

The Billboard

APRIL 21, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

NARTB Fiddles Crisis Tunes While Network Radio Burns

All Webs Seen Following CBS Rate-Cut Lead

NBC Will Wait and See; ABC Slash Looms; Mutual?

NEW YORK, April 14.—Despite a professed wait-and-see attitude on the part of other networks, disclosure yesterday by Frank Stanton, president of Columbia Broadcasting System, of a 10 to 15 per cent AM network rate cut, unquestionably will set up a "chain" reaction thruout the industry. That's the consensus of trade observers, who feel that the CBS cut virtually will force the other webs to follow suit within short order.

Altho the CBS rate chop does not affect national spot or local rates of its affiliates, it also is believed that it is a question of time before these rates too must react downward to advertiser and economic pressure. A few hours after the CBS cuts were made official, Harry Bannister, general manager of WWJ, Detroit, rated one of the most astute operators

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H'w'd Red Jig-Saw Shapes Up

WASHINGTON, April 14.—Planning no let-up next week in an already fast pace reached at this week's hearing, House un-American Activities Committee members indicated satisfaction that testimony so far has produced some major missing fragments in a steadily-widening picture of Communist activities in Hollywood. That picture was filled out with particularly candid strokes yesterday (13) by Mrs. Meta R. Rosenberg, a former assistant story editor at Paramount, and on the previous day by screen writer Richard J. Collins. The latter admitted he had been a Communist for 10 years and named 24 others in the film colony as one-time Communists.

The committee intends to bring to the witness stand next week

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BB'S COLLEGE POLL, PART II

Results of Part 2 of The Billboard's 12th Annual College Poll, the trade aspects division which includes complaints and suggestions directed at band men and their agencies, will be found in the Music Department. The price problem, how it curtails name band activity on the college level, failings of name band maestri to deliver reasonable value, poor merchandising and selling tactics of some agencies, are facets of this part of the survey.

CIRCUS TO BE TELECAST BUT AS WHODUNIT

NEW YORK, April 14.—A TV dramatic program with a circus background will be aired from Madison Square Garden May 1 while Ringling Bros. and Barnum & Bailey Circus is giving a performance on its own. It's believed to be the first time a combo stunt of this nature has been worked. Dramatic show will be aired on the Columbia Broadcasting System, TV Danger series, sponsored by Ammi-Dent. Walter Bernstein will script, with the idea based on research by Juliet Bridgeman, who worked on the idea at the Big Show's winter headquarters.

Agents, AGVA Pass "Pipe"

NEW YORK, April 14.—Associated Agents of America is now in the midst of making its peace with the American Guild of Variety Artists on the same terms latter signed with the Artists Representatives of America last week. The Three A's consists mostly of club date agents, about 180 in all. But unlike the deal with ARA, the Three A's will not get blanket approval on the proposed contract. AGVA's Henry Dunn has let it be known that at least six Three A members will have to apply for their franchises direct to the union. "Some of these guys are such

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Changing Web Picture Cued Hytron Move

NEW YORK, April 14.—Acquisition this week of Hytron Radio & Electronics Corporation by Columbia Broadcasting System is one of the most meaningful developments in years. Most important is that it is graphic proof that a company engaged in both radio and TV networking, at a time when AM webs are on the decline and TV webs yet unable to pay their own way, must have non-broadcasting interests as a necessary part of its set-up.

CBS has been aware of this situation for some years and has been pursuing a noncomitant policy. The first step in this direction was CBS's acquisition of the Housewives' Protective League operation, followed by its acquisition of major program assets thru capital gains deals and by all-out emphasis on packaging AM and TV programs. None of these, obviously, is substantial enough to play the great role Hytron will in the overall CBS income picture.

CBS now assumes a complexion much more akin to that of its major competitor, Radio Corporation of America, with many subsidiary operations such as phonograph records (CBS's Columbia Records, Inc., and RCA's Victor), set manufacturing (RCA and Air King), tubes (RCA and Hytron), industrial (RCA and Remington-Rand), and broadcasting (National Broadcasting Company, AM and TV, and CBS, AM and TV). RCA,

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SINATRA WANTS TO TOUR HIS CBS TELESHOW

NEW YORK, April 14.—With the renewal of the Frank Sinatra TV stanza by Bulova next season reported assured, the Columbia Broadcasting System this week was weighing a plan submitted by the crooner to tour his program around the East next fall.

Sinatra believes the video caravan would have two major virtues; it would enable him to present talent from those cities not ordinarily seen on TV and would also allow him to pick up important coin from night club bookings in those towns. It would also have major publicity and dealer promotion values.

Meanwhile, the American Safety Razor Company this week bought the Saturday night 9:30-10 p.m. slot on CBS-TV for *The Show Goes On* beginning in June. The Robert Q. Lewis show will continue all thru the summer and stay in the slot during the winter months.

All-Radio Meet For Smearees

NEW YORK, April 14.—The American Federation of Radio Artists this week set plans to call an all-broadcasting industry conference to consider a plan whereby performers accused of Com-

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CBS Rate Cut, Hytron Deal Significant

Tip-Off on Decline Of AM Networks as Future \$\$ Makers

CHICAGO, April 16.—The 29th annual convention of the National Association of Radio and Television Broadcasters—the first convention held since the association's name was elongated—gets rolling here today (Monday). Early indications are it may be the biggest confab in industry history.

While there is no burning issue on the convention agenda, the session finds broadcasters meeting at a critical time, under unprecedentedly critical conditions for at least one major branch of the industry—national networks. Unquestionably the Columbia Broadcasting System's disclosure of an across-the-board cut in its AM network rates will be the major topic of corridor conversations during the convention, for the CBS cut will not only affect other networks but is bound, eventually, to touch on practically every AM operation in the U. S.

If the convention develops any

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Senate "Voice" Rap Readied

WASHINGTON, April 14.—The Senate Appropriations Committee is readying to concur in a House-passed 90 per cent cut in *Voice of America's* supplemental \$97 million outlay.

It was learned that a subcommittee of the Senate Appropriations Committee recommended concurrence in the record-sized slash soon after the House early this week voted the cut.

Bitter criticism of *Voice* for its "mismanagement" echoed thruout debate on the fund slash in the House this week. Rep. John J.

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SING, OR SOLON WILL GETCHA

NEW YORK, April 14.—*Sing, Everybody, Sing*, New York State Sen. Fred Moritt's tune, has been chosen as the first and permanent theme song of National Music Week, which this year begins May 6. RCA Victor is building a promotion around the nomination of the tune, alerting distributors and field men by wire, and notifying all deejays on the diskery's lists. The Victor push is designed to hypo the recently released Jan Peerce dishing of the tune. The diskery has also donated 150 copies of the platter to the Veterans Administration for distribution to vet hospitals during National Music Week.

Show Business Up 300% to 600% in Last 10 Years

By BEN ATLAS

WASHINGTON, April 14.—Receipts in the amusement industry tripled, and in some segments soared six times higher, in the span between the last U. S. business census in 1948 and the previous one in 1939, the Bureau of Census reported last week in its final official tabulation of 1948 business census returns.

The latest survey, covering the broadest range of amusement services in history, includes bands, orchestras, entertainers, legit theaters, drive-ins, movie theaters,

cabarets, ballrooms, coin-operated amusement devices, amusement parks, rinks, circuses, carnivals, exhibitions, beaches, race tracks, dance halls and miscellaneous others. Since the census is cen-

Pic Firms Jockey To Set Film Price

HOLLYWOOD, April 14.—Certain film companies, it is believed, are maneuvering to establish the highest possible prices for film usage in TV, building toward the day when most, if not all, picture makers will be ready to unload their product on the video market. Several instances have been found in recent months wherein video stations have paid unusually high prices for old film product. A notable example of this was the case in which KTLA, Paramount controlled video station here, bought a series of 26 Monogram "B" pictures for a total guaranteed price of \$520,000. The deal was for the station to pay \$5,000 per film per showing, and to guarantee a minimum of four showings for each film, for a total cost of \$20,000 each for the 26 films.

tered on service trades, absent from the survey are such major parts of the amusement industry as radio, television, disk-making and the like.

Receipts for all amusement services covered in the census aggregated \$2,723,497,000 in 1948, compared with \$998,079,000 in 1939. Bands, orchestras and entertainers rolled up the heaviest increase in revenue in the decade between the two censuses. Receipts in this category totaled \$28,532,000 in 1948, compared with \$4,946,000 in 1939, according to the Census Bureau.

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"Pink Tights" New Romberg Musical

NEW YORK, April 14.—Sigmund Romberg has completed a new musical play, *The Girl in Pink Tights*. The book was written by Jerome Chodorov and Joseph Fields, with lyrics by Leo Robin. Michael Kidd is doing the choreography.

No producer has yet been designated. This is Romberg's first stage effort since *My Romance* three years ago.

Ole & Chic May Join Cole Circus

By TOM PARKINSON

CHICAGO, April 14.—Zanies Olsen and Johnson may switch to the big top this season as headliners for Cole Bros.' Circus. If they do, they will join after the show ends its Chicago Stadium stand (April 20-May 6).

Negotiations have been under way between the comics and Arthur M. Wirtz, king-pin of the

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Billboard Backstage

By JOE CSIDA

This is being written with one hand on the typewriter, the other tugging shirts in a bag, preparatory to making a plane for Chicago. There are many problems besetting the guys in the radio-television business these days, and such problems will occupy the time and thoughts of most of the gents at the convention of the National Association of Radio and Television Broadcasters in the Windy City. At least a handful of those men, for at least a couple of hours Sunday night, however, will say nuts to business problems.

These men will spend those few hours breaking a little rye-crisp and having a few soft drinks together, and yarning about a happier time, and a time of big promise. It was the summer of 1945, and these days were in London. The Nazis had thrown in the sponge in May, and the Hirohito crowd was on the ropes. Indeed, they were still in London when, at midnight of this particular day, over the British Broadcasting Corporation microphone, a dignified, solemn voice announced briefly that the Japanese had unconditionally surrendered. Most of the group were at a party at the home of Jack Hylton, legit producer, and erstwhile ranking British bandleader, at the time of the BBC announcement. They rushed out into the gay insanity of the London streets, and slapped people and kissed people, as people did likewise to them. It was a happy time, and nobody had much doubt that, from here on, for long, long years, the world was going to be a bright, smile-on-everybody's-face place.

The Brave New World, The Azure Riviera . . .

The bunch went on to Paris and Rheims, and Berlin and Hamburg and Wiesbaden, and Rome and Brussels, and Luxembourg and the French Riviera, to a hunk of heaven called Juan Les Pins, lying between Cannes and Nice. Somehow it seemed symbolic that
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Washington Once-Over

By BEN ATLAS

WASHINGTON, April 14.—It came as no surprise this week when National Production Authority finally unveiled its program to put industry under a controlled materials plan, starting July 1. What's likely to surprise NPA, however, is an upcoming Capitol Hill row over fate of the Defense Production Act under which NPA operates. The law expires June 30, eve of launching of controlled materials plan. Congressional committees aren't planning to hold hearings until next month on legislation to extend the law. That gives little time for a floor vote before the expiration date. Because of a backstage fight brewing on the issue, congressional leaders are discussing possibility of seeking a temporary extension of the act at least to carry it thru July, pending final action on a new measure.

His Master's Voice In Most Hallowed Halls . . .

At Library of Congress, which has some 300,000 phonograph records from Bach to bebop, staffers tell a story of how Dr. Luther Evans, head of the library, recently impressed on them that life would be empty without phono disks. Assembling for a routine confab on library problems, the staff was surprised to find no speakers on the platform. Suddenly the recorded voice of Dr. Evans called the meeting to order and announced the day's topic: *The Place of Recordings in the Library Program*. The subject proved so big that the session went into an extra day. The group listened to a recorded outline of disk history and heard samples from the library collection ranging from Bing Crosby crooning, Carl Sandburg reciting and the voice of Kaiser Wilhelm II to ballading by lumberjacks, Indian yells and a Mosque chant. Quipped a member of the audience afterward: "Dr. Evans couldn't have impressed us more if he had turned on a
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Picture Business

By LEE ZHITO

HOLLYWOOD, April 14.—Dean Martin and Jerry Lewis hold a six-month option to buy out Abby Greshler's third interest in York Pictures. Comedy-song duo and their former manager each own a third of the indie firm which made the Martin-Lewis starrer, *At War With the Army*.

Under terms of an agreement made this week by M&L with Greshler, thereby settling the long smoldering dispute, Greshler will serve as producer on one more Martin-Lewis film. Duo is under contract to make six pix for York. If M&L do not exercise their option to buy out Greshler, he remains as partner in the firm but will not hold its production reins after their next film has been completed. Battle between the team and its former manager flared up last summer when M&L signed with Music Corporation of America and informed Greshler his contract with the pair had been terminated.

Spotlight Ready for Patriotic Angle . . .

To convince the theater-going public that Hollywood's record of patriotism should not be blemished by its handful of Red sympathizers, Motion Picture Industry Council is currently preparing a public relations campaign highlighting the many anti-Commie pix produced here. MPIC is currently studying production skeds and recent releases to compile what promises to be an impressive array of films treating life under the iron claw of Communism.

Notes on Production And Personalities . . .

Peter Lawford and Janet Leigh will pair for the third time in Metro's *Just This Once*, comedy produced by Henry Berman and directed by Don Weis. . . Good example of combining top b. o. with a message can be found in Warners' gripping *I Was a Communist for the FBI*, now going into national release. . . Puerto Rico will send flags flying tomorrow (Sunday) to officially salute its native son, Jose Ferrer, for winning the Academy Oscar. Ferrer will attend the festivities at San Juan today before a joint session of the republic's Senate and House of Representatives. . . MGM Producer Arthur Freed starts pre-production confabs with Director Vincent Minelli and screenwriter Alan Jay Lerner on *Huckleberry Finn*, musical based on the Mark Twain classic. . . Story department exec Marion Hunsay's book, *I Took It Lying Down*, goes into its second Random House printing prior to its release. Advance orders have been that high. . . Look for Metro to set a new musical b.-o. high with its new release *Show Boat*. . . Now that United Artists has secured distribution of Eagle Lion classics, UA expects to release 28 new and 17 B pix during the 1951-'52 period.

No Scalper's Prices For This Big Show!!

Tuesday, May 29, 11 p.m., at the Center Theater, New York, one of the greatest benefit shows of all time, "Blood Bank Night on Broadway," will be run. This is a show for show people only. Tickets going at only one price: A pint of your blood.

Watch for further announcements. Get ready to roll up your sleeve and join in New York show business's drive to help the American Red Cross get blood for our armed forces, and for show business's own unfortunates.

"Blood Bank" Plans Congeal

NEW YORK, April 14.—*Blood Bank Night on Broadway* moved another step forward, organizationally Tuesday (10) when top-pers from virtually all phases of show business held a general meeting at Blair House here. Sparked by Tex McCrary, Mrs. Dorothy Rodgers and Radio Corporation of America Veepee Manie Sacks, plans were laid to have every show business union (performers and technicians), and all other show business organizations set up committees to take on blood quotas for their individual groups, to amass the total of 3,000 pints, which is the drive's goal.

The Red Cross, in the meantime, set up plans to handle blood donations from show people at times most convenient to them. Marlo Lewis has agreed to take on the headache of producing the gala benefit show to blow off the drive Tuesday, May 29, at the Center Theater. It was agreed at the meeting that Lewis would not be asked to donate any blood, since he would need all he has to get thru show time.

The individual committees of the various organizations and unions will meet in the near future to determine further steps in the drive.

NEW CHARITY

Duchin Fund Established Vs. Leukemia

NEW YORK, April 14.—The opening night of the Waldorf-Astoria Roof here May 31 will be a charity event. The evening's take will be the foundation of a fund initiated in memory of the late Eddy Duchin. The fund is being set up to provide money for more extensive research of causes and cures for leukemia, the disease which struck down Duchin. The fund will be known as the Eddy Duchin Leukemia Fund.

Opening-night festivities are being sold at \$100 per plate. Xavier Cugat's organization will provide dancing and entertainment. Cugat will take over on the following evening for the official opening of a four-week engagement.

