947 250.00
Rock-Ola Standard 45.00
Rock-Ola Deluxe 65.00
Besses 17.50
Seeburg 484 375.00
Seeburg Hi-Tone RC 75.00
Wurlitzer 7908 (Colonial) 139.50
Wurlitzer 711 Gem 85.00
Wurlitzer 600K 65.00
Mills 1946-Centennial 195.00

ONE BALLS

Citizens \$225.00
New Winners Write
New Tuff Kinot Write

SEND FOR OUR SPRING CATALOG OF PARTS SPECIALS!

Williams Star Series with latest batting assembly \$129.50
Williams Quarterback with Star Series Batting Conversion 99.50
Bally Billiard 75.00
Plink 'Em 'n' Bow 'Em 150.00
Dance Shuffle Baseball 85.00
Chi. Cash Grabber 85.00

1/2 doz. with orders under \$50
1/2 doz. with orders over \$50

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

FOR SALE

2 Seeburg Bear Guns, each, \$320.00
1 Blond Seeburg '48 375.00

C. C. Munn Company
Greencastle, Indiana

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 155

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 of the same price, frequently with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time of location, territory and other related factors.

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

	Issue of March 31	Issue of March 24	Issue of March 17	Issue of March 10
AIREON				
Deluxe	\$45.00	75.00	\$45.00	95.00
Flora	125.00		125.00	125.00
AMT				
Model A	395.00	465.00	375.00	395.00
Model B			495.00 (2)	525.00
Streamliner		65.00	65.00	65.00
FILIBEN				
Filben	175.00		175.00	175.00
Hiway			299.95	315.00
Marston			225.00	
50 Records				
MILLS				
Constellation	195.00		225.00	247.50
Empress	45.00	45.00		
Thrupe		45.00		
PACKARD				
Hickory	125.00	125.00	125.00	125.00
Manhattan		150.50		
Marshall '47	179.00	199.00	199.00	199.00
7		75.00	75.00	75.00
ROCK-OLA				
Commander	49.00	49.00	49.00	49.00
Deluxe		85.00	85.00	
Oaklea '39	50.00	69.00	39.50	50.00
E 1411		175.00		
Master '40	50.00	69.00	50.00	69.00
Playmaster		79.50	79.50	79.50
Standard '39	50.00	69.00	50.00	69.00
Super '40	50.00	69.00	50.00	69.00
87	275.00	275.00	275.00	275.00

	Issue of March 31	Issue of March 24	Issue of March 17	Issue of March 10
1422	149.50	185.00	149.50	185.00
1426	250.00 (2)	250.00	250.00	275.00
1428		375.00		469.50
1428 M Cine	375.00	395.00	395.00	395.00
SEEBURG				
Cadet	50.00	59.50	50.00	50.00 (2)
Castro		49.50		
Cellar Unit	100.00		100.00	100.00
Classic	50.00	69.00	49.50	50.00 (2)
Colonel	59.50	69.00	59.50	69.00
Commander	69.50		69.50	69.50
Concert Grand		59.50		
Even	65.00	59.50	65.00	65.00
H 146 M Hiway	259.00	250.00	259.00	249.50
H 146 M RC Spec				225.00
H 148M Hiway	359.00	300.00	359.00	359.00
H 246 M Hiway	299.00	269.50	299.50	299.00
Highnote ES	50.00		50.00	50.00
Highnote RC	65.00	69.00	69.50	65.00
Lurene	65.00	65.00	79.50	45.00
Major	79.00		79.00	79.00
Master	59.50		49.50	50.00
Pink		39.50		
Royal	59.00	49.50	59.00	50.00
Victory				39.50
Vogel	50.00	49.50	50.00	50.00 (2)
146				35.50
146 M	250.00	264.50	250.00	264.50
146 S	234.50	239.50	234.50	249.00
147				329.50
147 H			300.00	269.00
146-147 M	295.00 (2)	289.50	295.00	295.50
147 M	349.00 (2)	295.50	315.00	349.00
147 MA			315.00	339.50
147-EM	389.00	335.00	389.00	389.00
147 S	254.50	254.50	299.50	299.50
148 M	395.00	489.00	375.00	395.00
148 ML			409.00	409.00
148-148M	449.00	425.00	449.00	415.00
148 SL	329.00	315.00	329.00	329.00
1943 RC Special	395.00		395.00	395.00
7950	99.00	79.50	99.00	99.00
8200	50.00		50.00	50.00
8800	50.00	69.50	50.00	69.50
9800	50.00	69.50	50.00	69.50
WURLITZER				
Colonial	95.00	95.00	95.00	95.00
41	65.00	65.00		65.00
42-500	50.00	75.00	50.00	75.00
61		50.00	85.00	50.00
71	50.00	59.50	59.50	59.50
500	50.00	59.50	85.00	85.00
600	50.00	75.00	50.00 (2)	75.00

(Continued on page 158)

If you deliver, install, and/or service... If your truck carries coin-operated vending machines, parts, and/or tools



This MORRISON Carry-All

Ad may mean **EXTRA PROFITS FOR YOU**

from this minute on...



Would you like to reduce the costs of your installation and service calls?

Would you like a truck service body that gives you

- ✓ Larger Loading Space... for greater loads!
- ✓ Lower Mounting Height... for easier loading and unloading!
- ✓ Greater Structural Strength... for heavier loads!
- ✓ Weatherproof and Theftproof Compartments
- ✓ Easily Designed for Adaptation to Your Individual Needs

in one service body-- and only in one

The MORRISON Carry-All

You get all this... and more!

WANT THE DETAILS? Then write us for your free guide to the selection of truck service bodies!

Carry-All Body Division
MORRISON STEEL PRODUCTS, Inc.
657 AMHERST ST. BUFFALO 7, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in the Billboard issue as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 31	Issue of March 24	Issue of March 17	Issue of March 10
ABC Bowler (Keeney)	\$79.00		\$79.00	
Acta Bowler (Chicago Coin)				
Baseball (Chicago Coin)	50.00 75.00 (2)	50.00 75.00 (2)	50.00 75.00	
Baseball (Genco)		69.50	69.00	79.50
Beard-A-Lee (Genco)	40.00	40.00 45.00	40.00 45.00	40.00 45.00
Bowler (Williams)	42.50 75.00	42.50 50.00	49.50 (2) 59.50	40.00 59.50
Bowlers (Gottlieb)	85.00 89.00	75.00 89.00	69.50 75.00	75.00 89.50
		89.50	89.00 89.50	95.00 135.00 (2)
Bowling Alley (Chicago Coin)	75.00 95.00	65.00 84.50	55.00 w/a	65.00 69.50
	135.00	95.00 135.00	65.00 95.00	135.00 w/a
Bowling Champ (Gottlieb)	99.00	99.00	99.00	99.00
Bowling Classic (Chicago Coin)	139.00 185.00	185.00 (2)	185.00 (2)	185.00 (2)
Bowling League (Genco)	30.00	35.00 37.50	35.00 37.50	35.00 37.50
		39.50	49.50	39.50 49.50
			79.50 w/a	79.50 80.00
			89.50 w/a	99.50 w/a
Blues Bowler (Williams)	75.00 80.00	75.00 w/a	75.00 80.00	75.00 80.00
		80.00 125.00	89.50 (2) 95.00	99.50 w/a
			135.00 w/a	145.00
Delux Twin Bowler (Universal)	225.00	225.00	225.00	225.00
Double Bowler (Keeney)	295.00 210.00	195.00 210.00	195.00 210.00	195.00 210.00
Double Header (Williams)		99.50	99.50	99.50
Double Shuffle Alley (United)		150.00	150.00	150.00
Four Play League Bowler (Keeney)	150.00	285.00	285.00	285.00
Gator (Genco)	30.00	30.00	30.00	30.00
King Pin (Keeney)	50.00 125.00	50.00 125.00	50.00 145.00	50.00 140.00
	149.00 165.00	149.00 165.00	145.00	165.00
Laurel Bowler (Keeney)	275.00 285.00	99.50		
Lucky Strike (Keeney)	30.00 41.50	30.00 41.50	30.00 47.50	30.00 49.50
Pin Boy (Keeney)	49.50 50.00	47.50 50.00	47.50 50.00	47.50 50.00
	51.50 85.00	51.50 w/a	69.50 w/a	59.50
		85.00	85.00	64.50 w/a
		89.50 w/a	85.00 w/a	89.50 w/a
			145.00	145.00
Shuffle Alley (United)	30.00 38.00	37.50 38.00	35.00 37.50	30.00 37.50
	39.50 45.00	39.50	38.00 45.00 (2)	38.00 49.50 (2)
	49.00 50.00	45.00 (2) 50.00	49.50 50.00	69.50 w/a
	129.50 w/a	129.50 w/a	69.50 w/a	79.50 w/a (2)
			74.50	74.50
Shuffle Alley Express (United)	125.00 (2)	125.00 145.00	136.50 124.50	129.50 w/a
	169.00	169.00	125.00 145.00	125.00 (2)
			145.00	145.00
Shuffle Baseball (Chicago Coin)	75 (2) 79.00			
Shuffle Bowler (Bally)	50.00 55.00	40.00 49.50	40.00 49.50 (2)	40.00 49.50
	59.50 65.00	50.00 55.00	50.00 55.00	50.00
		80.00 w/a	82.50 w/a	82.50 w/a
Shuffle Champ (Bally)	169.00 179.50	169.00	139.50 169.00	139.50
Shuffle Jumbo (Rock-Ola)	59.00	37.50 59.00	37.50 59.00	37.50
Shuffle Lane (Rock-Ola)		37.50 39.50	37.50	37.50 39.50
Shuffle Skipper (United)	124.50	124.50		
Slide Alley (United)	239.00	224.50 239.00	239.00	
Speed Bowler (Bally)	49.50 95.00	49.50	94.50 w/a	98.50 99.50
	119.50 139.50	94.50 w/a	114.50 124.50	125.00 (2)
	145.00	125.00 145.00	125.00 145.00	145.00
Strike (EAB)	75.00	75.00	75.00 195.00	75.00
			(low head)	
Super Shuffle (United)	50.00 59.50	50.00	50.00	49.50 50.00
Super Twin Bowler (Universal)	130.00	150.00 185.00	119.50 150.00	139.50 150.00
Top Pin (Keeney)	89.50	64.50 89.50	64.50	64.50 89.50
Triumph Bowl (Chicago Coin)	195.00	195.00	195.00	195.00
Twin Bowler (Universal)	65.00 95.00	65.00 95.00	65.00 99.50	65.00 99.50
	115.00	115.00	115.00	89.50
	169.50 w/a	169.50 w/a	169.50 w/a	169.50 w/a
Twin Shuffle Alley Rebound (United)	245.00	245.00	179.50 245.00	275.00
Twin Shuffle (Williams)	35.00 (2)	35.00	35.00 45.00	35.00 39.50
	59.00 89.50	59.00 89.50	59.00 65.00	40.00 89.50

(Continued on page 158)

Coinmen You Know

• Continued from page 153

James J. Abdella, former local distributor for Northwestern, who has headed the Germack organization here for the past two years, has left to establish his own firm under the Abdella banner. He is opening a new store in the East-corn Market area, and will specialize in handling nuts for the vending machine trade. John M. Germack, who has moved back here from New York to manage his business, is vacationing in Florida.

Earle N. Rushford is entering the vending field, with a route of postage stamp machines, operating in the Northwest sector. Earl Vance, formerly with the McDonald Creamery Company, is entering the ice cream vending field with the formation of the Vance Vending Company, Inc., on Meyers Road. Associated with him are his son, Arthur, now in the service, and Mrs. Edith (Earl) Vance. They are the first to operate the new R.R. ice cream bar vendors in the city area, and also have a dairy store in the Northwest section.

Alvin G. David, who is with a small shop here, has bought out the Macomb Music Company, formerly one of the large local operating-jobber organizations located in East Detroit, from Earl Russell. He is now operating a mixed route of juke boxes, pinballs and arcade equipment in Macomb County locations. He has headquarters at 1805 Temple Avenue, near downtown Detroit. Russell, who was sole owner of Macomb Music after the withdrawal of Earl Scully, is concentrating on television work.

A. F. Nighbor, of Sattley Company, reports production of coin counters has not been hit yet by shortages, altho the availability of metals used in manufacture is expected to enforce some restrictions in the future. Leo Weinberger, of Leo's Amusement Company, is working out a plan to coordinate his office system.

D. C. Hinds, local representative for Manley Popcorn, was on the sick list over the week-end. Erwin Baldrige, operator of arcades and an independent jobber at Brighton, Mich., was in town last Monday, reporting plans for an early spring opening in the resort area.

Hartford, Conn.
George Savell, coin operator, and family left for a brief vacation in the South. Nat Cutler, official of the Connecticut State Coin Association, has been busy with his newly opened retail record store in New Haven. Several executives of the General Amusement Game Company are expecting additions to their families. John Quinn's family is expecting a third child, while Frank Roth, chief of the record facilities department, reports his wife's expecting a fourth visit from the stork.

Hartford has been listed by the U. S. Labor Department among labor-short cities in the country slated to come under study of labor-management committees on defense manpower problems.

Mac Perlman, branch manager for Atlantic-New York Corporation, Seeburg distributor, and Mrs. Perlman are marking their 18th wedding anniversary. The Perlmans have three children. Burt, 17, Al, 13, and Gail, 11. A. J. Berube, of Ajax Service, has lost two employees to the armed forces. Joe Clark, service manager, went into the army, and Harold Hill, field manager, enlisted in the navy.

(Continued on page 159)

World Wide's SPRING SPECIALS!

If you want the very best for your money, here are the finest games in the country. Completely Reconditioned and Ready for Location!

Reconditioned	SHUFFLE GAMES	Guaranteed
Lot #1	Keeney LEAGUE BOWLER \$375	Lot #2
United SHUFFLE ALLEY	Keeney LEAGUE BOWLER (4 Player) 285	Bally SPEED BOWLER
Genco BOWLING LEAGUE	United TWIN SHUFFLE ALLEY 235	CHI. COIN BOWLING ALLEY
Williams TWIN SHUFFLE	Keeney DOUBLE BOWLER 210	CHI. COIN ORIGINAL
Williams BOWLER	Chicago Coin BOWLING CLASSIC 165	LITE UP PIN
Genco GLIDER	Universal SUPER TWIN BOWLER 145	EXHIBIT STRIKE
Keeney PIN BOY	Bally NOOK BOWLER 375	Williams DELUXE BOWLER
		CHI. COIN SHUFFLE
		with Fly-Away Pins
		\$75 each

(Above games have Fly-Away Pins)

ONE BALLS

- Champion BALLY \$175
- Crafton 195
- Turf King Write
- Special Entry Write
- Lecky Special Write
- UNIVERSAL
- Photo Finish Winner \$175
- Write

MISCELLANEOUS EQUIPMENT

- Baker KICKER & KATCHER, 16, new \$ 33
- Seeburg BEAR GUNS 95
- Exhibit SILVER BULLET 175
- Williams STAR SERIES 175
- Exhibit DALE GUNS 95
- Monospace SKY FIGHTER 95
- Genco ADVANCE ROLL 35
- Genco TOTAL ROLL 35

World Wide Your Exclusive Distributor for WILLIAMS, KEENEY, ROCK-OLA, EXHIBIT

<h3>WILLIAMS MUSIC MITE</h3> <p>5-10-25¢ Coin Chute 10 Record 45 R.P.M. selective phone. Best in test in all locations where space is at a premium.</p>	<h3>EXHIBIT GUN PATROL</h3> <p>5-10-25¢! Convertible for any combination of play! A real crowd pleaser! Terrific action! Colorful!</p>	<h3>WILLIAMS DOUBLE HEADER</h3> <p>Proves a busy maker wherever it's placed. Fast loading, different, terrific repeat play!</p>
<h3>Keeney CONVERSIONS</h3> <p>For every Shuffleboard. Ask the smart operator who uses them.</p> <p>Keeney BOWLING CHAMP Keeney 4 WAY BOWLER Fully Automatic—Hi Score —Jumbo Pins Automatic Punch Return—Fast Action—Scores All Spin Shots.</p>		
<h3>Rock-Ola "50-51" ROCK PHONO</h3> <p>Plays 45 and 78 R.P.M. records. Handsome eye-catching cabinet. A sensational phone at a sensational price!</p>		

100 FIVE BALL FLIPPER GAMES

Free Play
Fully Automatic
Recon. \$50 each

NEW PIN GAMES

Williams CONTROL TOWER
Genco MINISTREL MAN
Genco KNOCKOUT
Chicago Coin TRING
Genco STOP & GO
Genco TRI SCORE



Chicago 47
2330 N. Western Ave.