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MAN BITES

Star Hosts Web Execs And Sponsors

CHICAGO, April 14.—Unusual instance of a TV star hosting execs from the network airing his show, and from his multiple sponsors, occurred here this week-end. Burr Tillstrom brought together representatives of five agencies, four sponsors and the National Broadcasting Company, to cement their mutual interest in Tillstrom's *Kukla, Fran and Ollie* show.

More than 20 guests were present. NBC was host at a luncheon, then the representatives attended a rehearsal and show, and then were guests for supper at Tillstrom's Coach House.

The show is sponsored by RCA Victor Mondays, Procter & Gamble Tuesdays and Fridays, Ford on Wednesdays and Life Thursdays. Tillstrom and Producer Beulah Zachary particularly wanted to get across the idea that, while only one sponsor is on during a particular show, all of them should feel they are part of every show and that when the troupe goes on the road it is representing all the sponsors.

SAG Seeks End To Double Tax On Acts Abroad

WASHINGTON, April 14. — A demand for an end of double taxation on professional entertainers performing abroad was urged last week at a hearing on several tax treaties before a sub-committee of the Senate Foreign Relations Committee. The demand was made by Adrian McCalman, spokesman for Screen Actors' Guild and Artists and Managers' Guild.

The Senate Foreign Relations Sub-Committee, headed by Sen. Walter George (D., Ga.), is deliberating on a number of tax treaties up for ratification. These include treaties between U. S. and Norway, Greece, Canada, New Zealand, Ireland and South Africa. Under the treaties, U. S. citizens are subject to payment of taxes to U. S. in the first six months they are abroad, and after that they are subject to the taxes of the nation in which they are employed. Likewise, citizens of the foreign nations with which the treaties are negotiated are given mutual treatment. However, the treaties do not specify that professional entertainers be given this treatment. As a result, pro entertainers are subject to double taxation.

McCalman urged the George sub-committee to give its attention to this omission in the tax treaties. He pointed out that professional entertainers touring abroad are subjected to serious financial hardship as the result of the requirement to meet the tax demands of their homeland as well as the foreign nations in which they are performing.

RCA Gets Awards For Aids to ECA

NEW YORK, April 14.—Radio Corporation of America Laboratories and RCA Communications, Inc., received Marshall Plan Awards last Tuesday night (10) in recognition of aid to the technical assistance program of the Economic Co-Operation Administration.

The awards were presented by Maj. MacKay Sturges, of Princeton, to Dr. E. W. Engstrom, research veepee, and Sidney Sparks, commercial activities veepee.

Referring to RCA lab conferences with Atlantic Pact nations' scientists, and to communication courses for ECA specialists, Administrator William C. Foster, who signed the certificates, stated, "The lessons which the Europeans must learn can best be learned in the United States—from organizations such as yours."

London Dispatch

By LEIGH VANCE

LONDON, April 14.—Motion picture exhibitors—whose ban on anti-British Ben Hecht still boycotts his films over here—have been brooding over Sir Laurence Olivier's January speech criticizing them for taking too much out of box-office receipts. Now one of them has burst out with a demand to ban all Olivier's pictures, too. Said he: "Sir Laurence didn't do too badly out of *Hamlet* himself. I estimate he got around \$280,000 for producing, directing and starring."

Du Mont Chief Hunts Brit. Films Talent . . .

Du Mont's Comdr. W. Loewi is here on a three-point mission to the British Broadcasting Corporation. He is here to arrange exchange of filmed TV shows with the BBC; to start production of half-hour TV shows in British studios; to buy British films and talent.

Says he: "Bob Hope gets \$28,000 for a 20-minute TV spot. And the cheapest variety shows cost around the same. It's too much." Lured by low BBC budgets of \$1,400 for a 30-minute variety caper, and payment of \$280 a show to top TV comedian Terry-Thomas, Loewi is scouting for talent, says "I want to break the high-priced monopoly in the States. . . ."

If he is searching for top home-grown acts he won't have far to look. They're all shuttling back and forth along the Moss Empire Circuit. For young comedian Max Bygraves, who rocketed to fame last year when he stole the Palladium show from a dreary Abbott and Costello turn, that's no joyride. From the Palladium he went straight into a long-running pantomime. When that show closed last month, he planned to get together a new act and lose himself in the sticks for a while to perfect it. But Moss Empire booker Val Parnell, desperate for
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Paris Peeks

By ART ROSETT

PARIS, April 14.—The industry breathed a deep sigh of heartfelt relief when Paris resumed its normal aspect as buses and subway trains started operating again after a transportation strike that lasted 19 days, completely paralyzing surface transportation thru-out the city. It was the city's longest strike of its kind and threatened at times to spread into a general strike thruout the nation. The French Cabinet, to prevent future strikes, is considering questions of salaries, prices and budgetary balance. In order to meet the necessary pay raises, mail, telephone and telegraph rates have gone up by about 20 per cent. Heavier taxes on tobacco, alcohol and gasoline are also being considered. One Frenchman shrugged his shoulders, spread his hands depreciatingly, and said, "The pay goes up, and so does the cost of living—so we're right back where we started." "Yep, added an American actor, sympathetically, "you people are getting no where—but quick."

Showbiz Dough Comes Mainly From Tourists . . .

As far as amusement goes, the Frenchman still does not make enough money to justify spending any for entertainment. Organizations like the Pinder Circus which offers a top quality show at a top price of \$1.26, with most seats selling in the neighborhood of 25 cents, do good business catering to the natives, but occasionally when some impresario attempts to up his prices, like Cirque Medrano, for instance, selling tickets at around \$3.50, big wide open spaces greet the visiting fireman. Pierre Louis-Guerin, owner of Club Lido, who recently brought the *Skating Vanities* of 1951 over, told *The Billboard*, that he would never in a million years think of bringing over any expensive entertainment from the United States, if he had
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NPA May Put Crimp in Vital Showbiz Metals

Allocations To Be Split 50-50 for Government, Industry

WASHINGTON, April 14.—The amusement industry may have relatively tough going in getting steel, aluminum and copper when the controlled materials plan goes into effect July 1, but National Production Authority, in announcing CMP this week, cautioned against pessimism. Said NPA in effect: Nothing's final yet; Everything is "flexible" and subject to change.

CMP will supplant individual controls order on copper, steel and aluminum, and will apportion an estimated 50 per cent of these metals on a priority basis. The NPA has issued two separate lists of products, both list-underscored as "tentative," in connection with CMP. One list covers products for which application forms will be required under CMP. List A includes several score "essential" civilian items, manufacturers of which can apply for copper, steel and aluminum according to their requirements and NPA allotments under CMP. On this first list are such essential products as radio, radar and television equipment "except home type." Others are radio tubes, phone and telegraph equipment, agricultural machinery, fire-fighting equipment, and the like.

List B is a tentative list of products for which applications are not required because these pro-

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WEBS RUN SECOND

Video Pix Pull Biggest Sales As Local Fare

NEW YORK, April 14.—Selling film, exclusively made for TV, to local stations or sponsors is expected to be more profitable than peddling the same product to network advertisers. The Columbia Broadcasting System expects to gross at least \$1,000,000 this year from the leasing of such film, according to a spokesman for CBS radio-sales, which distributes the film for the web.

Several other video film peddlers—notably the Frederic Ziv Company, the recently organized United Television Productions, Consolidated TV Productions, Jerry Fairbanks and General Artists Corporation—will either approximate or top this figure.

The thinking behind the push to distribute film locally is that local advertisers can better afford higher fees, because they can make greater profits out of their home

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Highlight Reviews

MOTION PICTURES

Great Lanza Makes "Great Caruso" Great; Pic Will Hypo Disk Sales

By LEE ZHITO

Enrico Caruso lives again in MGM's technicolor tribute to opera's greatest voice. With Mario Lanza in the title role, *The Great Caruso* should prove a box-office smash and send Lanza's popularity soaring to new heights. The film, first ever to be based upon the life of Caruso, provides Producer Joe Pasternak welcome opportunity to flood the soundtrack with the choicest arias of opera literature. Flanked by the shimmering voices of Dorothy Kirsten, Blanche Thebom, Nicola Mascana, Giuseppe Valdengo, Lucine Amara and Marino Koshetz, Lanza emerges at his best. Of the 27 numbers crammed into film's hour and 50-minute running time, Lanza is heard in 22 selections. They in-

clude *La Donna E Mobile*, *Celeste Aida*, *Vesti la Giubba*, *Sextette* from *Lucia* and *M'Appari*. Lighter songs are *Because*, *Sweethearts* and *Loveliest Night in the Year*, the latter two sung by Dorothy Kirsten and Ann Blyth respectively.

Film goes into national release next month, breaking at a time when Lanza is riding the crest of personal appearance b.-o. grosses and record sales. According to *The Billboard's* Music Popularity Charts (April 14), Lanza's *Be My Love* is in second place under Best Selling Pop Singles, with his *Loveliest Night of the Year*, from the *Caruso* pic, hitting the chart for the first time. Instead of climbing from 30th place, disk started in

the 20th slot. In Best Selling Pop Albums, Lanza's *Great Caruso* LP album hit for the first time in 10th place, and in the same chart's 45 r.p.m. division is listed in sixth place. The same album under Best Selling Classical Titles is in third place as an LP and jumped to No. 1 in the list's 45 r.p.m. category.

It's unprecedented for one artist to straddle the musical fence, registering high both in classical and pop sales. Since *The Great Caruso* climbed the sales ladder on its own, dealers can expect it to zoom even higher immediately following the release of the picture. Similarly, exhibitors can look to his sales record as irrevoc-

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NIGHT CLUBS

Blunderful Production Mars La Mistinguette La Martinique Bow

By JOE CSIDA

Mistinguette, the octogenarian toast of Patee, can make money for night club and theater operators in the United States. Her opening-night performance at Dario's La Martinique in New York clearly demonstrated that. But the lady who opened the *Folies Bergere* in 1888 ran some horrific risks of jeopardizing her box-office future at her preem showing, due to one of the most blunderful production and staging jobs this reporter has ever seen. The fault is no doubt largely her own, partially her management's, and somewhat the club's. An insufficient excuse is that she came in only a day before opening and there wasn't enough time to routine and rehearse the show.

To begin with, the production

runs an hour and a half. It could easily be trimmed to 45 minutes. The pacing is virtually nonexistent. Following warm-up patter, consisting of some smart, Continental-flavored comedies by suave emcee James MacColl, Mistinguette's partner, Lino Carenzio, comes on and does three French songs. He is a limited-talent Gallic version of Tony Martin, and one coy French ditty by him in this spot would be plenty. Then comes the lady.

With the lights full up, her rust-colored hair framing a face which looks not a day over 82 and which specializes in rather pink gums and somehow desperate light blue eyes—all this makes a fairly gruesome picture. The pitiful efforts of rouge, mascara and eyebrow pencil

to create a Parisian glamour girl are laid bare. The least this courageous and ancient female deserves is some merciful and adroit lighting. The cruel failure of the switchboard in this direction persisted thruout the show.

In her many songs, too, the lady errs by making a serious effort to sing the notes. It would be so easy for her to talk-sing the tunes in the Dietrich manner and thus heighten their effectiveness and camouflage to a considerable extent her tendency to sound like she may, at any moment, choke. Her more energetic dance routines are reminiscent of your grandmother after her fourth straight shot of rye.

Her gowns are impeccable and

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CASE HISTORY (2)

Young Gals and Old Torture Chic's Ear

Continued from last week

By OLE OLSON

Everything is quite smooth for a while after that publicity stunt. We make Chicago without anything worse than a little prickly heat catching up with Chic. We are breaking a new girl into the show.

"Perhaps," he says, "I should run thru the marshmallow routine with her before we open."

The marshmallow routine doesn't make any special sense. I never really know why we have it in. Anyway, he is supposed to keep feeding her the sticky things—and, each time he gives her one, she slaps him. A little harder each

time. Of course, these are prop slaps, which Chic is very careful to explain.

It doesn't matter how the gag ends, because this new girl gets her signals mixed and lands a crack on his ear you can hear up in the second balcony.

"This is the end," he howls. "Now my eardrum is busted."

He is running between a doctor's office and the theater for the rest of the week. Then we head west, and for a month Chic's anguish is terrific. He claims he is completely deaf in one ear. By the time we get to Portland, he's even got me worried, too. So I drag him to a specialist.

"It's no use, Doc," he moans. "I'll never hear again."

"Oh, I don't think it's as bad as that," grins the Doc, peeking into Chic's ear. Then he reaches in and pulls out two feet of gauze. Chic had forgotten to take it out when we left Chicago.

Well, Chic is very pert again, and even if he will not do the marshmallow number, he forgives the new girl. The germs in Portland are giving him a break, and barring an earthquake or an epidemic of spotted fever I figure we are going to have a nice visit. Then comes Wednesday matinee.

We have another routine in the show. It is called the "hide and

(Continued on page 50)

LEGIT

Book Bordering on Boredom Hurts "Flahooley's" Broadway Chances

By SIDNEY GOLLY

Cheryl Crawford definitely has something in *Flahooley*—but just what she has remains to be seen. The show unfolds as a frothy, typical musical comedy, with lavish production, a very pleasant score and some excellent dancing. However, it is severely handicapped by an almost top-heavy book, which bogs down badly in the middle and never quite recovers itself, despite a fast start.

The story, whimsical in the extreme, has a cute premise and shows great promise. The authors, sad to relate, let it escape, and it lapses into a series of scenes that border on boredom. The bulk of the work between its run in New

Haven, Conn., and Broadway must be done in this department.

What to do about the famed Yma Sumac is another problem that must be settled, or else the long-heralded Broadway debut of the vocal phenomenon will develop into a distinct disappointment. Miss Sumac has virtually nothing to do in the show, and her infrequent appearances are far from satisfying to the audiences, who have been built up to expect something very special.

Yma Sumac Problem

Only three songs are allotted la Sumac, and while she demonstrates the marvelous flexibility of her

vocal chords, there is a definite sameness to all her projection. She sings only the barbarous chants, which are wordless, and to the uninitiated, they sound very much like a series of vocalizations. Her costumes, however, are exquisite and definitely point up the great beauty of her face and figure.

The story concerns itself with the attempts of a huge toy manufacturer to find a "Christmas special," which is supplied by the juvenile in the form of a doll, called "Flahooley," which not alone doesn't wet, but laughs instead of cries, and offers a great commercial point in the fact that Flahooley

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RADIO

Voice's "Darkness" a Weighty But Commendable Propaganda Effort

By JUNE BUNDY

The *Voice of America* canceled its regular programing for one hour this week in order to air an English language radio version of Arthur Koestler's *Darkness at Noon*, marking the first time the VOA has given primary international coverage to a literary or dramatic work. The overseas broadcast is the result of long-range planning, since VOA officials requested permission to air

the story while Sidney Kingsley's legit adaptation of the novel was still in rehearsal.

The hour-long radio dramatization was a smoothly produced, commendable work. Gladys Conry did an admirable condensation job on the Kingsley script, retaining the play's emotional high spots, and mending sizable line cuts skillfully with a few brief but concise narrative explanations. Censorship is evidently more lenient on

the VOA. At any rate, most of Kingsley's earthy language, which give the legit play an added lift, was left intact in the radio version.

Darkness at Noon is quite a heavy vehicle for Broadway, in spite of an ingenious set and generally imaginative staging. The radio presentation was even weightier, altho an excellent musical score kept the drama moving

(Continued on page 14)

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson
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Vol. 63 No. 16

Kurlander Heads H'wood USO Shows

HOLLYWOOD, April 14.—Armed Forces Advisory Committee has installed Jack Kurlander as camp show co-ordinator-producer for the local USO. Position was created because of insufficient appropriations to carry out large-scale camp operations. Kurlander utilizes both professional and non-pro's.

Local camp routes extend from California to San Diego and east to Victorville. Such acts as the Western Mello Dears, Dave Hudkins, Dick Taylor, Memory Lane Revue, Don Levy, Chuck O'Brien, Bea Jay, Victoria Reyes and Chee Chee Ware are among the scores of performers working with the USO.

CBS Rate Cut a Forerunner To Slashes by Other Webs

Continued from page 1

in the industry, revealed that his station also is cutting AM rates. The move by WWJ (an NBC affiliate) hits what was formerly prime network radio time—6 to 11 p.m. and retroactive to April 1, calls for a 20 per cent cut from \$800 to \$640 per hour. This, of course, does not affect network rates.