FOR SALE

6 1947 Deluxe Photomatics

With combination coin chutes and envelope vendors.

\$450.00 EACH

Clean and ready for operation. \$2500.00 for the lot if you send truck—If sold single add \$25.00 for crating.

Phone, Wire or Write

ED. P. STOCKMAN

Garrett Bank Bldg. Oakland, Md.

ALLIED—WHERE YOU GET MOST FOR YOUR DOLLAR

CLOSE-OUTS

- Wm. Baseball Used
- Keeney's Players Used
- Universal Super Used
- Shuffle Alley Used
- Bally Bowlers Used
- Bally Speed Bowler Used
- Citations Used
- Champion Used
- Gold Cup Used
- Jockey Special Used
- Shuffleboards, 16 W. & 22 W. Used

RECONDITIONED READY FOR LOCATION

Chicago Coin \$139.00 CLASSICS

With Flyaway Pins

UNITED SHUFFLE ALLEY \$49.00

With Flyaway Pins

Bally Conversion \$39.00

Free Fly-Away Pins While They Last

PREMIUM SPECIALS FOR THE WEEK

\$37.00 Dec. 6-Place Chrome Lighter Set and Tray. Sample \$4.80. Best Price, 40¢ Off Dec.

Complete Line Premiums, Gifts, Prizes
WRITE—WIRE—PHONE

ALLIED COIN MACHINE CO.

766 MILWAUKEE AVE. • CA nat 6-0293 • CHICAGO 22

100% WURLITZER 616

Return privilege within 10 days if not satisfied with our reconditioned equipment.

Fully repaired. Perfect condition. Ready for location. \$79.50 (Crates)

1/2 With Order, Balance C. O. D. Send for Complete List.

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.
855 N. Broad Street, Philadelphia, 22, Pa.
PHONE: STEVENSON 8-2803

CLOSEOUT on Shuffle Games

- ALL COMPLETELY RECONDITIONED
- BOARDS SANDED AND REFINISHED
- READY FOR LOCATION

CHI COIN TWIN BOWLING ALLEY	\$ 65
UNIVERSAL TWIN BOWLER	\$ 75
BALLY SPEED BOWLER	\$110
WILLIAMS 10-FT. BOWLING ALLEY	\$ 50
WILLIAMS TWIN BOWLING ALLEY—as is	\$ 35

ATTENTION, AMUSEMENT AND ARCADE OWNERS
SPECIAL PRICES FOR BATTERIES
CALL OR WRITE FOR INFORMATION TODAY
EXCLUSIVE GOTTIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. UB-3418

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

Shaffer's BIG SPRING CLEARANCE

Prices Slashed Lower Than Ever For Used Equipment In Better Condition

Compare these prices and check your savings. Every item in this Shaffer Spring Clearance List is in exceptionally good working order... ready for years of service on location. Order now at those lower-than-ever prices.

Phone, wire or write today.

LATE MODEL PHONOGRAPHS

SEEBURG		WURLITZER	
148-ML	\$425.00	"1100"	\$425.00
148-M	375.00	"1015"	249.50
146/148-M	315.00		
146/147-M	300.00	ROCK-O-LA	
H-168-M Midway	300.00	"1412"	\$149.50
148-M	279.50		
H-246-M Midway	269.50	AMI	
148-S	259.50	Model "A"	\$375.00
H-146-M Midway	250.00		

PRE WAR PHONOGRAPHS

SEEBURG		SEEBURG		WURLITZER	
LaTone	\$79.50	Vogue	\$49.50	"750-E"	\$99.50
H-Tone	69.50	Commander	49.50	"850"	79.50
"41 BC Special	79.50	Regal	49.50	"500"	59.50
Colonel	59.50	Royal	39.50	"600" Victory	50.00
Envoy	59.50	Plaza	39.50	"618"	39.50
Concert Grand	59.50				
Majesty	49.50	MILLS		Super 40	\$55.00
Classic	49.50	Throne	\$45.00	Commando	49.50
Crisco	49.50	Empire	45.00	39 Deluxe	39.50

ARCADE EQUIPMENT

SEEBURG SHOOT THE BEAR	\$339.50	Game Baseball Shuffle	\$ 69.50
Q. T. Pool Table	195.00	United Shuffle Alley	69.50
White-Gay Records-Gam	149.50	W/Fly Pin	125.00
Wax-O-Matic Shoe Shiner	129.50	Williams Twin Bowler	69.50
Williams Deluxe Bowler	125.00	Gottlieb Robinhood	59.50
Chicago Coin Baseball	99.50	Chop Scale	19.50
		Game Whiz	19.50

SOLO-TONE MASTER ENTERTAINERS AND BOXES (New)

Write

Terms: 50% Certified Deposit, Balance C. O. D. All Items Subject to Prior Sale.

SHAFFER MUSIC COMPANY

Columbus, Ohio
606 S. High St.
Cincinnati, Ohio
2333 Gilbert Ave.

Wheeling, W. Va.
2129 Main Street

Indianapolis, Ind.
1327 Capitol Ave.

RECONDITIONED FREE PLAY GAMES

PITCHMITTER	\$99.50	COLLEGE DAZZ	\$99.50
SUPERS HOCKEY	69.50	THREE FEATHERS	69.50
SHARPSHOOTER	59.50	QUARTERBACK	59.50
TEMPTATION	69.50	JUB 21	59.50
BLACK GOLD	79.50	QUARTERBACK	69.50
SHANTY TOWN	79.50		

ONE BALL GAMES

JOCKEY SPECIAL	\$79.50	CITATIONS	\$139.00
GOLD CUPS	124.50	CHAMPIONS	154.00

12488 1/2 Broadway
SOYLE AMUSEMENT COMPANY
Established 1931
372 NW Third Street
Tel. 7-3637
OKLAHOMA CITY, OKLAHOMA

USED FIVE BALL GAMES

ALABAMA	\$45.00	WURLITZER 1100	\$499.00
ALICE IN WONDERLAND	\$59.00	WURLITZER 1000	379.00
ARMAGNAC BILL	\$59.00	WURLITZER 1014	249.00
BUCCANER	49.50	WURLITZER 950	99.00
BLUE SKIES	59.50	WURLITZER 784	99.00
CINDERELLA	49.50	WURLITZER 731	114.00
FLOATING POWER	69.00	WURLITZER 709	99.00
GRAND AWARD	69.00	WURLITZER 506	99.00
HARDY DRAG	69.00	SEEBURG MAYFAIR	39.50
MERRY WOODS	69.00	WURLITZER COLUMB	59.50
Puddin' Head	59.00	SEEBURG CADET	39.50
RANCHO	59.00	SEEBURG COMMANDER	59.50
SANCHO	59.00	SEEBURG 1445	239.50
SALLY	59.00	AMI MODEL A	399.50
SCREW BALL	59.00		
SHARPSHOOTER	19.50		
SPIN BALLS	19.50		
THRILL	24.50		
TRIPLE ACTION	24.50		
VIRGINIA	39.50		

USED PHONOS

WURLITZER 1100	\$499.00
WURLITZER 1000	379.00
WURLITZER 1014	249.00
WURLITZER 950	99.00
WURLITZER 784	99.00
WURLITZER 731	114.00
WURLITZER 709	99.00
WURLITZER 506	99.00
SEEBURG MAYFAIR	39.50
WURLITZER COLUMB	59.50
SEEBURG CADET	39.50
SEEBURG COMMANDER	59.50
SEEBURG 1445	239.50
AMI MODEL A	399.50

USED JUMBO PIN GAMES

SPECIAL ENTRY	\$ 79.50
JOCKEY SPECIAL	84.50
CITATION	149.50
CHAMPION	249.50
PHOTO FINISH	299.50

ARCADE

BALLY HEAVY MITTER	\$ 49.50
WILLIAMS ALL STARS	69.50
ENBIT DALL GUN	79.50

GOVERN

distributing company
3181 Eleton Chicago, Ill.
Independence 3-2210

Authorized Distributors for
Bally and Wurlitzer
Products Phonographs

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 157

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quality discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 31	Issue of March 24	Issue of March 17	Issue of March 10
Acorn Vender 1c		\$10.50		
Adams Gam			\$14.50	
Advance Gam	\$7.95	7.95	\$7.95	7.95
Acorn Nat Nat. Sc				15.00
Atlas Bavian				109.95
Card Vender (E 80M)				15.00
Change Meter (S 60M)				7.95
Columbus 1c Nat	7.95	7.95	7.95	7.95
Columbus 5c Nat	7.95	7.95	7.95	7.95
Columbus No 2 1c Nat				7.95
Columbus No 28 5c Nat				8.00
Columbus Gam. 1c	7.95	7.95	7.95	7.95
DuGreiner Candy Man	57.50	57.50	57.50	57.50
DuGreiner Challenger	95.00	95.00	95.00	95.00
DuGreiner Model S 17 col	17.90	17.90	17.90	17.90
DuGreiner Model W (8 col)	78.50	78.50	78.50	78.50
DuGreiner Model W	50.00	50.00	50.00	50.00
Hankys Inc.		3.00		
Idea Card Vender		19.50		
King's Attraction Scale	95.00	95.00	49.50	95.00
Lucky Boy #10 col	90.00	90.00	90.00	90.00
Lucky Boy Vender	50.00	50.00	50.00	50.00
Lucky Boy Vender			6.00	7.95
Master 1c, 5c	10.00	10.00	10.00	10.00
Master Franchise 5c	7.95	7.95	7.95	7.95
Mills Scale	50.00	50.00	50.00	50.00
Marathon (8 col)	85.00	85.00	85.00	85.00
National (9 col)	70.00	70.00	70.00	70.00
National 9 c	75.00	75.00	75.00	75.00
National 950	95.00	95.00	95.00	95.00
National 950A	95.00	95.00	95.00	95.00
N. Y. Slugs		12.50		12.50
Northeastern Deluxe				12.50
Northeastern Model 39	7.95	7.95	7.95	7.95
Northeastern 33 Nat				7.95
Northeastern 40	7.95	7.95	7.95	7.95
Northeastern 33 Ball Gam				6.95
Pop Core 5c	89.50	89.50	89.50	89.50
Race Gam (Wider Gam)		149.50		49.50
Race Gam Scale				85.00
Rose Candy Vender (120 bar)				85.00
Rose Gam 1c, 5c (15 col)	59.50	59.50	49.50	69.50
Rose Imperial (6 col)	90.00			69.50
Rose Royal (6 col)	85.00	88.00	85.00	80.00
Rose Royal (8 col)	85.00	88.00	85.00	80.00
Rose Royal (10 col)	85.00	90.00	85.00	90.00
Slim Brush-Up	75.00			75.00
Silver King 1c and 5c	7.95	7.95	7.95	7.95
Silver King 1c, 5c, bulk				19.50
Silver King Ball Gam				7.50
Silver King Candy Vender				22.50
Stamp Vender (Stamp)				85.00
Ureeda (500)		85.00	85.00	89.50
Ureeda (100)				100.00
Ureeda (19 col) Model 500		95.00		100.00
Ureeda-Pat (5 col)	85.00	75.00		75.00
Ureeda-Pat (15 col)	85.00			75.00
Ureeda E (6 col)	55.00	55.00		55.00
Ureeda E (8 col)	65.00	65.00		65.00
Ureeda Model A (9 col)	89.50	89.50		89.50
U-Spect-II	35.00		35.00	55.00
Vendit	59.00		52.50	52.50
Victor Model V				8.50
Victory Tapper	7.95	7.95	7.95	7.95
Wax-O-Matic Shoe Shiner		129.50		

Music Machines

Continued from page 156

	Issue of March 31	Issue of March 24	Issue of March 17	Issue of March 10
500R	59.50	69.00	59.50	69.00
600R	295.00	295.00	295.00	295.00
616	40.00	65.00	39.50	40.00
700	89.50			65.00
750E	114.00	145.00		129.00
780		129.00		129.00
800	85.00	89.00	75.00	75.00
800	65.00	94.50		124.50
850			79.50	89.00
950				149.95
1015	289.00	221	249.50	249.50
1017	295.00	221	295.00	295.00
1080	745.00	209.50	209.00	209.00
1100	375.00	445.00	425.00	394.00
1250	449.00	475.00	495.00	424.00
Victory	575.00	595.00	595.00	595.00
Victory		99.00	39.00	39.00

PANORAM PARTS

IMPERIAL still has a limited supply of most hard-to-get parts. Order now while they are still available! Clear, clean, forming drums, long life projector lamps, continuous reels, rewinds, new post fronts, film and splices.

SPECIAL! NEW MOTORS \$21.50 Each

(\$11.95 each in lots of three)
IMPERIAL ENTERPRISE, INC.
24 Park Row New York 20, N. Y.
Columbia 7-5355

FOR SALE

175 Electric Phonographs in one lot @ \$99.00 each in New Iberia, La., consisting of the following:
WURLITZER: 928, 858, 34, 618, 412, 113, 61, 608, 74 in Victory Cabinets.
R. O. C. O-LA: Imperial, Commander, Royal.
Model A, 40 Super, Premier, 20 Standard.
AMT Men Roy, Singing Tomars, Streamliner.
SEEBURG: 8000, 9000, 8100, Plaza, Gam, Vogue, Camel, Classic, Major, Colonel, Brown, Casino, Best, Commander, Royal.
Also a number of Buckley Wall.
Boxes of
Seeburg Wall Boxes at \$1.50 ea.
Rock-Ola Wall Boxes at \$2.00 ea. in New Iberia, La.
THESE NOVELTY COMPANY
Box 455 New Iberia, La.

GUARANTEED ONE BALLS BOWLING GAMES AT LOWEST PRICES

12 Chalfons	\$134.50 Each
8 Champions	294.50 Each

16 Bally Shuffle Bowlers (1946 pin)	\$85.00
17 Bally Shuffle Bowlers (1946 pin)	49.50
1 Universal Twin Bowler	84.50
4 United Shuffle Alley (1946 pin)	69.50
5 United Shuffle Alley (1946 pin)	37.50
6 Keeney Pin Bow (1946 pin)	89.50
1 Keeney Pin Bow (1946 pin)	47.50
1 Keeney Ten Pin (1946 pin)	64.50
13 Rock-Ola Shuffle Lanes	37.50
6 Rock-Ola Shuffle Juniors	37.50
3 Ocean Bowling Leagues	37.50
United Skoo Alley	\$224.50
Keeney Lucky Strike	89.50

LIFTING PINS
1/3 each with all orders

SICKING, INC.
America's Oldest Distributor
Established 1895
1401 Central Pkwy., Cincinnati 14, O.

IMMEDIATE DELIVERY

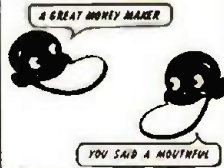


Aluminum Discs for GROETCHEN TYPERS
Guaranteed \$11.00 Per Perfect 1,000
1/3 Deposit With Order
TREMAX INDUSTRIES, Inc.
Successors to Max Class Distributing Co.
914 Diversy Chicago 19, Ill.

CLOSE-OUTS!