New Maneuver

The CBS move cuts its 1 to 8 p.m. rate by 10 per cent, the 8 to

10:30 p.m. rate by 15 per cent and the 10:30 to 11 p.m. rate by 10 per cent. However, the web hopes to get back some of this revenue decline by a maneuver in its 9 a.m. to 1 p.m. rate structure. Here, too, a 10 per cent gross cut goes into effect, but simultaneously CBS is reducing sponsors' aggregate discounts up to 10 percentage points. This means that each sponsor's discounts will be cut proportionately so that the final net

charge is identical with that in effect today. Thus, while the affiliates' take is cut by 10 per cent, the difference will be retained by CBS.

In addition, CBS is cutting its Sunday afternoon rates for the second time. Instead of going at two-thirds the nighttime rates, it now will be one-half that card rate, a 25 per cent reduction. However, industry circles maintain that this merely formalizes what CBS and NBC, too, have been offering for this period since last summer.

Affiliates' Stand

Altho CBS Prexy Frank Stanton maintained that the web was empowered to put the rate changes into effect without further consultation with the affiliates, managers of some CBS affiliates denied this and said that the standard CBS

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McFarland Bill Gets Support of NARTB

CHICAGO, April 14.—The board of directors of the National Association of Radio and Television Broadcasters unanimously voted today to support the McFarland Bill, which has passed the Senate and is waiting action in the House. The meeting was the first under the name of NARTB, with both the radio and television divisions represented.

The board also voted that the

1952 convention will be held in New York, from April 26 to May 2. The convention has been held in Chicago for three consecutive years.

The motion backing the McFarland Bill was made by Frank U. Fletcher, of WARL, Arlington, Va. The resolution stated that the board especially endorses Section 17 of the bill, which is "designed to assure applicants and litigants (before the Federal Communications Commission) that the record of testimony and exhibits will be the sole basis on which an initial decision will be entered and on which a review of initial decisions will be made by the Commission itself; thereby excluding from exercising any influence on the decision any person other than the hearing officer, or, on review, the commissioners themselves or their personal assistants."

Forty-three members attended the board meeting, held in the Stevens Hotel the day preceding the opening of the NARTB convention. The board decided to appoint a new membership committee for both radio and TV which will screen all applicants for associate memberships.

They also voted to pay to send Neil McNaughton, director of engineering of NARTB, to Geneva, Switzerland, this summer for a meeting to consider international allocations.

Dagmar To Quit Lester Show For ABC Stint

NEW YORK, April 14.—Dagmar, the blond comedienne of the Jerry Lester National Broadcasting Company TV stanza, will shift to the American Broadcasting Company shortly. This means that she will go off the Lester late hour TV show.

ABC plans are to star the six-foot ex-chorine in a half-hour TV situation comedy in a night timeslot. Show may get under way this summer or early fall. Dagmar has been engaged in a dispute with Lester over the merchandising rights to her name and other matters.

NARTB TRIBUTE TO JOHN GILLIN

CHICAGO, April 14.—The late Johnny Gillin, who was president of WOW, Omaha, will long be remembered by the industry in which he played a prominent part for so many years, and next week's convention of the National Association of Radio and Television Broadcasters here will pay tribute to his memory in more than one way. Gillin, always seen with a rosebud in his lapel, will be emulated by the 1,500 industry execs at the sessions, who all will wear boutonnières, air-expressed especially from Omaha.

During the conclave itself, plans will be shaped on an industry-wide John J. Gillin Jr. memorial, which probably will take the form of a scholarship or research project at Creighton University, his alma mater. Gillin was a director of NARTB for 14 years, the longest tenure of any radio exec.

CBS Rate Cut, Hytron Deal Significant

Continued from page 1

unofficial theme, CBS will have provided it, partly thru its rate reduction and partly by its deal, consummated this week subject to stockholder ratification (known to be a certainty) to acquire Hytron Radio & Electronics Corporation (see separate story). That unofficial theme can only be—"Where is radio—especially network radio—heading?"

No combination of events could be more eloquent as to where the networks stand today than the CBS rate-Hytron parlay. The rate cut means just what it says, and confirms what has been common knowledge—that network radio has lost much of its salability; the Hytron deal means that, between the AM web decline and TV operational losses, an outfit like CBS must have non-broadcasting interests and non-broadcasting revenue if, in this transitional period, it is to survive. That's the real meaning of the CBS activities.

While the corridor comment may focus on CBS and effects of the CBS actions, the convention itself has a busy schedule. Delegates will meet Harold Fellows for the first time as their new president; they will hear the all-important details of Bill Ryan's plans to get rolling on Broadcast Advertising Bureau and, in all likelihood, they will learn who is to be named TV director of the NARTB.

It is said to be the sixth largest tube maker in the U. S.

Both Hytron and Air King have enjoyed skyrocketing revenues the past 15 months. Hytron's 1949 gross was \$16,227,000, with a net of \$565,171. In 1950 the gross was \$41,500,000 and net profit around \$3,500,000 with an extra 10-cent dividend declared in December, 1950. Sales for the first quarter of 1951 are estimated as 100 per cent above 1950. Air King's first quarter production has been a complete sellout.

Lloyd and Bruce Coffin, chairman and president of Hytron, and David Cogan, Air King president, are to become CBS directors, and the Coffins also are expected to become CBS vice-presidents. Hytron stock, an over-the-counter listing, is selling around \$9. Par is \$8.

NARTB To Appoint G. M. at June Meet

CHICAGO, April 14.—The television board of the National Association of Radio and Television Broadcasters held its first official meeting here today, prior to opening of the NARTB convention. The board covered a lot of business, but put off until June the naming of a general manager for the new television organization of NARTB.

The committee to select a general manager will meet June 2 at

Williamsburg, Va. The full TV board will meet June 4 in Washington. George B. Storer, Fort Industry, Detroit, is chairman. Members are Campbell Arnoux, WTAR-TV, Norfolk, Va.; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Paul Raibourn, KTLA, Los Angeles, and Harry Bannister, WWJ-TV, Detroit.

The board had hoped to be able

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Changing Web Picture

Continued from page 1

however, went into broadcasting to sell receivers, both in aural and video operations. CBS has done just the reverse. The CBS emphasis on color TV involves vast potential income via patent royalties.

For years it has been a boast of CBS execs that "we can move quickly. We don't have to worry about a manufacturing operation." This no longer obtains. Whether the CBS expansion will affect broadcasting policies, and how, if

they do, is an interesting conjecture for the future.

Hytron stock is to be acquired by CBS under an arrangement giving Hytron stockholders 31 CBS shares for 100 Hytron shares, subject to stockholder approval—known to be assured. Hytron also owns Air King and Royal Wood Product Manufacturing Corporation. Hytron makes radio receivers, TV and special purpose tubes, sun lamps, electronic equipment, etc., and is said to have considerable government business.

NARTB Directors and New Association President

 Edgar Kobak Small Stations	 Craig Lawrence District 1	 John H. DeWitt Jr. Large Stations	 William A. Fay District 2	 Leonard Kapner District 3	 Harold Essex District 4	 Thad Holt District 5		
 A. D. Willard Jr. Medium Stations	 Ben Strouse FM Stations	 Robert Mason District 7	 Hugh Terry Medium Stations	 William B. Quarton District 10	 H. W. Linder District 11	 Jack Todd District 12	 Kenyon Brown District 13	 Merrill Lindsay District 9
 Eugene Thomas Con. Arrangements	 William C. Grove District 14	 Glenn Shaw District 15	 Calvin J. Smith District 16	 H. Quentin Cox District 17	 James D. Shouse Large Stations	 John Esau Medium Stations	 Frank U. Fletcher FM Stations	 Pat McDonald Small Stations

Ben Strouse (left), chairman of the committee appointed to select a new NARTB president, greets Harold Fellows, who takes office June 4.

Bill Ryan Outlines New Concept of BAB

By WILLIAM B. RYAN
President, Broadcast Advertising Bureau

Broadcast Advertising Bureau, Inc., became an autonomous organization, completely independent of its parent organization, the NARTB, on April 1 of this year. As such, it became the first organization of its kind in the history of radio. It has become clear that the real purpose of BAB was to perform for radio much the same sort of services and sales promotion that the newspapers get thru their Bureau of Advertising, and magazines thru Magazine Advertising Bureau. This point is important because for the first time it was made apparent to the radio industry that to be effective, radio's bureau would have to be supported by the whole industry, would have to produce for all segments of the industry and would have to be supported on a scale that would permit it to compete without embarrassment with the mighty bureaus of the other major media.

BAB plans to operate major field offices in at least two metropolitan centers outside New York, probably Chicago and either Los Angeles or San Francisco. Tentatively, the operation calls for Eastern, Central and Western field directors. In the New York headquarters will probably be, in addition to the president, a national sales director and a retail-local sales director, plus all of the ordinary business departments, including production, auditing, publicity, etc. This is the nucleus organization necessary to perform effectively on all levels of advertising—local, regional, spot, national.

While BAB has been enormously effective and helpful on the local and retail radio levels, it is our belief that the new expanded organization must be equally useful and effective on the national and regional levels, too. BAB on the national level, for example, intends to build a presentation that will be different from anything the industry has to show. With no axes to grind on behalf of any one network, or special interest in radio, the BAB presentation will be impartial. BAB's usefulness to the industry lies largely in the fact that it is the only place in radio whence an impartial presentation of radio's positive values possibly can emerge.

Locally, on behalf of stations, to aid them in selling in their respective cities and towns, BAB will expand and increase services.

It is safe to say that any bureau which attempts to develop for radio a wide variety of services performed for other media by their bureaus will eventually have to get into a really diversified group of activities of which the following may be taken as potential types of services rather than as specific ones which BAB now plans to supply to its clients:

1. Clearing house for sales success stories on all types of advertisers and for current facts and figures on radio listening, advertising budgets, etc.
2. Basic research studies providing advertisers and broadcasters with new information about radio listening, including valid figures on how many and what kinds of people listen to radio; in-home and out-of-home listening; listening in TV and non-TV homes, etc.
3. Retail radio advertising studies providing broadcasters and advertisers with advertiser-en-

Burrows' CBS Excl. Termer Ends in June

NEW YORK, April 14.—Exclusive contract between the Columbia Broadcasting System and Abe Burrows will be terminated in June, with the writer-comic going on a free-lance basis at that time. He will continue to appear on a number of CBS shows, including both versions of *We Take Your Word* and *Lucky Strike's This Is Show Business*.

Burrows' CBS deal was as producer-writer-performer and the network had complete control over all his activities. In view of his current smash as co-author of *Guy and Dolls*, Burrows now wants room for greater scope.

CASTING BREAD ON WATTERS

CINCINNATI, April 14.—Pamela Dixon, four-year-old daughter of Paul Dixon, WCPO's top AM and video disk jockey, set Poppa Dixon back on his heels Monday night (9).

Pam, who has appeared on a number of her daddy's TV shows, was saying her night prayers prior to being tucked into bed and wound up her aspirations with: "Keep everybody well, including Mort Watters (WCPO's general manager). Amen and FM!"

cial support comes from networks and station representatives who are classed as full members, and from service or associate memberships which are open to all other businesses deriving revenue directly or indirectly from radio broadcasting, including transcription companies, package program producers, research companies and the like.

OPERATION LOX

NBC Seeks Bagel Champ To Find Borscht Comics

NEW YORK, April 14.—National Broadcasting Company is developing a plan whereby it will scour borscht belt shows this coming summer in a search for new talent—primarily young comics the web feels may develop for AM and TV. The plan will probably become known as "operation lox."

NBC's idea stems from the ever-present shortage of successful comics, and video's seeming inability to develop such performers from existing talent sources. What the web has in mind is to send some of its talent execs to the Catskill circuit and have them come back with comics and a sunburn.

Any performers located in this fashion will be given a team of writers to work with so as to develop both material and possible show formats. Rather than throw the newcomers into the problem

of coming up with regularly scheduled shows, NBC would spot them on current shows, both as a means of testing their ability and developing some name value.

Reported the NBC exec who'll head operation lox will be known as vice-president in charge of bagels.

How every phase of the amusement industry has increased its grosses vastly in the 10-year span between 1939 and 1948, as shown by United States census figures, is shown in a special article in this week's issue. The article, by Ben Atlas, Washington Bureau chief for The Billboard, starts on Page 1 and continues on Page 51.

BMI
presents
AMERICAN MUSICANA

An exhibit of manuscripts and other musical rarities from its archives and other famous collections

BMI has brought to this year's NARTB Convention a rare collection of *American Musicana*. It is the first time these valuable original manuscripts, holographs, rare documents and antique American-built musical instruments have been gathered together to be shown in a group.

Many of the manuscript rarities, including an original of "Dixie," are from the archives of BMI. Others such as "Home Sweet Home," "Ben Bolt," and Stephen Foster originals have been loaned to BMI for this exhibit by noted collectors and libraries.

An important outgrowth of BMI's *American Musicana* is the publication of a new series of limited editions. Known as the BMI "Autograph Series of Our Country's Favorite Songs," each printing will contain a facsimile of an original manuscript, signed by the author, suitable for framing.

First of the "Autograph Series," which will be introduced at the Convention, is a special printing of "America" containing a facsimile of the autograph poem written by the author, Samuel F. Smith.

Visit **BMI's** "*American Musicana*" in the Exhibition Hall The Stevens

If you are not attending the NARTB Convention write to BMI for your souvenir copy.

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE, NEW YORK 19, N. Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



Video Stations List VSI Needs

Ayer Report Shows Need of Standardization

Gives Details for 101 TV Stations; 8 Screen Designs

NEW YORK, April 14.—Requirements for Visual Station Identification campaigns on virtually every TV station in the U. S. is listed in the chart on these two pages. This information, because of the great demand on such availabilities, is of particular value—but at the same time it points up, in graphic fashion, a lack of standardization prevalent in video which not only makes the work of advertising agencies needlessly more difficult but which, worse yet, raises the cost of TV to advertisers.

The data on these pages was collected and collated by N. W. Ayer & Son, Inc., thru whose cooperation it is published in *The Billboard*. The agency began collecting the information late in 1950 and finished the job early this year.

Don McClure, then with N. W. Ayer, initiated the study at that agency, and several months ago, when he moved over to McCann-Erickson, began a similar survey there. McClure's McCann-Erickson study is current as of the middle of April, with 90 stations reporting to date. McCann-Erickson is making its survey available to *The Billboard* and findings will be published in an early issue.

There is no doubt that some of the specifications in this N. W. Ayer study have changed. *The Billboard* requests those stations whose specifications are not as represented in these charts to advise *The Billboard* accordingly, so that the compilation may be checked against the later McCann-Erickson study and be brought up to date.

101 Stations

The chart lists details for 101 TV stations of the total of 107 operating stations. Those not listed were omitted for one of two reasons: Either they did not accept this type business or they did not reply to the N. W. Ayer requests for data. The wide disparity in standards, however, leads to this obvious conjecture—what sort of nightmarish agglomeration of conflicting standards is going to develop when the lifting of the freeze permits construction of additional TV stations?

It will be noted that at the bottom of the chart there are eight TV screen designs. These are the basic patterns which evolved out of the Ayer queries as to the designs required by stations for identification breaks. The shaded areas refer to the space on the art work which is to be kept free of ad copy for call letter or other identifications. The fractions shown in the shaded areas refer to the approximate part of the screen reserved for the station.