New Multiscope Playing Soccer... \$150.00
New Drive Rich... \$75.00
Segt Life Varsity Game, formerly \$39.00... 29.50
Marquise De L'Esne 12-Move Golf Scale, like new, formerly \$139.50... 49.50
Rocks Vindicator, like new, 1c or 5c, regular \$75.00... 49.50
Citation, one ball, very clean... 149.50
Photo Finish, one ball, very clean... 200.00
Bally Red Button Drive Ball... 135.00
In lots of 100, each... 100.00
Bally Spot Ball, very clean... 100.00
Bally Wild Lion, very clean... 200.00
United Shuffle Empire, clean... 99.50
3 Original United Shuffle Alley Pin Cams, originally \$95.00... 49.50
5 Pin-Away Cam, like Chicago Cam... 39.50
WRITE FOR COMPLETE LIST OF USED FIVE BALL GAMES, USED ARCADE EQUIPMENT.
Terms: One-third, balance C.O.D.
K. C. VENDING CO.
609 N. 1st St. Philadelphia 32, Pa.
Market 7-4446 or 7-4301

BINGO-BANGO



I-HALL
Winners... Write
Champions \$316.50
Citation... 174.50

S-BALLS<

Coinmen You Know

Indianapolis

Chicago Coin's Hit Parade has been added to the stock of the Sicking, Inc. line of coin-operated devices. Mrs. Lottie Berzeman was sold on the counter size juke box when she saw it at the MOA convention. Deliveries will be made within a week according to company executives.

Influenza and virus infections have practically depleted the service department at Shafter Music Company. Al Bland, service manager, and Herschel Mann, of the sick list, while Joe Flynn, manager, who has returned to his desk after being sick the past week, is doing his best to keep things moving.

Max Swain and Jack Nixon have entered the juke box operating field. Swain was formerly in the operating business and recently he and Nixon decided to form a partnership.

Richard (Dick) Wagner, local manager for Cain-Caillette, Wurliizer distributors, was in Louisville during the week to attend a meeting with the Louisville manager, John Kruse, and Lowell Mathews, sales manager of Nashville. Mr. and Mrs. H. Dressel, of Olney, Ill., who operate juke boxes, visited the office of Cain-Caillette, Inc. branch here. They are Wurliizer enthusiasts and their route is 100 per cent Wurliizer equipped.

Richard (Dick) Wagner, Wurliizer branch manager here, is happy over his success to date. Prospects, he says, are excellent.

Milwaukee

Among local ops in attendance at the Chicago MOA show were Doug Opitz, Les Ruder, Mith Schaefer, Joe Beck, Erv Beck, Len Caspar, Melo Curro, Bob Puccio, Sam Hastings and Joe Pelligrino. Members of Wisconsin Phonograph Operators' Association were happy to learn that C. S. Pires, recently re-elected to the presidency of the State org, was elected third vice-president of MOA.

Following a day at the MOA show, Les Ruder relaxed with some fellow operators during the evening at the Chez Paree. To cap off an eventful day, Les was interviewed over Station WMAQ by Mike Wallace and Buff Cobb in the Chez's cocktail lounge. When asked what was the best record he had used in recent months on his juke, Les replied: "Pat's Page's Tennessee Waltz."

Chuck Story and Art Staska, L. R. Distributors routemen, also spent a day in Chicago at the MOA show along with Boss Ruder. Sam Hastings is visiting in Kentucky. While Sam relaxes there, workmen are engaged on the expansion project at his Blue-mound Road salesroom and warehouse. Additional space at Hastings Distributors has been needed for many months because of vastly increased business. One of the strongest phases of Hastings' volume lately is the extensive line of premium items handled there.

Gil Karwoski, Decca disk sales rep here, has been doing a good job plugging his label's newest batch of plus sides. The five artist-six records deal has been getting good reception, according to Gil, from dealers as well as operators.

A pleasing upsurge in activity on practically all coin machines on location at the Plankinton Arcade has been noticed in recent weeks by the new management there. Increased action is attributed to ads spotted in local newspapers.

Johnny O'Brien, Mercury disk chief here, was sitting close to ringside when Irish Bob Murphy electrified a crowd of 12,000 at the new arena by knocking out his opponent in the third stanza. Many of the local coin machine people who attended the scrap got their ducats thru Melo Curro.

Vital Statistics Births

A daughter to Mr. and Mrs. Ken Jarrett of Waterbury, Conn. Jarrett is field representative for the Connecticut State Coin Association, Inc.

Metropolitan Amusement head man. Melo rarely misses a fight.

Top record on the Metro Amusement routes for the past few weeks, according to Dorothy Jonas, still is Perry Como's "If."

Charley Blum, of Kistler's Radar Sandwiches, has been latching on to a lot of plus sandwich sales by running ads in the classified section of The Milwaukee Journal offering the services of his equipment and the sandwiches at special party rates.

A proud father and son bowling combination is the doublet team of Vic Manhardt Jr. and son, Richard. In the Wisconsin Masonic kegling tourney Sunday (19) at the Milshore Bowl, they won top honors for the State by slamming down 1,237 pins.

The engagement of William Stark and Judith Zenther received much local newspaper publicity. Stark is the son of Howard B. Stark, president, Howard Stark Candy Company.

Kenay Schmidt, spent the few remaining hours he had left as a civilian listening to the latest Mercury hits at the Major Distrib office where he formerly worked as stockroom chief.

Chicago

Frank Mercuri, Exhibit Supply sales manager, left Tuesday (28) on a motor trip to Indiana, Ohio and Kentucky. Prior to taking off, Frank caught up on the pile of correspondence which had accumulated on his desk during the past week. He reported a heavy turnout of visitors at the Lake Street headquarters during the recent MOA convention in Chicago.

Production lines have been going full blast at United Manufacturing headquarters as Twin Shuttle-Cade continues in demand throughout the country. On hand last week to direct the production, and greet out-of-towners were Lyn Durant, president; Herb Oettinger, comptroller; and Billy DeSelm, general sales manager. Morton Weinberger, son of Leo Weinberger, Southern Automatic Amusement, in town from Louisville for a short visit.

Wally Finke, partner in First Distributors, returned last week from a two-week hiatus in Miami Beach, and Joe Kilos, co-owner, left Thursday (29) with his wife for the same spot for a short rest. Firm, thru Mal Finke, head of the premium division, reported a sharp uptake in merchandise biz last week, much of it from the outdoor show business field. First is getting ready to tee-off the Hatauerat S-45 with some showings thruout its three-Store territory.

Bill Ryan and Mel Binks, Universal Industries, have been playing host to several out-of-town coinmen. Ryan reports that interest in the giant pinball, Winner, is still at peak despite many months of continuous production.

Mac Brier, Coven Distributing Company, expects a heavy turnout of Indiana ops at the firm's South Bend music showing in the Hotel Oliver Thursday (5). Permel Bert Davidson will be on hand to answer questions of Housier music men.

Howie Freer, Empire Coin Exchange, has been handling shipments to Holland, France and Uruguay plus a steady run of or-Shelfield is back from a vacation in Ohio and West Virginia. Gil Kitt is making plans for a heavy sales campaign on the Bowl-o-Matic game. He reports test play take has been something to rave about.

James C. Mangan, son of Eklund, has joined the armed forces. A graduate of the University of Chicago, Jim has been working in the advertising department of The Chicago Tribune.

Herb Perkins, Purveyor Shuffleboard, reports steady action on shuffle games and giant pins such as Citation and Champion. He also states that there is renewed activity in shuffleboard as evidenced by requests for wall type scoreboards, lights, wax and score sheets. Perkins is preparing for the rush of resort business.

Al Stora, World Wide Distribu-

tors, is catching up on correspondence accumulated last week while the music show was in town. Monty West is on a trip thru Illinois and Iowa. Len Micon, sales manager, received a card from Mr. and Mrs. Chick Hanks, Jacksonville, Ill. Operators, who are vacationing in Biloxi, Miss. Micon looks for an upsurge in all phases of the trade now that spring is in our midst and the severe weather is over.

S. I. Neuman, publicity director of the National Coin Machine Distributors' Association, is working on the agenda for the group's spring meet which was originally scheduled for April but probably will be held in May.

Joe Schwartz, National Coin Machine Exchange head, reports high activity in reconditioned five balls and pinographs. Firm also is getting good response to Gottlieb's Minstrel Man in Wisconsin.

Allied Coin Machine Company has had a lot of local operators dropping in to catch the firm's premium merchandise sale.