STATION NAME	VIDEO			AUDIO				
	VISUAL I. D. NEEDED	LAYOUT OF I. D.	OK NEEDED ON LAYOUT	PROJECTION REQUIREMENTS	SIZE AND SAFETY AREA	COMMERCIAL TIME ALLOWED ON WORD COUNT	S. I. TIME ALLOWED	BEFORE, AFTER OR OPTIONAL
WAFM-TV Birmingham	Yes	1	No	Slide Transparency	2x2x3/32 • 32mmx24mm	4 seconds SOF line over 6 sec.	2 seconds SOF Line 2 seconds	After
WEWS Cleveland	No	8	No	Balop Opaque Slide Transparency	5x7x1/16 • 2 3/4x3 3/8 2x2 • 1.1/16x7 1/8	6 seconds	2 seconds	Optional
WPTZ Philadelphia	10 second Yes	3	Yes	Opaque Slide 2 1/4" high	6x8 with 1/4" bleed added all around 4x5 1/2 area of art work	10 seconds 5	5	Before
WHEN Syracuse, N. Y.	10 second No (?)	8	No	Slide	2x2 • 35mm. scanning area	10 seconds 8 seconds	2 seconds	SOF can be after
WSB-TV Atlanta	Yes	5	Yes	Slide Transparency	2x2 • 20mm.x35mm.	7 seconds	1 second	If SOF, before
WWJ-TV Detroit	Yes	4	NA	NA	NA	8 seconds	7 seconds	SOF, before
KPIX San Francisco	Yes	7	Yes	16mm. film (silent) also required slide 2x2 35mm.	3 1/2x4 1/2 • 2 3/8x3 1/4 • 2 3/16x2 3/8	4 seconds SOF 6 live	2 seconds SOF 2	Optional
WMAL-TV Washington	Yes	5	No	2 copies Slide 2x2 transparent	2x2 • 1 5/16"x15/16"	4 seconds SOF or live	2 seconds SOF or live	Optional After SOF
WHAS-TV Louisville, Ky.	Yes	2	Yes	Balop Opaque	3 1/4x4 • 3x2 3/8 6x7 1/2 • 6x1 1/2 • 4x5 1/2	4 seconds	4 seconds	Optional
WMCT Memphis	Yes	1	No	35mm. slides No Balop	2x2 • 35mm. slide	8 seconds (inc. SI)	inc. in 8 second commercial	Before
KGO-TV San Francisco	No	8	Yes	Balop Slide	3 1/4x4 2x2 • 1 5/16x15/16	6 seconds 4 SOF	2 seconds 2 time	Before SOF After
KMTV Omaha	Yes	1	NA	NA	3x4 overall 2 3/8x3 1/4 background 1 1/8x2 3/8 lettering	8 seconds?	2 seconds?	Optional
WTVN Columbus, O.	10 second Yes	4	Yes	Slide 2x2 Balop	25mm.x18mm. 3 3/8x4" 3/4 marquee top & bottom 1/2 inside	10 second 6 seconds 5 SOF	4 seconds 4 SOF	After
WSPD-TV Toledo	Yes	2	Yes	Slide transparent	2x2 • 35mm. • 3/8"x13/16"	5 seconds	3 seconds	Before
WJBK-TV Detroit	10 second spot Yes	Full 8 call letters super over commercial last during 4 seconds	NA	Balop	Flip cards 12x16 overall 7x9 Art area Balop: 4x4 • 1 1/4x2 1/2	10 sec. spot 6 seconds (10 words)	4 seconds	After
WLW-C Columbus, O.	Yes	4	No	Slide Balop Opaque	2x2 • 7/8x3/8 7x5x3/16 • 4 1/2x3 3/8	6 seconds	2 seconds	Optional
KING-TV Seattle, Wash.	Yes	4	No	Balop	3 1/4x4x1/16 • 2 1/4x3	4 seconds	Remainder	Before
WSYR-TV Syracuse, N. Y.	Yes	2	NA	Slide	3 1/4x4 print and 35mm. print for 2 x 2 3 1/4x4 • 1 1/8x2 3/8	4 seconds SOF 6 line	2 seconds SOF 2 line	After
KFI-TV Los Angeles	10 second commercial only No	8	NA	35mm. slide	35mm. slide	10 second commercial only 10 seconds		
WICU Erie, Pa.	Yes	4	No	Balop Slide	3 1/4x4x1/8 • 2 3/8x3 1/4 2x2 • 1x1 1/2 • 31/32x1 1/4	6 seconds	2 seconds	Optional
WNBT New York	Yes	1	Yes	If slide, must have silent film in both 16mm. and 35mm.	25mm.x18mm.	4 seconds if SOF Slide or silent film with line copy 6 seconds	2 seconds Line copy—2 seconds	After
WTVR Richmond, Va.	Yes	7	No	Slide Balop cannot be used for SI	2x2 transparent 35mm. 1 1/8x8 3/8 • 1 1/8x8 3/8	4 seconds	2 seconds	Before
WBAL Baltimore	Yes	4	NA	Slide transparent Card	2x3 • 1x1 1/2 12x16 • 10.4x14.8	8 seconds	Not necessary	
WATV New York	Yes	7	Yes	—station makes slate Standard Kodak	2x2	8 seconds	2 seconds	Optional Prefer after
WKTV Utica, N. Y.	Yes	5	NA	Balop Opaque	3 1/4x4 • 2 1/4x3	6 seconds	2 seconds	Optional
WBAP-TV Fort Worth	10 sec. spot Yes	4	Yes	Telop	4 1/4x16x4 • 4 5/16x3 7/16	10 sec. spot 8 seconds	2 seconds	Optional
WFR-TV Chicago	Yes	7	NA	35mm.	9x12 • 7 1/2x10 1/2	6 sec. (slide) 4 sec. (film)	2 seconds (slide) 2 seconds (film)	After
WBNS-TV Columbus, O.	10 sec. spot Yes	1	No	35mm. or lantern slide or Telop	35mm. or 3 1/4x4 slide Telop: 4x5 • 3 1/4x4 1/4 • 2 1/4x2 3/4	10 sec. spot 8 seconds	2 seconds	After
WMBR-TV Jacksonville, Fla.	Yes	4	No	35mm. slide 2"x2"	2x2 • 1x1.33	7.5 seconds	2 seconds	Optional
WYEL Cleveland	Yes	4	No	Multiscope	3 1/4x4 opaque • 2 3/8x3 3/8 1 3/4x2 1/2	6 seconds	2 seconds	After
WGN-TV Chicago	10 sec. spot Yes	3 Bottom only	Yes	Balop—Transparent or Opaque	3 1/4x4 • 2 1/4x2 3/8	10 sec. spot 8 seconds	2 seconds	After
WAAM Baltimore	Not necessary	8	No	Slide transparency	2x2 • 35mm.	8 seconds	2 seconds	Optional
WKY-TV Oklahoma City	Yes	4	No	Slide	2x2 • 1x1.33	5 seconds	3 seconds	Before
WNB-TV Binghamton, N. Y.	Yes	4	No	If slide, must also have 16mm. silent film	2x2 • 1x1.33	SOF—4 sec. Line—6 sec.	SOF—2 seconds Line—2 seconds	After
WHIO-TV Dayton, O.	Yes	4	No	2x2 slide	1x1.33	5 seconds	3 seconds	Optional
WFBM-TV Indianapolis	Yes	4	No	Projectall Balop	3x4x1.64 • 2 3/8x3 3/8 6x8x5/8 • 4 1/2x6 1/2	6 seconds	2 seconds	Optional
WAVE-TV Louisville, Ky.	Yes	5	Yes	35mm. slide 2x2	1 3/8x1"	35mm. slide 6 seconds 16mm. film 5 seconds	Slide—4 seconds Film—5 seconds	If SOF, After
KOTV Tulsa, Okla.	Yes	4	No	2x2	7/8x1 1/8	6 seconds	1 1/2 seconds	Optional
WFMY Greensboro, N. C.	Yes	4	Rep can approve	Slide transparency	2x2x3/32 • 7/8x13/32	5 seconds	3 seconds	Optional
WTCN Minneapolis	NA	7	Yes	Balop Slide	6x8 • 5x7 2x2 • 1 1/8x7/8	8 seconds	2 seconds	After
WDSU-TV New Orleans	Yes	4	Yes	Balop 35mm.	3 1/4x4 • 2 1/4x3 2x2 • 1 1/8x7/8	6 seconds	2 seconds	Before
WDEL-TV Wilmington, Del.	Yes	4	Yes	Balop or 2x2	2 3/8x2 1x3/4	6 seconds	2 seconds	Before
WTTG Washington	Yes	4	No	Slide transparency	2x2 1/4 • 1x1 11/32	6 seconds 8 on latest check sheet	2 seconds	Before
KFMB San Diego, Calif.	Yes	1	No	Slide transparency Balop	3 1/4 4 • 2 1/4x3 3 1/4x4 • 2 1/4x3	6 seconds	4 seconds	Optional
WLW-T Cincinnati	Yes	4	Yes	Balop station makes 14x15 Slide 2x2	Station makes 5x7 7/8x1 3/8	4 seconds	Line service 2	After
WSAZ-TV Huntington, W. Va.	10 sec. spot	Not necessary on slide 8	Yes	35mm. transparency Balop	2x2 • 1.2x.9 5x4 1/2 • 4x3	10 sec. spot 7 seconds	3 seconds	After
WOW-TV Omaha	Yes	4	No	Balop Slide	3 1/4x4 1/2 • 1 7/8x2 1/2 2x2x3/8 (35mm.) • 1 5/16x1 1/4	6 seconds	2 1/2 seconds	After
KTLA Hollywood	Yes	5	Yes	Balop Slide	3 1/4x4 • 2 1/4x3 2x2 • 3/4x1	8 seconds	2 seconds	Before
WXYZ-TV Detroit	8 sec. commercial spot No VSI No	Full screen 8		Slide	2x2 • 35mm. • 13mm.x16mm. Double frame negative	8 seconds		
KECA-TV Hollywood	Yes on slide No on film	7 slide 8 film	Yes	Slide	2x2 • 1 15/16x15/16	Slide—5 sec. SOF—5 sec.	Slide: 2 seconds 2 seconds	After
WABD New York	Can be audio	4	Yes	Standard 2x2	2x2 • 1 15/16x15/16	6 seconds 4 SOF	2 seconds	Before
WKZO-TV Kalamazoo, Mich.	Yes	7		2x2 slide 3		Film—4 sec. Line art—6 sec.	Film: 3 seconds Line art: 2 seconds	Before
KTSL Hollywood	Yes	4	No	35mm. 2"x2"	We have layout	6 seconds	2 seconds	After
WOC-TV Davenport, Ia.	No	8	Yes	Slide transparency	2x2 1/2 • 1 63/64x1 63/64 • 27/32x1 1/8	6 seconds	2 seconds	Optional

Breakdown of Chart Data

The chart is divided into two main sections, one giving info on visual requirements and the other on audio specifications. Where the letters "N. A." appear it indicates the information called for was not furnished or not available. The first column, following the station call letters and city, is headed "Visual I. D. Needed" and shows whether agencies must supply call letters on their slides. If any specific time requirements were indicated by the station, they too are shown in this column.

The second column is headed "Layout of I. D." and refers, as noted, to the TV screen layouts shown below the chart. In the case of pattern No. 8, the screen is blank, meaning that call letters need not be included. Actually, N. W. Ayer found that there were more designs than these eight shown, but that with minor variations, they reduced to those illustrated. Final confirmation with stations might be advisable.

Column three is self explanatory, under the heading "OK Needed on Layout." Except where it is noted that a station representative can approve the layout, the okay must come from the station itself. Column four, headed "Projection Requirements," is also self-explanatory, and demonstrates again variances in station practice.

Help! Help!

Column five might have a substitute heading—"Send for the Loony Wagon." Its actual title is, "Size and Safety Area." The size, of course, refers to slide size; the safety area refers to that portion of the slide on which art work may be included with the assurance it will be received. Copy extending beyond the safety area could bleed off-screen on the home receivers.

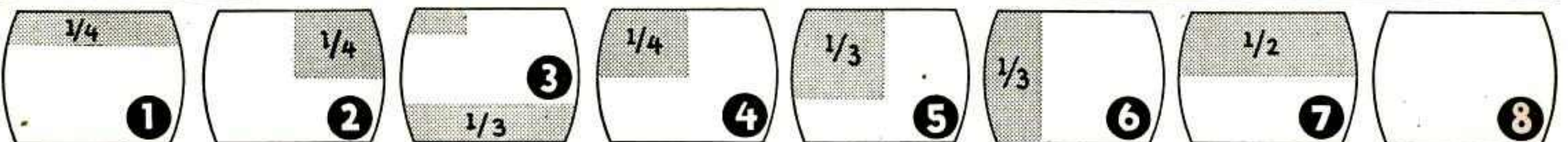
It will be noted that in some cases this column gives two dimensions and in others three. Where there are two dimensions, the first indicates over-all size of slide and the second, the scanning area. Where there are three dimensions, they translate as follows: The top figure gives over-all dimensions of slide; the second figure gives scanning area and the third, safety area. Agency art departments provide aspirin.

Audio Standards

First of the columns dealing with audio requirements is headed "Time Allowed or Word Count" and means just what it says. It applies only to the commercial part of the VSI, not the station identification, which is accounted for in the next column, headed "Time Allowed." This refers to the specific number of seconds necessary to do the audio station identification. Contrary to recently published reports, combined audio-video station identifications are not required hourly, but must be made at sign on and sign off.

Final column on the page shows whether there is a fixed rule for doing the audio station break in relation to the commercial—before or after. The letters "SOF" in this column refer to "sound on film" for identification purposes. Among stations not listed in the chart are WDAF-TV, Kansas City, Mo., which did not accept eight-second breaks at the time the compilation was made; KSD-TV, St. Louis; KPRC-TV, Houston (no eight-second spots accepted at the time); WHC-TV, New Haven, Conn.; WOAI-TV, San Antonio; KRON-TV, San Francisco; WBEN-TV, Buffalo, and WTMJ-TV, Milwaukee.