Out on the South Side, Col. Lou Lewis, Merit Industries, is making steady progress in the firm's new and larger headquarters on 63d Street.

New York

Operator associates are mourning the death of John Nikich, head of John's Automatic Music, Saturday (24). He was 45. Route is being run by Nikich's cousin, John Pezza. Many ops used to week-end at Nikich's hotel in Congers, N. Y.

Nat Goros, of Commercial Amusement, left last week for a Florida vacation.

Jack Troy, head of Trojan Amusement, Kingston, N. Y., gave away the bride at the marriage of his daughter, Maureen, Easter Sunday. The reception was at Barney Sugarman and Abe Green, of Rurion Sales, are letting operator customers know that conversion units to switch AMI's to 45 r.p.m. operation are available.

Mike Munves, who exports arcade and other coin equipment to all parts of the world, was busy last week preparing shipments to Hong Kong and Syria.

Nat Cohn, Bowl-o-Matic Sales proxy, is spending most of his time on the telephone these days expediting deliveries of the new bowling game to distributors.

Meyer Parkoff's hosting of a dinner-meet Tuesday (27) gave New York and New Jersey ops a chance to throw a series of important industry questions at Columbia Records brass. On that part they also answered a number of sharp queries (see separate stories). Ops who attended included Carl Pavest, of Westchester County; James Haley, of Middletown; Jersey route owners of Manny Ehrenfeld and Jules Russoff, and local route reps Harry Wasserman, Al (Senator) Bodkin, Joe Connors, Lou and Arthur Herman, Lou Hirsch and Sal Troia.

Seaburg Eastern rep Jack Gordon was also on hand with John Stuparits, sales engineer, plus the following Atlantic sales staffers: Murray Kaye, Steve Quinn, Harold Saunders, Gordon Howard, Mike Calland, Mac Perlman, Joe Fishman and Art Seglin. Parkoff said he may soon schedule another meet with invites sent to reps of other record company.

Harry Ebbin, a partner in Brooklyn's Unretd Vending Service, reports an increase in Canadian orders for 40-cent coin mechanisms for cigarette vendors. The firm is also shipping plenty of dime candy units up north.

Sal Groenteman, of International Amusement, planned Thursday (29) for Europe, leaving partner Abe Witsen in charge of the Newark office. Groenteman will be gone about eight months, activating several new arcades in Belgium and lining up new export customers.

Dave Lowy, of the distributing firm bearing his name, is now handling the Evans Constellation.

Joe Young, head of Young Distributing, local Wurliizer outlet, is also in the vending biz. His Vendomatic Sales, one of the top ice cream machine routes in the city, is getting set for a pickup in activity as the weather turns warmer.

(Continued on page 160)

Never Before...
a TRAFFIC STOPPER LIKE THIS!

GENCO'S SPECTACULAR STOP and GO

Miles Ahead...
Exciting As The Indianapolis Classic!

Actual Miniature Racar speeds around track... Piles up Score in laps and miles

6 Action-Packed "GO" Buttons
Start car racing around track...
Extra laps registered when lit!

7 THRILL-FILLED REBOUNDS
Keep car in action... Exciting power bumper play

MANY WAYS for REPLAYS!

GENCO

Contact Your Distributor Today

2621 NORTH ASHLAND AVE. - CHICAGO 14, ILL.

TRIED! TESTED! PROVEN!

Your future is in COVIDEO

COIN OPERATED TELEVISION

Write for Complete Information

COVIDEO, INC.

212 Broadway New York 7, N. Y.
Pioneers in Coin-Operated Television
Blkman 1-0038

"Central Ohio Coin Quality Buys"

IMMEDIATE DELIVERY

New WINNERS TURF KINGS Used CITATIONS CHAMPIONS TURF KINGS

NEW PIN GAMES
Ch. Coin - Playball
Gottlieb - Musical
Gen. Tr. - Eerie
Ch. Coin - Thrill

SHUFFLE ALLEYA-USED
United Org. w/Dr. Pins
Gen. Bowling - 1000
Keeney Van Pin
Ch. Coin - Bowling Alley
Gottlieb - Bowler
Keeney Pin Boy

WE NFC
1815 W. 10th
1177 Rock-Ola

Seaburg BEAR GUN Like New \$369.50

PM BALLS (USED)
Jumbo Slip Top
Standard
Just 21
Black Gold
Paved in Hand
Jamboree
Hummer Dumpty
Robin Hood
Star Dust
Shenandoah
Tennessee
Dixie Wagon Ditty
Cinderella
Singing
Fleeting Power

WRITE, WIRE or PHONE for PRICES—Adams 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

825 S. HIGH - COLUMBUS 15, OHIO

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Coinmen You Know

Continued from page 159

You'll ENJOY a BETTER VACATION with BIGGER COLLECTIONS from FIRST'S Guaranteed Equipment



Country's Largest Stock of SHUFFLE GAMES

All Guaranteed Perfectly Complete! Reconditioned! Cabinets Refinished! Playing Fields Resurfaced!

United SHUFFLE ALLEY	\$129
Chi. Coin TROPHY BOWL	150
Univ. SUPER TWIN BOWLER	165
Chi. Coin BOWLING CLASSIC	165
Univ. SHUFFLE ALLEY EXPRESS	175
Univ. TWIN BOWLER	175
Chi. Coin BOWLING ALLEY	95
Univ. BOWLETTE	65
Univ. SUPER SHUFFLE	65
Wm. TWIN SHUFFLE	65
Reed's SHUFFLE JUNGLE	55
Billy SHUFFLE BOWLER	55
United SHUFFLE ALLEY	39
Genco BOWLING LEAGUE, 16-17	39

Shuffleboard Operators' OFFERS

CONVERSIONS MATCH BOWLER

Revised and standard money amounts 1 to 4 players. Size all 15, 18, 30 and 22-1/2" shuffle boards. Simple to install—no location. Giant lineup pins. Priced right! Deliveries prompt!

CLOSE OUT UNITED SHUFFLE SLUGGER

Need a change? Only shuffle board possessing accuracy PLUS timing. Real skill! Price right! Phone!

Rebound CONVERSIONS

Billy SHUFFLE BOWLER
United SHUFFLE ALLEY

PREMIUMS

World's largest stock especially selected for coin machine prizes. Stop in or write today for complete listing of new and finished premiums!

FIRST DISTRIBUTORS

1248 W. North Avenue Chicago 22, Illinois DICKENS 7-0500

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Los Angeles

Joe Vereda, Los Angeles operator, has recovered from a broken arm, injured when his truck overturned on an icy road near Big Bear. . . Robert S. McNaughton, vending operator, reports he has retired from the business. However, he continues to attend the meetings of the Western Vending Machine Operators' Association.

Lou Feldman, of Acme Vending Supply Company, is back from a business trip to San Francisco. . . Jack OIL formerly with Preston & Ott, bulk merchandise operators, sold his interest to Preston Combs and is now maintenance man in a factory in the area. . . Randolph Leland, of Leland Sales Company, takes off early in May for his annual trip to Idaho. The firm operates Pulver gum machines. . . Pete Kenny, operator, reported on the mend following an illness.

Edward Sears, of Edward A. Sears Manufacturing Company, makers of an all-coin conversion

and change maker, in town in the interest of his product. . . Minthorne Music has been named Southern California distributors for the Meck Iso-Ramic television. Gene Minthorne back from a business trip to Phoenix. Ed Wisler, Minthorne representative, made the trip with him. . . The bowling team of the Weymouth Service Company walked off with its third straight winter tournament trophy at the National meet here. Members of the team are Jimmy Markowitz, Tom Young, Pat Holt, Dick Matson and Harold Moffatt.

William J. Newman, of San Francisco, distributor in that area for the Acorn line manufactured by Oak Manufacturing Company, visited the plant in Culver City to discuss plans for stepping up distribution in the Bay area. Newman carries a complete line of Oak products.

Pittsburgh

Mrs. R. J. MacNeill, of Refreshment Service Company, reports increased prices on candy finds smaller vending operators purchasing candy in smaller lots. . . Vending Service, Inc., reports that even with a slug ejector, about once-a-month they have trouble with slugs or bent coins.