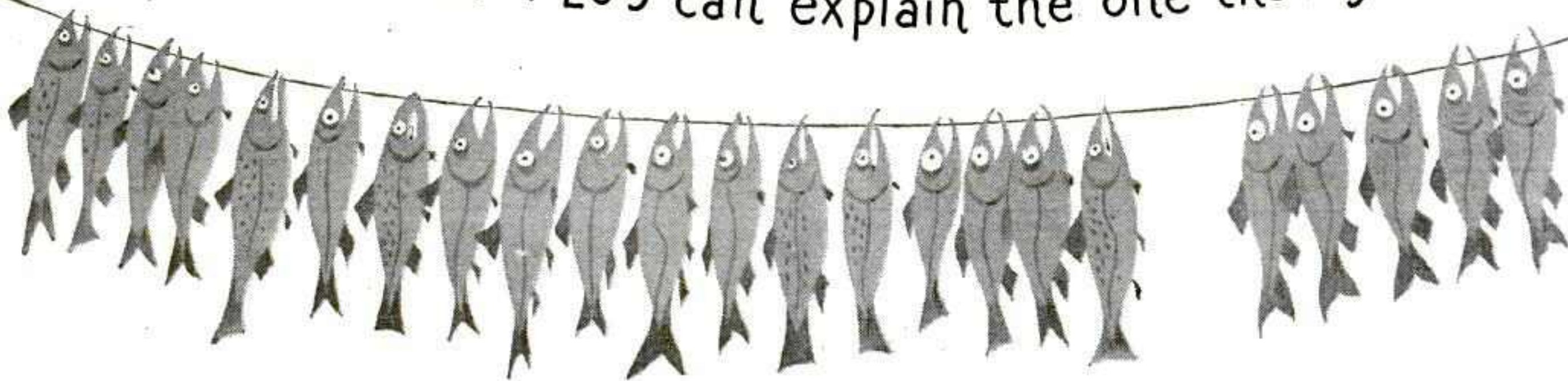
STATION NAME	VIDEO				AUDIO			
	VISUAL I. D. NEEDED	LAYOUT OF I. D.	OK NEEDED ON LAYOUT	PROJECTION REQUIREMENTS	SIZE AND SAFETY AREA	COMMERCIAL TIME ALLOWED ON WORD COUNT	S. I. TIME ALLOWED	BEFORE, AFTER OR OPTIONAL
WBRC Birmingham	10 sec. spot Yes 8 or 10	4	Yes	Standard 35mm. or multiscopes	35mm. • 3x4 centered • 2½x1½	10 sec. spot 7 seconds	3 seconds	Optional
WTOP-TV Washington	Yes	4	Yes	Slide Balop	2x2 • 24x35 • 18x24 3¼x4 • 2¼x3 • 1 11/16x2¼	5 seconds	3 seconds	Before (end of film should have time)
WHAM-TV Rochester, N. Y.	No	8	No	Slide	3¼x4 • 2¼x3	6 seconds	2 seconds	?
KOB-TV Albuquerque, N. M.	10 sec. spot No	1	No	2x2 slide Balop 4x3¼	11/16x29/32 3¼x2¾	10 sec. spot 8 seconds	2 seconds	Before
KPHO Phoenix, Ariz.	Yes	4	Yes	Slide transparency	2x2 • 35mm.	1 seconds	2 seconds	Optional
KNBH Hollywood	Yes	7	Yes	Slide transparency	2x2 • 25mm.x18mm.	4 seconds	2 seconds	After
KSTP-TV Minneapolis-St. Paul	Yes	4	NA	NA	NA	SOF—4 secs Slide 6 secs	SOF—2 seconds Slide—2 seconds	Optional
WJAC-TV Johnstown, Pa.	Yes	4	No	Slide	2x2 • 25mm.x18mm.	6 seconds	2 seconds	Before
WTVJ Miami	Yes	5	No	Balop	3¼x4 • 2¼x3 • 2¼x2½	6 seconds	2 seconds	Optional
WKRC-TV Cincinnati	10 second Yes	5		2x2 slide Balop	4x3¼ • 3x2¼ • 2¼x1¾	10 sec. spot 6 seconds	4 seconds	Before
WMAR Baltimore	Yes	1	Yes	Balop Slide	6¼x8 • 4½x6 2x2 • 1½x1 3/16	4 seconds	3 seconds	Before
KLAC-TV Hollywood	10 sec. spot Yes	4	No	2x2	2x2 • 35mm. • 24mm.x36mm.	10 sec. spot 6 seconds	2	Optional
WNBQ Chicago	Yes	7	Yes	Slide	2x2	Slide—6 seconds SOF—4 seconds	Slide—2 seconds SOF—2 seconds	After
WJZ-TV New York	Yes	6	Yes	Transparent slide Opaque Telop Stationary art Balop	2x2 • 1 5/16x15/16 3¼x3½ • 2¼x3 4x5 • 2¼x3½ 4x5 • 3x4	Slide—6 seconds SOF—4 seconds	Slide—2 seconds SOF—2 seconds	After
WCBS-TV New York	Yes	7	Yes	NA	NA	6	2	After
WHBF-TV Rock Island, Ill.	Yes	4	No	Slide	2x2 • 1x1.33	8 seconds	2 seconds	After
KRON-TV San Francisco	10 sec. spot					10 sec. spot 7 seconds	3 seconds	After
WGAL-TV Lancaster, Pa.	No 8 sec Yes	5	Yes	Balop Slide	3¼x4 • 2¼x1¾ 2x2 • 1½x1	No 8 seconds 5 seconds	3 seconds	Before
KRLD Dallas		8		Balop	3x4 • 1¼x2½	No I.D. 8 seconds		
WLAV-TV Grand Rapids, Mich.	Yes	4	No	Telop 35mm	Station Mounts 5x4 4½x3 3/16 2x2	7 seconds	3 seconds	Before
WOI-TV Ames, Ia.	Yes	4	No	Balop Slide	Standard 2x2 • 1 13/16x1¼	8 seconds	2 seconds	After
WOR-TV New York	10 sec. Yes 8 sec. No	4	Yes	Telop Slide	4x5 • 3¼x2½ 2x2 • 28mm.-21mm.	8 seconds	2	Optional
WDTV Pittsburgh	10 sec. Yes	4	Yes	Slide—metal holder	2x2 • 1/33x1 • 1.13x.8	8 seconds	2	Before
WNAC-TV Boston	Yes	4	Yes	Balop	Transparent 3¼x4 1½x2¾	6 seconds	2 seconds	Before
WRGB Schenectady, N. Y.	Yes	7	Yes	Slide	2x2 • 25mm.x18mm.	6 seconds	2 seconds	After
WNBW Washington	Yes	4	Yes	Slide	2x2 • 25mm.x18mm.	6 seconds	2 seconds	After
WBZ Boston	Yes	4	Yes	2x2 slide Balop	24mm.x32mm. 2¼x2½	6 seconds	2	After
WNBK Cleveland	Yes	1	Yes	Slide	2x2 • 25mm.x18mm.	6 seconds	2 seconds	After
WAGA-TV Atlanta	Yes	4	Yes	Balop Slide transparent	12x9 • 8x6 1 7/32x29/32 • 1 3/32x26/32	8	2	Before
WTTV Bloomington, Ill.	Yes	4	No	Slide Projectall	2x2 • 15/16x1 5/16 2¼x3¾ mat • 2¼x3¾	8	2	Optional
WSTV Charlotte, N. C.	Yes	4	No	Slide	2x2 • 1 15/16x15/16	6 (12 words)	2	Optional
WBKB Chicago	Yes	1	Yes	Slide — Leica or Esco metal mount	2x2 • 1½x¾	4 secs. film 4 secs. "line"	2	After
WCPO Cincinnati	Yes	5	Yes	Balop Slide	3x4 • 2¼x3¼ • 1¾x2¼ 2x2 • 1.2x1.53 • .8x1.13	7 (10 words)	3	Before
WTAR Norfolk, Va.	Yes	1	Yes	Slide transparency (2 slide for each announcement)	2x2 • 35mm. FILM: 16mm. pos. prints. 4 copies each, 1/64" safety	5 (10 words)	3	After
WPIX New York	Yes	4	Yes	Slide transparency	2x2x3/32 • 1x1¼	6	3	After
WCAU-TV Philadelphia	Yes	3 bottom only	Yes	Slide transparency		4	4	Before
WJAR-TV Providence	Yes	3 bottom only	NA	Slide	2x2			
KDYL Salt Lake City	10 sec. spot Yes	5	Yes	Slide transparency	2x2 • 35mm.	10 sec. spot 6	2	Optional
KSL-TV Salt Lake City	Yes	5	Yes	Balop	3¼x4½ • 2½x3	8? (15 words)	2	Before
WJIM-TV Lansing, Mich.	Yes	5	No	Slide transparency	2x2x1/16 • 1¼x7½	6 seconds	2 seconds	After
KTTV Los Angeles	Yes	7	Yes	Balop	4x5 • 3x4	6	2	After
WTMJ-TV Milwaukee	None Available							
WLW-D Dayton, O.	10 seconds Yes	4	Yes	Slide	2x2	10 sec. spot 6	4	Optional
WSM-TV Nashville	Yes	4	No	Slide transparency (must be sent to station to mount)	2x2 • 20mm.x35mm.	6 seconds	2 or 3 4	After
KEYL San Antonio	Yes	5	Yes	Slide	2x2 • 1x1¾	6 seconds	2?	Optional
WFAA-TV Dallas	Yes	7	Yes	Gray Telop Opaque	4x5x1/32 4x5 2¼x3¼	6	4	Before
WFIL-TV Philadelphia	Yes	3 bottom only	Yes	Slide	3¼x4x1/16 • 1¾x2¾	4	2	After



The above screen designs refer to the patterns used by TV stations for their visual station identifications. The fractions in the shaded areas refer to the approximate space to be set aside for the station's call letters. The numbers refer to the different styles in these patterns, with the chart above showing the different station requirements.

Record Catch!

... and Mister PLUS can explain the one that got away?



EACH FISH on this string represents half a month in 1950 (day or night) when Mutual landed a *larger share* of the total U.S. radio audience than it had in 1949.

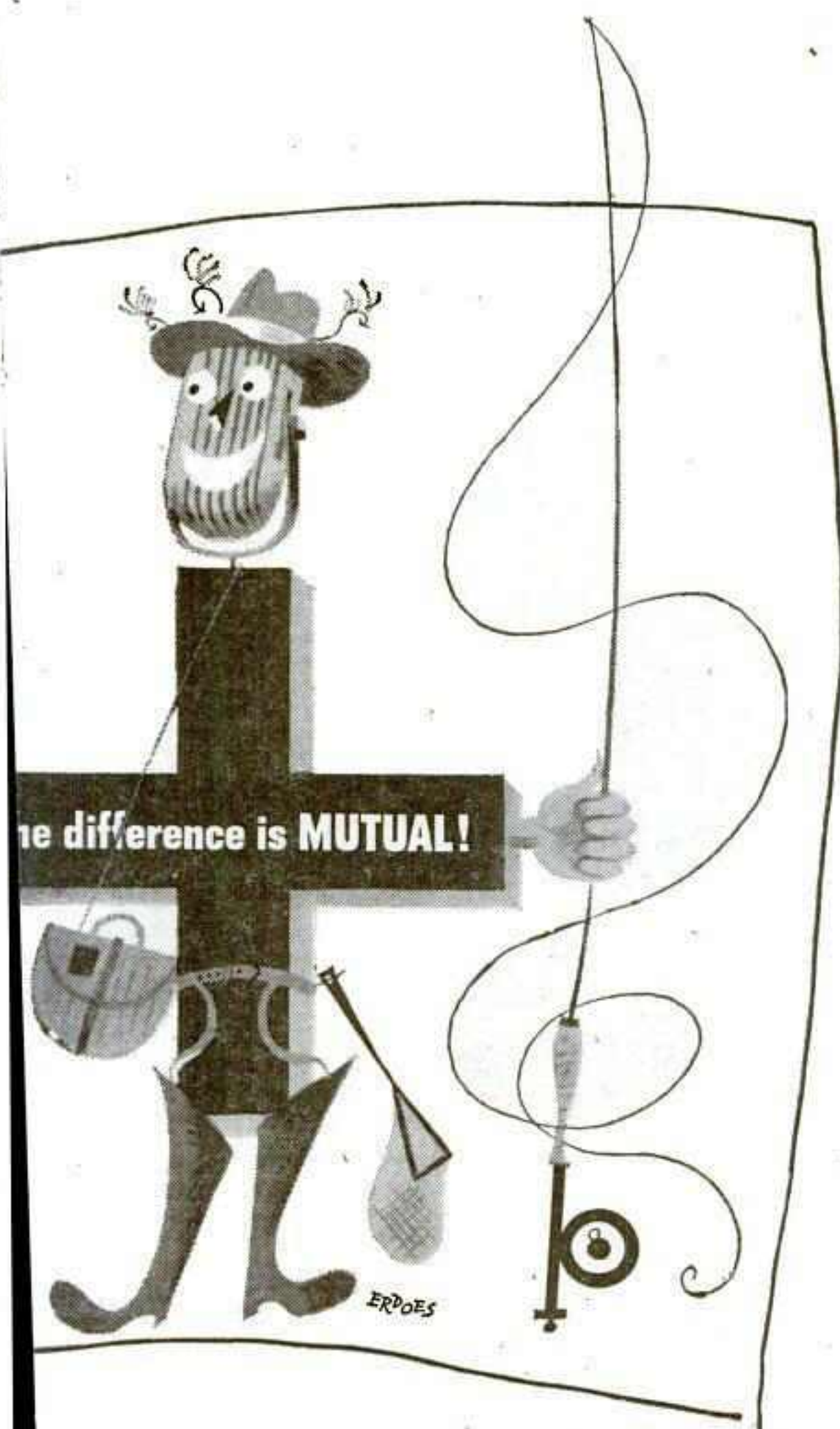
Nielsen credits our Mister Izaak W. PLUS with 23 out of a possible 24—far more than anybody else brought home—but one did get away.+

As for total gains in *actual listening* during 1950, our creel is full to the brim. Day and night, all year round, Mutual alone has built larger audiences, '50 over '49.

In fact, this gain amounts to 397,485,000 *more* family-hours of listening to Mutual in 1950 than in 1949.

And 1950 was the year of television's greatest growth.

Care to use our tackle?



†Daytime, October, is the one that got away. Tune-in to the World Series, MBS exclusive, was less for the 4-day Yankee-Phils in '50 than for the 5-day Yankee-Dodgers in '49.

PISCATORIAL PIN-UP

Out of 24 possible gains in share of audience during 1950 (by day and by night for each month), Mutual landed 23; Network X: 16; Y: 4; Z: 0.

the difference is —

The MUTUAL Broadcasting System

1440 BROADWAY, NEW YORK 18, N. Y.

TV Pix' Local Station Sales May Outstrip Web Profits

• Continued from page 3

areas. Accordingly, products with only local and regional distribution such as bakeries, beer outfits, candy companies and department stores have proved the best sources of revenue. Such a method of selling makes nationwide distribution organizations mandatory, but it seems to pay off in results.

Autry's Tops

The top property in the CBS TV film stable is Gene Autry, which

not only is sold network in nine cities, but is sold locally in at least 25 other cities. *Range Rider*, a new CBS-TV film oater and only recently put on the market, now is on 10 local video stations. *Cisco Kid*, the No. 1 Ziv film, has been sold in 55 markets. United Television Productions has sold its *Royal Playhouse*, first run under the title of *Fireside Theater* on TV network, in 35 cities. This was the second series of *Fireside Theater* films.

Strange Adventure, the first of *Fireside Theater* films, is now on its third run in some cities. This bears out the contention of many TV film producers that advertisers will buy second, third, fourth and

even fifth run, if the product is entertaining. It was previously thought that advertisers would only go for first-run film. CBS-TV, for example, has so much faith in the fact that it can continue selling its TV film indefinitely that it has leased *Range Rider* for 50 years and the Gene Autry film for 10 years. These films are produced by Flying A Productions, but CBS owns a half interest in them.

Price-Market Quota

The video film is priced according to the number of TV sets and, in some instances, retail sales in each city. *Range Rider*, for example, costs \$1,040 in New York for a local advertiser, but only \$140 in Charlotte, N. C. Autry costs \$1,850 in New York and \$175 in the cheapest market.

The fact is that these TV film distributors also are looking forward to an even larger stake when new TV stations are built and are in need of programing.

CBS-TV Sells Daytime Segs To 3 Sponsors

NEW YORK, April 14.—The Columbia Broadcasting System TV network this week sold three quarter-hour slots to Standard Brands, three half-hour time periods to Colgate and one quarter-hour to Junket—all daytime shows. Standard Brands is buying Monday, Wednesday and Friday 1:45-2 p. m. of the *Garry Moore Show*; Junket has taken the 1:30-1:45 Thursday afternoon segment of the same program.

Colgate will take over sponsorship of the Monday, Wednesday and Friday 11:30-12 p. m. time period. The show has not been selected, but it will not be Steve Allen, whose hour show will be cut in half. He will be on 12-12:30 when Colgate takes over. One of the reasons for the Colgate acquisition of the early time slot is that the potent Mr. Godfrey is expected to be on CBS-TV daytime come fall. Colgate, naturally, would get the audience carry-over from his early show.

The Garry Moore sponsor alignment with his new clients leaves Monday, Tuesday, Wednesday and Friday 1:30-1:45 and Tuesday 1:45-2 p. m. open. Otherwise Corn Products is in Thursday 1:45-2; Procter & Gamble has the 2-2:15 strip; Cavalier Cigarettes has Monday, Wednesday and Friday 2:15-2:30 and Quaker Oats Tuesday and Thursday 2:15-2:30 p. m.

Borge Show Solid, Option Picked Up

NEW YORK, April 14.—Reports that Victor Borge video show is shaky were denied this week by representative of the Danish pianist-comic. Borge's option for his National Broadcasting Company TV show actually was picked up by the sponsor, Kellogg's, only three or four weeks after the airer bowed, but the infro was not released until considerably later. The current Kellogg-Borge contract is said to bind the sponsor for 13 weeks beyond May 5, with a 28-day notification clause.

The Borge contract also is reported to have a clause by which Borge can lay off for the summer to fulfill other commitments. Should he do so, the unexpired time would apply to the fall.

CBS Plans Godfrey Simulcast in Fall

NEW YORK, April 14.—Columbia Broadcasting System expects to program the Arthur Godfrey morning radio show as a TV simulcast beginning in September, and next week will present its pitch to his various AM sponsors to get them to bankroll the video side of the program. It is virtually assured that all of them will go for the proposal.

The current line-up of Godfrey morning clients includes Toni and Monarch Foods alternating 10-10:15; Lever Bros., 10:15-10:30; Pillsbury, 10:30-10:45; National Biscuit, 10:45-11, and Chesterfield, 11-11:30. What would happen

should any of his advertisers refuse to go into TV is not known, but Godfrey has been such a potent pitchman that such an eventuality is not even considered. If, however, a radio client does not wish to play with TV, insiders believe CBS would cancel the contract after the cycle.