James Winston, Columbia record distributor here, believes this should be a much better season for people dealing in records. People today, he explains, are interested in buying records. "Let a label come out with something genuinely good, and people go for it," he said. In time with improved distribution, the pictures on 33s will improve.

Joseph McGleason finds no easily calculated law of averages in vending expansion such as one finds in other businesses. You have to do something regularly to get a law of averages, he points out.

Regional representative of Wurdlitzer, Jerry White's location on Fifth Avenue, is designed with completely soundproofed offices, an 80 foot front and a 200-foot depth.

Glen Gillette believes people tend to buy more candy when purchasing two small 5-cent bars than when buying a big 10-cent bar. The point, says Gillette, is that the people get into the habit of buying two bars when they make a purchase of candy. One bar today doesn't quite fill them up, so they buy two.

S. LaScala, head of the Decca record distributorship here, says "we have something—a very good number—in the Baron Elliott octet arrangement of 'Shenandoah Waltz.' Even Louis L. Kaufman (Pittsburgh) radio personality who never has played a dance record on his radio program, 'Secondly, LaScala said, "we are getting our record shipment of this arrangement of 'Shenandoah Waltz' in here in the first week of the number."

Raymond W. Watts, branch manager, Mills Automatic Merchandising Corporation, says people today seem to think more of their pennies than of any other coin in their pockets. "People say, 'I need these two pennies in order to get another cup of coffee,'"

Morris Moskowitz, partner, Sidmor Vending Company, says the prettier you dress up, under the quicker you get your commission, for people will spend several coins dickering with a cleverly decorated machine. "Put a prettier machine on the counter, and people in the store location will be attracted to it by the beauty of the unit and by the assortment on display," he says.

S. P. Moore, district manager, Tri-State Automatic Candy Corporation, reports the firm is prospering because many theater owners are having difficulty getting service. People attending the movies now are dyed-in-wool candy-buyers, he says.

Morris Vinocur, of Monarch Music Company, says some of "the top 25 records of all time" (selected by representative deejays) listed in the February Cosmopolitan "are a surprise, altho

we still get calls for the old numbers on the list.

Joseph McGleason says it doesn't matter how much money people have today, they have learned to watch their dollar bills. When they want to squander money, they squander it; but when they're buying they are price conscious. They throw \$5 around one moment and a little later worry about a fraction of a cent."

Frank Leon is returning from three weeks at Miami Beach. . . Jerry White, regional manager for Wurdlitzer, reports officials at the newly designed headquarters at 2001 Fifth Avenue, are Samuel Aiello in charge, Russell L. Smith, vice-president in charge of sales, Fred Costeen, comptroller.

Joe Montgomery, head mechanic, Milk Vending Service Company, says putting a knock-out flap in the center, permits instant vending (the milk doesn't get stuck) of milk in the new machines. Innovation, says Montgomery, "saves an awful lot of repair calls, and saves company employees about 20 seconds' time per man. That counts up with a large group of men when as at most places they have only one-half hour for lunch."

Raymond W. Watts, manager, Mills Automatic Merchandising Corporation, believes there's no way of practically knowing a good location in advance before installing a flat-gum machine. Many people will buy while waiting in line if the gum is within reach, but a lot of persons won't step three feet out-of-line for the confection.

Elmer Willett, of Stedford's, says teen-age dances in this area "are almost as good as disk jockeys" in promoting records. There are 60-70 dances held by teen-agers in this district regularly, new disks are taken out to the teen-age clubs, and their preferences aid merchandise men greatly in buying.

When thieves dropped thru the ceiling into Sam Littman's cafe on Center Avenue, they rifled a vending machine and a phonograph, damaging them so that Manhattan Music at Homestead, Pa., had to have them removed.

Jack Nelson, passenger in an auto that crashed into a traffic safety island at Fifth and Morewood avenues while returning from a wedding party, is recovering at Shadyside Hospital. Nelson for 15 years has operated the kosher-style restaurant patronized by film and coin-machine row.

Victor Maffio, of Canonsburg, Pa., and Frank Manni, of Adams Music, at New Kensington in the heart of the aluminum field, claim business is pretty good. Frank Sirocheck, of Sutersville, Pa., a coal mining area, was in town. Joe Winald, of East Pittsburgh, a four-sized operator and also a dealer in appliances and TV, reports TV sold out in his district.

S. Moore, of Tri-State Automatic Candy Corporation, says the drive-in theaters are getting ready to open more-or-less simultaneously about April 24. Prospects for a good year are much better, he says.

Monroe Greene, partner, Coin Machine Agency, is back at his desk following an eight-month stay in a hospital as the result of an auto accident.

M. J. Abelson, Oak Manufacturing Company, returned from a trip down East, is on a junket to St. Louis, south to the Gulf, and back home via Atlanta. "Lot of activity; things getting scarce," he notes.

Mayer Popkins, president, Pittsburgh Coin Machine Exchange, has about recovered from his foot injury. . . S. LaScala, Decca distributor here, says Guy Lombardo has a top following here.

Miami

Hy Greenstein, who recently sold his Hy-G Music Company in Minneapolis, is vacationing here and calling on friends such as Ted Bush, prxy of Bush Distributing Company. . . Herman Paster,

GOTTLIEB MINSTREL MAN



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Genco BASEBALL	\$95.00
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GOLD CUPS	125.00
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Mayflower Distributing Company, St. Paul, dropped in to see Sam Taran, majordomo of Taran Distributing Company, as did Fris Eichinger, who operates music, cigarette and pinball machines in St. Paul.

George Bloom, Miami Beach operator of pinball games, and his wife, Mildred, celebrated their 10th wedding anniversary.

Nate Gottlieb, of D. Gottlieb & Company, and his wife, Irene, stopping at the Martinique Hotel and making the rounds of night spots with All-Coin's Joe Mangone and wife Eloise. The Gottliebs headed back for Chicago March 18, rather reluctantly, after hearing reports of below-freezing temperatures there.

Frank Russo, Newark, N. J., coin machine distributor and jobber who operates there under the name of R & Y Novelty Company, all steamed up about his new winter home in Miami Shores, one of the most elegant communities in the area. Russo is

sporting a tan which would do credit to a lifeguard.

A cartoon strip by Quin Hall which appeared in The Miami Herald was devoted to President Truman's vacation proclivities in Key West. In one panel, Hall showed a Key West location owner putting a copy of the "Missouri Waltz" in his juke box in preparation for a visit by the President.

Sammy Marino, formerly with Master Music of Miami, is the new owner of Miami Novelty Company, having purchased Jimmy Lawrence's holdings. Marino is adding a number of new phonographs to the pin, shuffle and music pieces acquired from Lawrence.

Max Weiss, of M. W. Vending Company, Brooklyn, vacationing at the Sea Gull Hotel. . . . Max Munves, jobber of arcade equipment, also from Brooklyn, is at the Allen Hotel, recuperating from a recent illness. . . . Also in

Florida is Bill Burt, coin machine operator and jobber from Chester, Pa., who trades under the name of East Coast Company. Burt's mother is a Miami resident.

Al DeLapp, routeman-mechanic for F & S Amusement, has worked all over the country in the last 25 years as a mechanic on coin-operated games. Before his recent return to Miami, where he had lived years ago, DeLapp was associated with Frontier Amusement in El Paso. His boss at F & S is Frank Gallano.

Ray Harrison, Automatic Cigarette Sales, indulged in his favorite sport of fishing with Charley Valenti and Nat Warsaw, when the trio junketed to Nassau. All were rewarded with good catches.

Capt. George MacLean, who, with his wife, Dorothy, owns Fun, Inc., Arcade, is being treated in a military hospital in Indiana for ulcers.

R. W. Hood, president, H. C. Evans & Company, visited Duke Luker. Hood had been ill at his Fort Lauderdale home. Luker continues to do a big job with Evans' Ten Strike. . . . Scott Gaddis, Taran Distributing mechanic, enlisted in the air force and is taking radar training at Chanute Field, Ill.