It is also believed that CBS-TV will have little trouble in clearing time for Godfrey. He can and has delivered such imposing ratings that the National Broadcasting Company will have to come up with at least an equally strong property to be able to battle for availabilities.

CBS Ups Pay 10% for HCL

NEW YORK, April 14.—The Columbia Broadcasting System this week granted a 10 per cent cost of living wage hike effective immediately to all its employees earning under \$10,000 a year. The move was made, according to the network, because the government's wage stabilization regulations made the CBS annual salary review plan difficult.

Organizers for the Newspaper Guild, however, which is on the verge of holding an election at the web next Wednesday (18), are claiming that the raise was inspired by the threat of unionization.

Snader Converts Films to Color

HOLLYWOOD, April 14.—Louis Snader will convert all future film productions to color. Snader this week completed 400 of his Telecriptions and will resume production June 1 when he switches to tinted stock. Snader refused to divulge what color film process he will employ, stating only that his 1950 sked will demand approximately doubling his existing production budget.

Cost will be absorbed by the more expensive color filming plus his stab at more names. This week, he inked pianist-actress Diana Lynn and songstress Connie Boswell. Snader will keep his color films on the shelf until TV converts to a tinted signal and will service stations with black and white dupes of his hued negatives.

During production lay-off between now and June 1, Snader will wing to New York to renew his contract with American Federation of Musician's Prexy James C. Petrillo. Snader, who was the first to sign the 5 per cent royalty TV film agreement with AFM, expects the existing pact to be renewed without changes. Snader-AFM contract expires in mid-May. Telecriptions currently are in 36 major markets.

Short Scannings

Brief but important video news

Chi Grand Jury Refuses To Indict ABC's Harvey . . .

The Chicago Federal Grand Jury which heard the case of Paul Harvey, ABC newscaster who climbed the fence of an atomic lab to test its security and was nabbed, refused Wednesday (4) to return an indictment.

Brand Exec Producer For ABC Central Div. . . .

Jack W. Brand, independent producer, has been named executive TV producer for the ABC central division, replacing Phil Patton, who will devote full time to producing "Super Circus."

Fairbanks Films Combo TV, Commercial Pic for Heinz . . .

Jerry Fairbanks will film "The Big Delivery Wagon," a combined TV and commercial film for H. J. Heinz Company. Budget is estimated at \$50,000, with film to be shot in color from which black and white prints will be duped for TV. Story deals with development of America's system of national food distribution. Location shooting kicks off this week at Tracy, Calif. Heinz's Alvin J. Adams will supervise filming.

Mardyn Has Film Fable Series Featuring Ives . . .

Folk balladier Burl Ives, thru his film company, Mardyn Films, Inc., is peddling a series of TV film fables beamed at adults and children and starring himself. Pilot film, "Blue Beard," is currently making the rounds. Series, tagged "Famous Tales," is offered on a 13-week open-end basis, prices ranging from \$750 to \$2,750. Top is in New York. Mardyn Films is co-owned by Marion Gering, film and legit director.

Dick Gottlieb, Bruce Layer Call Houston Buffs Games . . .

Dick Gottlieb and Bruce Layer will announce the play-by-play accounts of the Houston Buffs over KPRC-TV, Houston. The 26-week telecasts will be sponsored by Henke & Pillot, food chain. . . . Don McGee, formerly with WBAP-TV, Fort Worth, is a lieutenant at the Carswell Air Force Base Public Information Office there. . . . William A. Roberts, commercial manager, and Roy M. Flynn, technical supervisors of KRLD, Dallas, have been named assistant general managers. Roberts is in charge of AM, FM and TV sales and has been with the outlet for the past 20 years. Flynn has been with KRLD since 1926.

Heads Jam Handy TV Operation . . .

Jam Handy organization, leading producer of commercial motion pictures, is branching into video on a stepped-up scale of operation with the establishment of a separate television department. Vincent L. Herman, a director at Jam Handy for several years, has been named head of the new section, which will have separate production facilities in the New York branch as well as in the main studios in Detroit. Staff will include William Uskali, production executive, and Frank Seaver, account executive.

AVA Signs To Sponsor "Tele-Teen Reporter" . . .

American Vitamin Association last week inked "Tele-Teen Reporter" with Al Burton to a 26-week pact, kicking off Thursday (19). Show is currently viewed on KLAC-TV. "Reporter's" first project under the new contract is a search for "Miss Thyavals of 1951," tying in with AVA's product, Thyaval. Seg will emanate from KLAC's Music Hall Theater.

Jean Carroll May Get CBS-TV Summertime . . .

The Columbia Broadcasting System expects to program a half hour TV stanza featuring vaude and nitery Jean Carroll this summer. The format for the show is not set. Miss Carroll was tried out in a radio format several months ago, but the show never got past the audition stage.

By Way of Personal Mention . . .

Cornwall Jackson, J. Walter Thompson's head man on the West Coast, was in New York last week. . . . Dick Doan, WCBS-TV program director, has created a new film department, which will handle all aspects of WCBS-TV's feature movie programing. David Savage, ex-Official Films, will head up the new division, with film editors Sidney Chatten and Charles Hinds named as assistants. . . . Terrance McGuirk and Marion Lonsberry have been transferred from CBS network operations to WCBS-TV's service department.

Producer-scripser Larry Menkin buying a house in Yorktown Heights, N. Y., and WPIX's John Tillman has picked up residential real estate in Stafford, Conn. . . . The American Jewish Committee has produced an animated ballad-cartoon on film tagged "Baseball," and will make it available free of charge to stations during the baseball season. The cartoon was written and directed by Lynne Rhodes, with artwork and animation by Fred Arnett. Milton E. Krents produced. . . . Don Russell, DuMont's chief announcer, celebrates his 10th year in the radio-TV industry this month.

Hank Sylvern, musical director for "Suspense" and "This Is Showbusiness," acted for a special newsreel radio show for the U. S. State Department. . . . Charles E. Dillon, radio-TV chief of the Office of Public Information, U. S. Department of Defense, will speak at the American Television Society luncheon Wednesday (18). . . . Ray Morgan signed to do the commercials on "Kreiser Bandstand" for Hirshon-Garfield. . . . Einar O. Petersen Jr., last week, joined the WOR-TV sales department. . . . Alexander March is new production advisor for TV and radio programing at William Morris Agency. . . . Schepp-Reiner Company, New York, appointed East Coast reps for Consolidated Television Productions, Hollywood. . . . Edward L. Smith has joined Edward Petry's San Francisco office in TV sales.

Gruen Shopping For New Agency?

NEW YORK, April 14.—The Gruen Watch Company this week was reported shopping for a new agency. The watch company's present agency is Stockton, West & Burkhardt of Cincinnati, the home office of Gruen.

Watch outfit execs are said to have been here all week talking to different agencies. Grey Advertising was Stockton, West & Burkhardt's predecessor. The account is supposed to be worth over \$1,000,000. Gruen sponsors *Blind Date* on TV.

All-Radio Meet

• Continued from page 1

munist activity would have a chance to defend themselves.

Already accepted by the subcommittee of the industry-wide group and the performer unions, the scheme is for artists reputedly tainted with the Commie tag to file statements setting forth their position with labor orgs. These replies will then be kept on file so that broadcasters, agencies or advertisers who wish to buy the talent can get the American Association of Advertising Agencies to get them the statements for their consideration.

The AAAA will not make known the employers requesting such information. In this way, it is believed, potential buyers of talent would give the entertainers a chance to defend themselves without being involved in controversy or creating incidents.

AFRA would be in the position of a funnel, but the union makes clear that it is not admitting the truth of any of the allegations against performers nor is it attesting to the veracity of any of the statements which will be filed.

It is expected that the all-industry conference will accept the plan and that it will become standard procedure in radio and TV for dealing with charges of Communism.

Lucky Strike Names Summer Replacements

NEW YORK, April 14.—Lucky Strike Cigarettes this week bought three summer replacement shows—two for TV and one for radio. Guy Lombardo and his ork will sub for Jack Benny on the Columbia Broadcasting System radio network beginning in June for 14 weeks.

In TV, Lucky Strike purchased a quiz show packaged by Lou Cowan to replace *This Is Showbusiness* during the warm weather. The program will probably feature Phil Silvers and will be on CBS-TV. The cigarette company has also signed to bankroll *Manhunt* in place of *Hit Parade* on the National Broadcasting Company TV web. Drama is packaged by Al Levy.

Crosley Exhibits New UHF Tuner

BRIDGEPORT, Conn., April 14.—Crosley division of Avco Manufacturing Company this week demonstrated its new ultra high frequency tuner, a device which will enable some existing TV receivers to tune in both existing very high frequency stations as well as UHF stations. The Federal Communications Commission has pending an allocation plan which would authorize almost 2,000 UHF stations.

Crosley's tuner, should it reach the market, will probably sell for around \$40. For a number of reasons it will not be placed in production for some time, reasons including lack of UHF stations now, other than experimental operations and restrictions on necessary material. It gives the company, however, a strong selling point for its current VHF models.

Crosley receivers now using an electronic tuner (continuous tuner) can use the new ultratuner after simple connections. Coil (click) tuners which are more prevalent will present much more difficulty in being connected.

Demonstration here picked up a KC-XAK UHF rebroadcast of a WNBT, New York program, on sets using both built-in and outdoor aerials. Quality on both was virtually the same and in each instance completely satisfactory.

Fromkess to MCA Videopix

HOLLYWOOD, April 14.—Music Corporation of America this week signed Leon Fromkess to join its videopix department. Fromkess was a veepee at Samuel Goldwyn during the past five years after serving as production veepee at PRC. Fromkess will work with MCA's Karl Kramer, who heretofore supervised agency's TV film activity.

Agency at present produces *Stars Over Hollywood* thru its subsid firm, Review Productions. Furthermore, several top MCA clients—among them, Edgar Bergen and Ralph Edwards—have been active TV film production of their own. Fromkess will serve as film consultant to these and other members of the MCA talent stable anxious to invade video via film.

Outlook Better For TVA-KFI-TV Contract Talk

HOLLYWOOD, April 14.—After Television Authority presented its side of the KFI-TV strike case over the station's facilities this week the station showed signs of melting its firm no-contract stand in favor of resuming contract negotiations. Altho no official confirmation of this was forthcoming from Earl C. Anthony, station's owner, general feeling at the outlet indicated he was impressed by TVA's arguments and can be expected soon to agree to a peaceful settlement of the controversy.

Ken Carpenter emceed the parade of TVA talent, reading from prepared script. He explained that KFI-TV had requested a script be presented in advance and that any deviation from the script could result in presentation being cut off the air.

Carpenter told viewers TVA had inked contracts with all the nets and local stations in New York, Chicago and L. A., with the exception of KFI-TV. Anthony, he said refused to sign with TVA until the union could prove by a National Labor Relations Board election that it represented KFI-TV performers. Carpenter then staged most of the station's personalities, with each agreeing that they are TVA members. To convince viewers of TVA's hold, performers from other stations (Al Jarvis, Art Linkletter, *Space Partol* and *Time for Beany* casts, among others) came on to add weight to the presentation.

Carpenter also explained to viewers that TVA is composed of memberships of five entertainment unions, that Lawrence Tibbet was its prexy, and then read a series of top showbiz names affiliated with TVA for prestige's sake.

GIVE TH' MAN A BABY BROWNIE

WASHINGTON, April 14.—Station folk are chuckling over a tiff between WNBW-TV commentators Morgan Beatty and Robert McCormick as an aftermath of the handling of the announcement of the ouster of General MacArthur. A direct wire from the White House to the WNBW studio was being held open for McCormick, who, while waiting for the news break, decided to use the direct wire to put in a call for a cameraman. When he flashed the signal, Beatty, at the studio, put him on the air and McCormick was heard over the network saying "Hello, hello, let me talk to my cameraman." Beatty cut him off fast and apologized over the air for "uninitiated newsmen."

Joseph Short, President Truman's radio-press secretary, announced yesterday (6) that spot news broadcasts direct from the White House will need prior clearance on each occasion hereafter.

Out-of-Home Poll by SCBA

HOLLYWOOD, April 14.—Southern California Broadcasters Association Thursday (12) began prepping an out-of-home survey to follow on the heels of its recent auto research program. Plan is expected to cover effectiveness of brand-name products and a listeners' poll of store and office radios. Announcement of the survey came at an SCBA meet where all association incumbents were returned to office with the exception of two.

Newly elected are Gene W. Lee, KFXX (San Bernardino) general manager, veepee, and KFVB's Prexy Harry Maizlish, board of directors. Lee replaced Ernest L. Spencer, KVOE (Santa Ana), and Maizlish takes over from William J. Beaton, KWKW (Pasadena). Incumbents voted in were A. E. Joscelyn, CBS director of operations, prexy; Cliff Gill, KFMY general manager, secretary-treasurer, and directors, Robert O.

Sen. Benton Submits D. C. Bill for Thoro TV Probe; Freeze Continues

WASHINGTON, April 14.—An additional 90-day continuation of the TV freeze pending a congressional probe of television to determine programing trends and needs was proposed here in a resolution by Sen. William Benton (D., Conn.). Benton said he has received assurances from Chair-

man Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee, that hearings on the resolution will be held soon.

Coast CBS Slates Casts, Auditions For TV, AM Shows

HOLLYWOOD, April 14.—Columbia Broadcasting System's Coast programing Veepee Harry Ackerman this week set casts and audition dates of several new TV shows. *Hal Peary Show* will be auditioned May 4 and will be written by Paul Henning. Keith Fowler, Nate Monaster and Stanley Shapiro. Dick Linkervan will direct. Marie Wilson in *My Friend Irma* will be auditioned the latter part of next month with Cy Howard and Hank Levy handling writing-production. Currently in preparation are TV scripts for *The Line-Up* and *Johnny Dollar* for auditioning in early June. No cast or writers have been set as yet.

For radio, auditions are being cut with Audrey Totter in the lead of Frank Galen's *Meet Millie*. Cy Howard's *The Three of Us* will feature Ed Max, Sandra Gould and Marvin Kaplan. Vera Vague will be femsee of *Meet the Boys*, participation show devoted to G. I.'s, to be directed by Larry Berns. New comedy panel series, *The How-To Show*, will feature Roger Price, Stanley Adams, Leonard Stern and Anita Martell.

Reynolds, KMPC; Calvin J. Smith, KFAC, and Haan J. Tyler, KFI-TV.

Altho elections technically will not be held until association's May meet, ballots will be a formality as no opposing nominations were made at this week's confab.

mercial broadcasting," and that consequently TV's public interest is all the more important to advertisers.

Questions Educational Time

Recalling that the FCC has proposed to reserve "only 10 per cent" of the available TV channels for educational institutions, "contrasted with the 15 per cent asked for by many educators," Benton described the 10 per cent as a "pre-Kefauver percentage." He said he has no criticism of commercial telecasting and sees need for the "Bing Crosby and Bob Hope" kind of programs, but he said the educational reservation issue should be explored more fully. His resolution proposes a probe of the following: Current TV programing, commercial and non-commercial; criteria now being used by FCC for assignment of TV channels; types of control over programing now being exercised by commercial sponsors; prospect for financing public service and educational programs from State, local and federal sources, and character of legislation necessary to insure maximum development of educational and public service potentialities of TV.

Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4
LANCASTER, PENNA.

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

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

Clair R. McCollough, Pres. A STEINMAN STATION

NBC
TV AFFILIATE

Again and Again

Station WMAQ proves its leadership in station and program promotion through "The Billboard" competition:

1948—SECOND in AUDIENCE PROMOTION
THIRD in SALES PROMOTION

1949-'50—SECOND in SALES PROMOTION
THIRD in PUBLIC SERVICE and AUDIENCE PROMOTION

1951—SECOND (Tie) in AUDIENCE-SALES PROMOTION
SECOND in PUBLIC SERVICE PROMOTION

This award-winning promotion is available to you when your advertising schedule is placed on



Four Hot Union Issues On Roster of Network Worries

NEW YORK, April 14.—Four hot potatoes in the form of labor union jurisdictional battles currently are being juggled by the television broadcasters. Two of them, particularly, are of an immediate nature, calling for quick solutions with the alternative of effective progress being stymied. Rear projection telecasts, and the production by networks of filmed shows for TV, will remain future projects only until intra-labor squabbles are ironed out.

The web film operation, for example, is most likely to hurt American Broadcasting Company, should no agreement be reached. The network has been planning to start film operations on the Coast some time next month, after long planning. However, it all depends on the outcome of a feud between the National Association of Broadcast Engineers and Technicians and the International Association of Theatrical Stage Employees. The former says that its contract with the web covers any camera work done for the broadcaster, while IATSE claims it holds sway, not only over electronic and mo-

tion picture cameras, but for filming for TV as well.

The network, in this case, is the innocent bystander, but is effectively prevented from proceeding. Should the unions fail to reach peace between themselves, ABC may shortly request action from the National Labor Relations Board. It's entirely unlikely that ABC would, on its own initiative, recognize one group, thus inviting the enmity and possible counteraction of the other, but will let NLRB settle the warfare for it.

Is It Scenery?

Similarly, in the use of rear projection and similar devices, the webs likewise are stymied. Here, NABET and IATSE's Local 1 are the interested parties. NABET claims its contract covers the handling of all electrical equipment, while IATSE's stagehand local holds that the equipment involved falls into the "scenery" category, and its men should handle it. Again, the webs won't designate one union for fear the other won't work as a result.

A third beef is that between the Screen Actors' Guild and Television Authority over which should represent talent in filmed TV shows. The NLRB already is acting in this case, but it is far from settled. Hearings were held in New York, and currently are winding up on the West Coast, following which a recommendation will be made.

The underlying question, however, is whether talent should be grouped into one organization, whether working live or film shows, or whether there should be two separate units. Should NLRB hold for a single unit, SAG undoubtedly would participate in the election which would follow, though the odds would be strong against it. Should two units be the solution, SAG likely would withdraw from the election for the live show talent, but would throw its entire weight into the film unit election.

A fourth beef also involves TVA, this time pitted against the American Federation of Musicians. This concerns which should have the membership of a singer who also plays a musical instrument. A similar fight a few years ago at WBBM, Chicago, had the AFM victor in arbitration against the American Federation of Radio Artists, one of TVA's participating groups. However, in TVA's recent agreements in Chicago and New York, the wording carefully avoided exclusion of musicians from coverage, and AFM is girding itself to prevent any inroads being made on its membership.

The latter two disputes, fortunately for the industry, are not in the flare-up stage at present. Although the first two are holding up developments pending their settlement, the talent involved in the last two battles continues to work peacefully.

TV TRAVELOG ALL FOR TEXAS

SAN ANTONIO, April 14.—The State of Texas, as everyone who ever talked to a Texan knows, is simply tremendous. It's so big, in fact, that a film travelog TV series is being devoted solely to the Lone Star State. The series is airing over WOAI-TV, San Antonio, and other Texas TV outlets under the sponsorship of Prize Beer, a Texas brew.

Each weekly show runs 15 minutes and spotlights a different city or locality in the State, highlighting the travel story, scenic beauty, historic spots, industry, agriculture, community celebrations and sports. Following the TV showing, films will be made available to service clubs, fraternal organizations, historical societies and other groups. Seems the Texans never get tired of getting whinnied up about Texas.

Hawk, Camels 3 Years More, But Not Excl.

NEW YORK, April 14. — Bob Hawk this week was signed to a new three-year non-exclusive pact by Camel Cigarettes. After 10 years of working exclusively for the cigarette company, Hawk, because of his own recent stepped-up packaging activity, has decided to make himself available for other assignments.

The new pact, however, undoubtedly portends a continuation of the Bob Hawk show on radio next season. Hawk is now on the Columbia Broadcasting System Monday evenings 10:30-11 p.m. The quizmaster's newest packaging property is *Win Lose or Draw*, which already is being shown to sponsors.

Lang-Worth Files Suit To Enjoin AFRA Arbitration

NEW YORK, April 14.—Lang-Worth Feature Programs, Inc., this week filed suit in the Federal Court, Southern District, to enjoin the holding of arbitration proceedings instituted by the American Federation of Radio Artists against the company. AFRA started these proceedings more than a year and a half ago, alleging that Lang-Worth's feeding of a transcribed Fred Waring show to the National Broadcasting Company radio network was contrary to the AFRA transcription code.

Lang-Worth contends that the contract between AFRA and the broadcasting industry is a violation of the Sherman Anti-Trust Act. This being the case, Lang-Worth claims the former transcription code signed by the company was not valid.

Lang-Worth also charges that the AFRA pact with the networks resulted in a monopoly because it stifled competition in the use of live and recorded performances.

This move by Lang-Worth is the latest in a running battle with AFRA over the transcription company's refusal to sign the newly negotiated AFRA code. The first round was won by AFRA when the Supreme Court here recently dismissed a Lang-Worth petition to restrain the radio artists' union from picketing. Lang-Worth, however, expects to appeal to the State Supreme Court.

MR. MICKELSON, 'SCUSE THE SLIP

NEW YORK, April 14.—In the red faces department *The Billboard* was recovering from the error it made last week when it had Sig Mickelson being replaced by Stuart Novins as director of public affairs at the Columbia Broadcasting System. The fact of the matter is that Novins will move in as director of discussion programs at CBS from KNX, Los Angeles, where he was director of public affairs.

Mickelson will remain as head of public affairs for the CBS network.

BERLE, "COMEDY HOUR" TOPS

Music-Vaude-Revue March Videodex Shows January Leaders Still Ahead

NEW YORK, April 14.—Milton Berle and the *Comedy Hour* still run one-two in ratings for TV shows in the musical-vaudeville-revue category, according to Videodex ratings for March, 1951. This is the second comparative survey of shows in this field, the first covering January ratings, having been published in the issue of March 10.

This week's feature is the initial one in the second go-round on current sponsored network shows according to category, including comedies, kid and Western shows, mystery stanzas and dramas, and published exclusively in *The Billboard*.

The list below shows, beside ratings, the network, time sponsor, agency, homes reached and estimated talent-production costs.

Rank	Program	Net.	Time	Sponsor	Agency*	Videodex Rating**	Homes Reached (000's)	No. of Cities***	Est. Prod. Cost
1	Texaco Star Theater	NBC	Tues. 8-9	Texaco	K	60.3	6680	61	\$40,000
2	Comedy Hour (Tony Martin)	NBC	Sun. 8-9	Colgate	TB SM	45.0	4773	57	50,000
3	Godfrey & Friends	CBS	Wed. 8-9	Liggett & Myers	C&W	40.6	4107	49	17,500
4	Am. Applauds (Richard Rodgers)	NBC	Sun. 9-10	Toni Pillsbury Red Cross Shoes	FC&B LB SW&B	40.5	3849	47	
5	Show of Shows	NBC	Sat. 9-10:30	Benrus Crosley Minn. Min. Swift SOS	T B&B BBDO JWT McE	37.9	3977	56	18,000 per 1/2 hr.
6	Ken Murray	CBS	Sat. 8-9	Budweiser	D'A	34.8	3458	48	21,000
7	Hit Parade	NBC	Sat. 10:30-11	Am. Tobacco	BBDO	32.5	2727	37	22,200
8	Toast of Town	CBS	Sun. 8-9	Linc.-Merc. Speidel	K&E	29.7	2927	40	17,500
9	What's My Name? (Winchell-Mahoney)	NBC	Mon. 8-8:30		SSC&B	25.5	2523	45	12,000
10	This Is Show Biz	CBS	Sun. 7:30-8	Am. Tobacco	BBDO	25.2	2529	52	10,500
11	Alan Young	CBS	Thurs. 9-9:30	Eso	M&P	24.8	2394	42	15,000
12	Four Star Revue (Ed Wynn)	NBC	Wed. 8-9	Motorola Norge	R&P JWT	23.7	2385	51	50,000
13	Ford Star Revue	NBC	Thurs. 9-10	Ford	JWT	22.5	2308	48	15,000
14	Frank Sinatra	CBS	Sat. 9-10	Bulova	B	22.2	2070	36	22,000
15	Musical Comedy	NBC	Mon. 9:30-10:30	P&G	B&B	22.0	1673	29	25,000
16	Jack Carter	NBC	Sat. 8-9	Tintair	C&P	20.8	1817	31	35,000
17	Fred Waring	CBS	Sun. 9-10	Gen. Electric	BBDO	19.7	1988	49	34,500
18	Garroway Show	NBC	Sun. 10-10:30	Congoleum	McE	18.9	1998	55	9,000
19	Show Goes On	CBS	Thurs. 8:30-9 Mon. 8:30-9	Am. Safety Razor	R&R	17.9	1545	39	7,000
20	Voice of Firestone	NBC		Firestone	S&J	17.0	1601	38	5,000
21	Cavalcade of Stars	DuM	Fri. 10-11	Drugstore	Prod Ad	16.4	1291	18	8,500
22	Henry Morgan	NBC	Fri. 9-9:30	Campbell	WW	14.8	1224	31	
23	Paul Whiteman	ABC	Sun. 7-7:30	Goodyear	Y&R	13.9	1375	40	20,000
24	Vaughn Monroe	CBS	Tues. 9-9:30	Reynolds	E	13.7	1236	35	13,500
25	Cavalcade of Bands	DuM	Tues. 9-9:30	Drugstore	Prod Ad	13.2	1073	21	8,500
26	Don McNeill	ABC	Wed. 9-10	Philco	H	12.1	1059	37	6,000
27	Star of Family	CBS	Fri. 10-10:30	Nash	GN&G	11.2	1146	54	12,800
28	Showtime USA	ABC	Sun. 7:30-8	Dodge	R&R	10.8	1074	46	22,000
29	Peter Lind Hayes	NBC	Thurs. 8:30-9	Bordens	K&E	9.9	776	19	8,500
30	Holiday Hotel	ABC	Thurs. 9-9:30	Packard	Y&R	9.3	861	38	14,000
31	College Bowl	ABC	Mon. 9-9:30	Am. Safety Razor	R&R	6.4	482	17	13,500
32	Penthouse Party	ABC	Fri. 8:30-9	Best Foods	L	5.7	446	31	3,500
33	Arthur Murray	DuM	Sun. 9-9:30	Art. Murray	R&R	5.0	176	4	7,500
34	At Home	CBS	Mon. 11-11:15	Masland	AC	4.2	342	32	3,000
	MULTI-WEEKLY		Mon. 7:45-8	Chesterfield	C&W	16.9	1493	39	22,000
	Perry Como	CBS	Wed. Fri.			16.0	1382	39	
			Fri.			14.7	1310	40	
	Mohawk Showroom	NBC	Mon. 7:30-7:45	Mohawk	GN	12.4	1296	50	4,500
			Wed. Fri.			13.0	1306	47	
			Fri.			11.3	1146	48	
	B'way Open House	NBC	Mon. 11-12	Anchor Hock. W		4.4	382	40	15,000
			Tues. Wed. Thurs. Fri.			7.4	704	42	
			Thurs. Fri.			3.9	360	39	
			Thurs. Fri.			7.7	637	38	
			Fri.			11.3	1077	43	
	Little Show	NBC	Tues. 7:30-7:45	Stokely-Van Camp	C&HCMcS	8.7	908	55	
			Thurs.			7.9	847	56	

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

- AC—Anderson Cairns
- B—Blow
- B&B—Benton & Bowles
- BBDO—Batten, Barton, Durstine & Osborne
- C&HCMcS—Calkins & Holden, Carlock, McClintock & Smith
- C&W—Cunningham & Walsh
- D'A—D'Arcy
- E—Esty
- FC&B—Foote, Cone & Belding
- G—Gardner
- GN&G—Geyer, Newell & Ganger
- GN—George Nelson
- H—Hutchins
- JWT—J. Walter Thompson
- K—Kudner
- K&E—Kenyon & Eckhardt
- L—Ludgin
- LB—Leo Burnett
- L&M—Lennen & Mitchell
- McE—McCann Erickson
- M&P—Marshall-Pratt
- Prod Ad Product Advertising Corporation.
- R&R—Ruthrauff & Ryan
- S&J—Sweeney & James
- SM—Sherman Marquette
- SSC&B—Sullivan, Stauffer, Colwell & Bayles
- SW&B—Stockton, West & Burkhardt
- T—Tarcher
- TB—Ted Bates
- W—William Weintraub
- WW—Ward Wheelock
- 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, live or via kinescope. Ratings are for March, 1951.

Kaye Sees TV Mail-Order Biz "Headed for the Junk Pile"

NEW YORK, April 14.—Mail-order business in TV, according to its No. 1 operator, Harold Kaye, is "headed for the junk pile." As a result, Kaye is changing his emphasis in TV to film packaging and has set up a unit to assemble specially edited "movie-jockey" shows for cross-country syndication.

Kaye, whose mail-order network is considered tops in the video pitchman field, says the market went into a decline two months ago and has been dropping steadily ever since. He attributes the drop

to the current economic squeeze, public resentment of phony claims and inferior merchandise, and the fact that mail-order pitches are no longer a novelty to TV audiences.

Kaye's "movie-jockey" idea stems from his experience as a mail-order sponsor of TV flicker programs here and in other cities. He plans to "personalize" low-budgeted "C" pictures via cutting and integrated narrations by movie names on film. The hour packages will be peddled to stations across the country at a price only slightly higher than they pay now for movies "as is."

Kaye's regular production crew includes TV director Alex Courtney; assistant director Bill Demarest; writers Gene Hurley, Eric Author and Al Goldman and researcher Miriam Geer. To facilitate film cuts and major changes in plot outlines, Kaye is buying as many movies outright as possible and tying up others on long-term exclusive deals. Since the crime films are handled as "cases," movies with unknown actors will be assets.

The same production crew will shortly ready a similar series on Western movies featuring Elton Britt as the movie-jock. This show debuts over WOR-TV next Monday (23) across the board. Kaye plans to set up licensing operations on appropriate products in the near future.

THAN QUE
Don Fodderson and KLAC-TV for 15 happy months! And for letting me accept new offers, starting with

KNX-CBS
Hollywood, Calif.
MIDNIGHT TO 1 A.M.

Signed
HAWTHORNE

THIS TIME try BIG AGGIE

TV CAN SELL ALL BY ITSELF

Books at 15c, 69c a Throw Moved in WTMJ-TV Drive

MILWAUKEE, April 14. — A six-month experiment has just been concluded by WTMJ-TV, Milwaukee, in which 840,773 15-cent cookbooks were peddled via an afternoon cooking show.

The station's topper, Walter J. Damm, said that "the primary purpose of the cook-book promotion was not to sell cook-books or time or even to make money, but to show definitely what one program on one TV station can do in selling one item over a period of time, unaided by any other medium."

Encyclopedia of Cooking, product of Consolidated Publishers of Chicago. No special plugs were used on the show, altho each Monday a recipe from the text was demonstrated.

Local grocery stores participated by displaying the books for sale on special racks, but without pushing the volumes otherwise. In the beginning, 192 shops were involved, and at the end 306 stores were taking part.

L. A. COUNCIL OPENS TO TELE

HOLLYWOOD, April 14.—Los Angeles City Council yesterday (13) voted to throw open its doors to TV coverage of its sessions.

Feeling was to make sessions available to all tele stations, not restricting them to any single outlet. Motion to permit televising of proceedings, made by Councilman Ed Davenport, was carried, opposed only by a single vote.

Coy Suggests Movie Studios Make TV Films

WASHINGTON, April 14.—Chairman Wayne Coy of the Federal Communications Commission voiced hope this week that major movie producers will put out more films designed for TV, along with customary product for theaters, it was disclosed by a Theater Owners of America delegation after a confab with the FCC chairman.

The TOA group said Coy, in expressing hope that Hollywood will "produce more films especially made for TV while continuing to produce feature films designed solely for theatrical exhibition," recognized "that the television broadcast needs for film to fit advertising time segments call for special film product rather than the film feature designed specifically for theaters."

Broadcasters May Expand BMI Clinics

Prexies To Talk Major Increase at Chi Confab; Experiment Proves To Be Need

NEW YORK, April 14.—A meeting of the presidents of the various State broadcasters' associations, to be held April 16 in Chicago, will take up a major expansion of the program clinics which have been held in various cities under the auspices of Broadcast Music, Inc. (BMI).