The arcade, managed by Gene Beecher, added two new pin pieces last week—Chicago Coin's Punchy and Williams' Shoo Shoo. . . . Lenny Bailler, of Taran Distributing, broke in the company's new vanette by taking it to Fort Pierce, Fla., with a load of games.

Big grocery chains in Miami are turning more and more to the use of vendors. Most recent example noted is the sale of cigarettes thru machines instead of at the cashier checkout booths. Managers say the switchover is saving a great deal of time and assures no losses thru pilferage.

Milt Lewis, manager of Fun, Inc., Arcade, reports an Easter pick-up in business, with pin games and Photo-Matic machines pulling heavy play. The cross-counter auto race game also is drawing much attention from patrons, he added.

Ell Ross, sales manager at Taran Distributing, returned from the Music Operators of America convention in Chicago, where he met many old friends.

Hartford, Conn.

Several new Connecticut coin industry corporations have filed certificates of incorporation with the secretary of state here. Concerns include Automatic Cafeteria, Inc., 281 Albany Avenue, Hartford; amount of subscribed capital, \$4,800; amount paid in cash, \$4,800; president, William Melham; vice-president, and treasurer, Abraham Ziskis, both of Hartford; secretary, Howard R. Matzkin, of Waterbury; directors, same as officers.

Connecticut Food Vending Machines, Inc., Cositt Avenue, Norwalk; amount of subscribed capital, \$6,200; amount paid in cash, \$6,000; amount paid in property, \$200; president, Bert Marx; secretary, George H. Bell, both of New York; vice-president, Joseph Kashlan; treasurer, William D. Eggers.

Acme Automatic Sales, Inc., New London; amount of authorized capital, \$50,000, commencing business, \$10,000; number of shares, 500, par \$100; incorporators, Bernard B. Richman, Edward Wachter and Mary J. Keeney, all of New London.

Profit Vendors, Inc., 41 Worth Street, Stamford; amount of authorized capital, \$15,000; amount paid in cash, \$15,000; amount paid in property, none; president, Harry Friedman, New York; treasurer and secretary, Louis Schachtman, Stamford; directors, the same, and Sylvester Freund, New York.

Wesson D'Amico, former Hartford coin operator, is operating an amusement concession at Savin Rock, amusement beach, in association with his brother, Steve. Wesson at one time operated in Hartford under the name of American Phonograph Company. He sold out to Jim Tollano, of Superior Music, Hartford.

Puritan Candy Company, New Haven, a new corporation, has filed a certificate of incorporation with the secretary of state here, listing authorized capital, \$50,000; incorporators, Peter Basichiano, Charles Ardolozzo, Hamden, and John Fusco, Fred Leoni and Al Spose, all of New Haven.

EMPIRE'S Bargain Guide FOR SPRING

Table listing various coin machine games and their prices. Categories include SHUFFLE GAMES, CONVERSIONS, ARCADE, and COUNTER GAMES. Prices range from \$1.00 to \$104.50.

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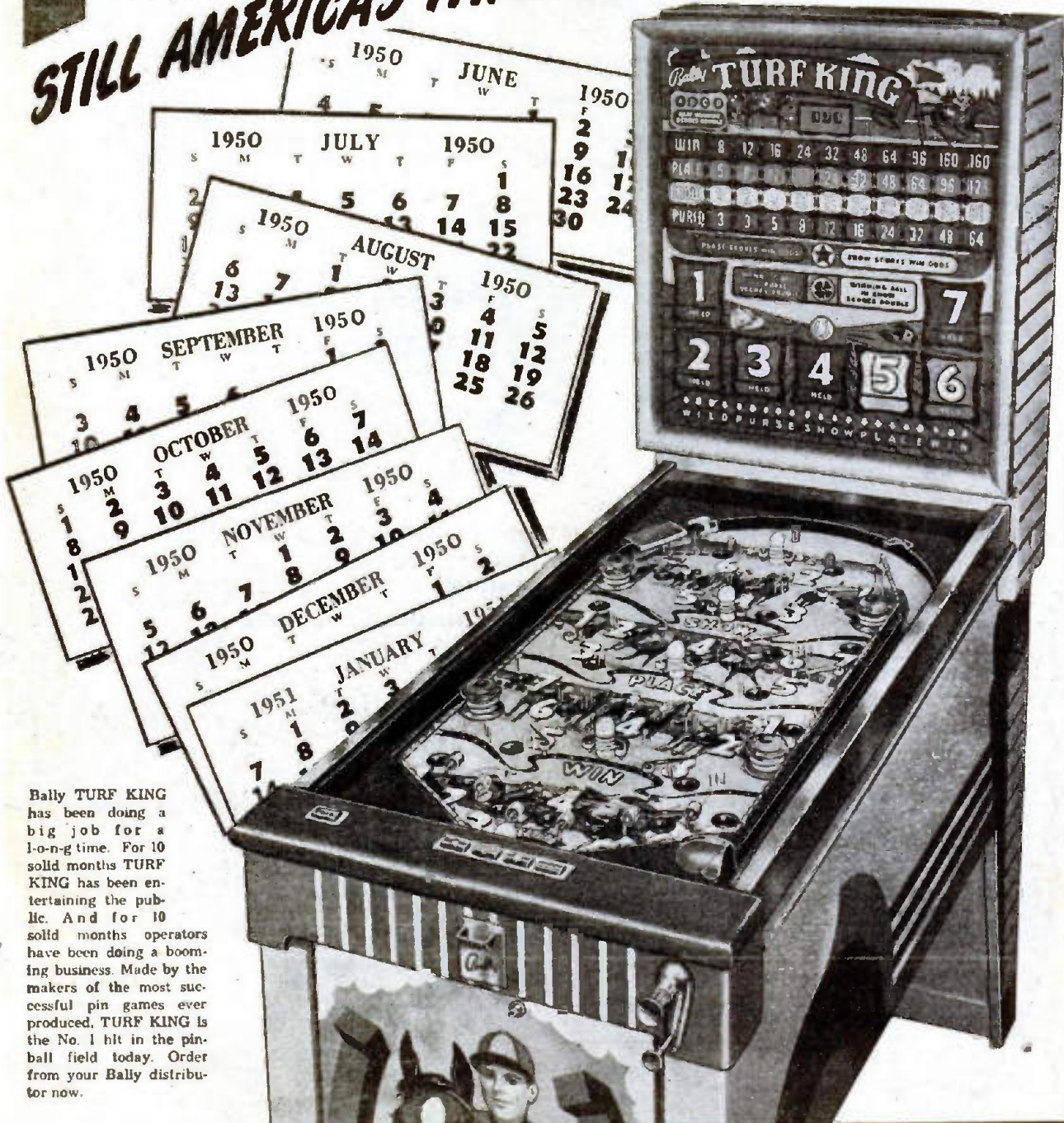
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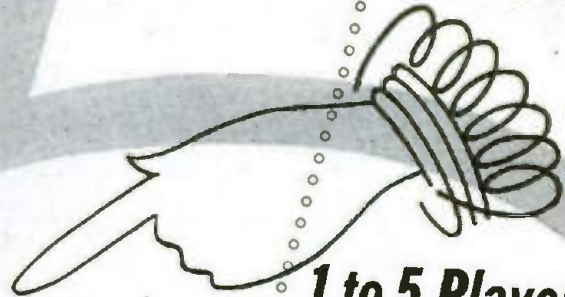


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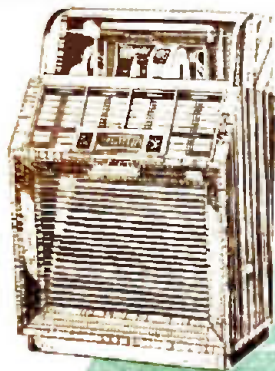
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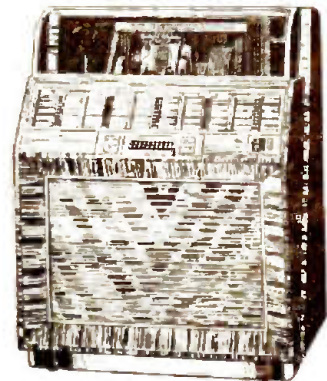
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