The clinics thus far have proved the need for what started out as an experiment — bringing major

industry personalities to each region to discuss with local broadcasters techniques for bettering programs and to answer specific questions. The April 16 meeting, held just prior to the National Association of Broadcasters (NAB) convention, will discuss amplifying the clinics into a permanent operation, to develop in scope progressively.

BMI Plans

BMI execs, who sponsor the clinics without plugging their own organization, expressed great pleasure at the broadcasters' reactions thus far. The plan is to wind up 1951 with clinics at all State meets not yet covered. In 1952, BMI hopes to expand the clinics into two-day affairs.

The idea started over two years ago, when BMI began holding, in New York, periodic "Program Directors' and Librarians' Clinics." Fifteen of these were given. Then four clinics were given the "roadshow" treatment, in Los Angeles, San Francisco, Chicago and Louisville, still with no thought of a permanent caravan.

Ready acceptance of the idea stems from the great number of new AM outlets which have become airborne within the past few years, and the willingness of their programming chiefs to admit their need for expert advice.

Air Checks

Brief but important radio news

Round-Up of News From Texas . . .

Rex Preis was named radio sales manager of WOAI, San Antonio. . . . Coit Butler has joined KITE, San Antonio, replacing announcer Frank Fallon who has been called into the service. . . . Stanton Morris, sales staffer at KCOR, San Antonio, was upped to assistant manager post. . . . Mrs. Virginia Wade Hyder, program director of KRIC, Beaumont, was named state radio and TV chairman for the Texas Federation of Business and Professional Women's Clubs. . . . Pat Michaels, ex-MBS newsmen in Korea, was appointed director of news and special events for KUNO, Corpus Christi. . . . Harold F. Savery moves into WOAI, San Antonio, as staff announcer. . . . M. C. Gregory, formerly with Ziv's Cincinnati office, has been elected veepee and sales director of Colson & Company, Inc., Dallas radio transcription outfit. . . . Glenn Callison, chief engineer of the Liberty Broadcasting System, Dallas, was upped to veepee in charge of engineering.

"Game of the Day" assignments. . . . Hank Sylvern has landed the musical conductor post for the transcribed "Lady Hamilton Show" series.

George F. Firestone, ex-NBC sales, has joined the Chicago office of WOR, New York, as an account exec. . . . Wallace Stone, former manager of KILQ, Grand Forks, N. D., was appointed field representative for Standard Radio Transcriptions. Stone will handle Standard's southeastern territories. . . . Edythe J. Messerand, assistant director of news and special events, WOR, New York, was elected first prexy of the newly formed American Women in Radio and Television last week. . . . Nick Rabicki, ex-WAVZ, New Haven, Conn., has joined sales at WKNB, New Britain, Conn. Juanita Keene is another new staffer at latter station in the advertising copywriting department.

Horton To Head CBS Coast AM-TV Sales . . .

King Horton, assistant Columbia Broadcasting System network TV sales manager, last week was upped to West Coast network AM-TV sales chief effective June 1. No replacement has been named for him as yet.

Weed & Co. To Rep Boston's Station WLAW . . .

Weed & Company has been appointed national representative for Station WLAW, Boston, effective May 1. The contract, which renews a former affiliation, follows in the wake of the station's recent deal with the American Broadcasting Company.

Royal Crown "Jamboree" For MBS on May 5 . . .

Royal Crown Cola will sponsor "R. C. Jamboree" over the Mutual Broadcasting System beginning Saturday, May 5, from 9 to 9:30 p.m. The hillbilly musical ailer will originate from Nashville. The agency is Batten, Barton, Durstine & Osborn, Inc.

Production Notes and Personal Intelligence . . .

National Broadcasting Company's Sid Eiges; WNEW boss lady Bernice Judis and sales head Ira Herbert all trekked west last week to Chicago. . . . Jeff Davis has replaced Gene Kirby as sports commentator for WINS, New York. Davis will handle WINS's pre and post-commentary spots for the Yankee games.

Advertisement for Western Union featuring a large graphic of a telegram with the text "Thanks a million... WESTERN UNION" and "First Place Two Consecutive Years". It includes details about a promotion for KFH radio station in Wichita, Kansas, awarded by Billboard's Public Service Promotion Category.

O'Hara

RADIO—Reviewed Saturday (7), 9:35-10 p.m. PST. Sustaining via KNX-Columbia Pacific Network. Packaged by Columbia Pacific Network. Producers, Everett Tomlinson and Sterling Tracy. Writer, Gilbert Thomas. Cast: Jack Moyles, supported by Byron Kane, Jack Kruschen, Larry Dobkin, Constance Cavendish, Harry Bartell and Lou Krugman. Announcer, Bill Anders. Music, Richard Auerand with combo.

Latest whodunnit entry can develop into a winner provided scripter Gilbert Thomas sharpens his quill. O'Hara (Jack Moyles) is a foreign correspondent who finds his fist is mightier than the typewriter. During the 25-minute seg he brings the villain to justice and has enough time left to file his story. Kick-off show finds O'Hara in the Far East on the trail of a lost gold-laden transport plane. He discovers that a couple of black-hearted ex-Nazis, unwilling to concede the fall of the Reich shot down the plane for its cargo.

Despite the double-dealing efforts of a sultry-voiced cutie in cahoots with the Swastika boys, O'Hara saves the life of the downed pilot, the gold and captures the Nazis. All this is accomplished while he's unarmed and cornered by the Hitler helpers. He unmasks the ring leader and proves that he's not a Nazi general as claimed, but just a deserting storm trooper with a craving for life's material things. Disillusioned, his cause-minded cohorts turn upon the phony general, and from then on its easy as pie for O'Hara.

Tho the plot is implausible and the writing comparatively bland, mystery-minded dialers will find this seg passable. Jack Moyles and the cast handle their parts convincingly. General structure of O'Hara lends itself to more suspenseful treatment. Greater attention to foreign locale—as in CBS's *Rocky Jordan*—would sharpen interest. Furthermore, stronger but less involved plots, coupled with punchier dialog could make the O'Hara by-line count.

Lee Zhitto.

Q. E. D.

TELEVISION—Reviewed Tuesday (10), 9-9:30 p.m. EST. Sustaining via American Broadcasting Company Television. Producer, Hal Hackett; director, Seymour Robbie; writer, Bernie Dougall; moderator, Fred Uttal. Permanent panel, Nina Foch, Hi Brown, Harold Hoffman. Guest, Binnie Barnes.

A drearily executed parlor competition is before the cameras under the title Q. E. D.—derived, if memories of high school mathematics serve, from quod erat demonstrandum, meaning "which was to be proved." Nothing was proved on this show except that photographing a dubious radio show doesn't necessarily make television.

Sketchily, which is enough in this case, here's the format: Listeners send in conundrums, or something, which, if chosen for use on the program, earn the sender 10 pounds of chocolate, hot weather or cold. A proctor reads the riddle to the panel of three regulars and one floater, who are allowed two minutes of cerebration. If they fail to produce the answer, the riddle-sender gets a watch. Familiar?

Fred Uttal ringmastered with the haunted joviality of the morning radio gentlemen who pilot those housewives remotes from the supermarkets. Of the panel, Hi Brown, radio-TV producer, proved out a handsome, articulate young man with a ready mind; Nina Foch, actress, was clever, fast with the ratiocination, and, of course, beautiful. Binnie Barnes, actress, the guest artist, was beautiful, too, but apparently under a vow of silence. Harold Hoffman, ex-governor of New Jersey, a bluff-and-hearty type with third ward elocution, shoulda stood in Trenton.

Sample of material: Question—A deep sea diver survives in the water 45 fathoms below sea level. How come? Answer—He was taking a bath in a Death Valley hostility. There was no shortage of this comical stuff, and an almost visible aura of desperation set in. Brown essayed a tiny jape to lighten the gloom, but Uttal wasn't having any and stepped all over it.

Q. E. D. would do well to make some cast improvements and in the material, as well as injecting some flash and sight values into the format—and do it p.d.q.

Jerry Wexler.

Television—Radio Reviews

U. C. at Home

TELEVISION—Reviewed Sunday (8), 12:30-1 p.m., EST. Sustaining via WKRC-TV, Cincinnati. Directed by Rod Mitchell. Conducted by Herbert Weaver, B.A., M.A., Ph. D.

Psychology, 501, titled after the catalog name of a course offered at University of Cincinnati, kicked off the first of a series of courses which will be conducted by WKRC-TV, in co-operation with U.C., for the remainder of the spring and next fall. Patterned after University of Michigan's *Television Hour*, which won for Detroit's WWJ-TV top honors in the public service division of *The Billboard's* recent 13th Annual Promotion Competition, WKRC-TV execs announced that U.C. at Home is beamed primarily as a public service. Unlike the Detroit telecast, the local program does not give college credit for completion of a course.

Because of a 10-minute introductory discussion between Program Director Rod Mitchell and Dr. Raymond Walters, U. C. president, a scant 20 minutes remained for Dr. Herbert Weaver, U. C. associate professor of psychology, who conducted the class, to get his teeth into his subject. However, on the basis of what was seen, the stanza definitely marks a new high for the station in this type of programming.

Since it was announced that the program is not a show and that it would utilize classroom atmosphere (which it did with large blackboard and instructor's desk), it may be unfair to say that Dr. Weaver was a bit on the stiff side in driving home a few fundamentals of psychology in the debut program. Possibly that may have been because of a certain awe in which he held the TV cameras.

Dr. Weaver could use a bit of humor with dramatic force in dealing with a subject so complex as the human mind. He passed by an excellent opportunity to do so when he debunked some erroneous ideas the public has of psychology, viz.: Psychologists read minds, analyze dreams, practice phrenology. A bit of "sugar" perhaps will make the "pill" more palatable. On the plus side, and most important, is the fact that Dr. Weaver got his fundamentals across to the audience with clarity, doing so with the ease of the person who is thoroughly familiar with his subject.

In the remaining portion of the program Dr. Weaver defined psychology, gave a list of journals of psychology to illustrate the wide field it covers; explained away the public confusion between psychology, psychiatry and psychoanalysis, and conducted a brief true-or-false classroom quiz on statements often believed to be true, such as people are born with fear of snakes, character can be analyzed by handwriting, redheads are more fickle than brunettes, etc.

All in all, U.C. at Home shows promise of being a worthy addition to local programming and seems certain to catch its share of viewers, dealing as it does with subjects that attract wide interest.

Al F. Schneider.

Darkness at Noon

RADIO—Reviewed Wednesday (11), Pre-hearing of "Voice of America" broadcast Saturday (14) to Europe, 2-3 p.m. EST; Latin America, 8-9 p.m. EST and Sunday (15) to the Far East, 8-9 p.m. EST. Director, Frank Papp. Writer, Sidney Kingsley. Radio condensation, Gladys Conry. Musical score, Vladimir Selinsky. Cast: Claude Rains, Kim Hunter, Walter Palanca, Alexander Scourby, Philip Coolidge, William Kuluva, others.

Continued from page 3

up to a series of successively higher emotional peaks.

On the air, as on Broadway, Claude Rains's masterful underplaying as the imprisoned old-guard revolutionist completely dominated the drama. Kim Hunter, Walter Palanca, Alexander Scourby and others in the cast gave Rains solid support thruout. William Kuluva was particularly outstanding as the bewildered Italian dock worker, who was turned over to the Fascists when he dared to question the party line.

Altho the play was cut to an hour, the radio version followed

The Hawthorne Show

RADIO—Reviewed Friday (6), midnight to 1 a.m. PST. Participation sponsored via KNX, Hollywood. Producer-announcer, Tom Hanlon. Emcee, Jim Hawthorne.

Ever since Steve Allen abandoned his midnight to 1 a.m. six-a-week KNX show for Gotham's TV gold, station has had a rough time filling the slot. Therefore KNX was wise to set Jim Hawthorne in the old Allen time, altho it's only on Friday and Saturday nights, for if there's one that can be screwier than anyone else, Hawthorne's the boy.

As a strait jacket variety of radio zanies, Hawthorne can be called a pioneer. For years as a KXLA (Pasadena) disk jockey, he strummed and tooted homemade instruments, cut in with recorded voice tracks, pronounced names backwards at the drop of a disk and distorted record speeds long before anyone dared touch thumb to turntable. Since then Hawthorne has inflicted his madness upon the unsuspecting via the American Broadcasting Company net and locally on KLAC-TV. He had subbed for Allen on this show upon numerous occasions and held his own. In taking over this show, Hawthorne evidently intends to use it as a springboard, as did Allen.

Judging by the first of his KNX series, Hawthorne is a surefire click. Fully armed with his time-tested tricks, he played to the hilt to milk laughs. Thruout the show he was haunted by Steve Allen voice tracks—transcribed snatches from Allen's old shows—ordering him to back up against the wall, get back to work and similar chuckle-spurring nonsense.

To assure himself of a solid kick-off show, Hawthorne fortified himself with Mel Blanc as a guest. Multi-voiced Blanc, plugging his latest Capitol platter, displayed his trick talents to everyone's delight, yocks with everything from Jack Benny's Maxwell to Bugs Bunny and Tweetie Pie. At times Hawthorne showed touches of restraint, seldom found in his usual unpredictable style.

Lee Zhitto.

The Judy Splinters Show

TELEVISION—Reviewed Thursday (12), 5:15-5:30 p.m. CST. Sustaining via WENR-TV, Chicago. Producer, Grace Dinsdale. Director, Dan Schuffman. Cast: Shirley Dinsdale and Alan Grant, pianist.

After originating shows from Los Angeles, Chicago and New York, Shirley Dinsdale and her Judy Splinters ventriloquist dummy are back in Chicago with a local sustainer across the board. On show reviewed, Miss Dinsdale carried on some banter with Judy, interviewed a couple of kid guests, one of whom sang and one of whom read a story he wrote, and then Miss Dinsdale read a nursery rhyme.

It was all pretty simple, relatively quiet for a kid show, and certainly the kind that parents object to the least. A very handsome alley cat and a well-behaved poodle are regular members of the cast, providing some motion and another point of interest for the kids.

Miss Dinsdale not only is the best looking ventriloquist in the business, but also is technically good. She is not condescending to her audience and seems to have built a good sound 15 minutes which is lively enough to attract youngsters and quiet enough to win parents. This latter quality is becoming one of consequence, at least around Chicago, where parents, trapped by the daily 30-minute din of *Howdy Doodly*, are becoming extremely cautious about what shows they let the kids get in the habit of watching.

Jack Mabley.

essentially the same plot line as the legit drama, opening with the 1937 Moscow "purge" trials. An old-guard Commie (Rains) had been framed by his fellow Reds and imprisoned for "deviations" from the party line. Action centered around his ex-friend's attempts to force him to "confess" at the public hearing and Rains's final capitulation. Motivations were pointed up via a series of flashbacks to Rains's past.

In Record Time

TELEVISION—Reviewed Tuesday (10) 8:30-9 p.m. EST. Sustaining via WPIX, New York. Producer, Art Ford; director, Lou Florence; moderator, Art Ford. Panelists: Al (Jazzbo) Collins, Jerry Marshall, Ted Brown. Guest: Lisa Kirk.

Art Ford, dean of the all-night radio disk jockeys, has hit upon a new twist for a TV panel show via a panel of platter spinners from Manhattan AM outlets who match their musical knowledge against a rather formidable array of questions.

In the latter respect, this airer ranks with video's most astute panel programs, since some of the queries are obscure enough to puzzle the most trade-wise music business character. Production-wise, tho, the series is still on the rough side. Camera work on the show caught was handicapped by the fact that the panel was sprawled over a too large area, and the set itself was a distracting jumble of photo blow-ups, record streamers and other disk display material.

The show itself, however, was a good one. Ford was a pleasant quietly persuasive moderator, and the panel members (Ted Brown, WMGM; Jerry Marshall, WNEW; Al (Jazzbo) Collins, WNEW) were all bright lads with the standard d.j. flair for relaxed conversation. However, the boys didn't make much of a showing with the questions, which were on the tricky side and far from easy to answer. For instance, Ford played a fem vocal disk, and asked the panel to identify the singer, who retired in 1943 and is currently making a comeback. Guesses ranged from Lee Wiley to Helen O'Connell, but the gal was the comparatively little known Lily Ann Carol. In the same vein, Ford played a Margaret O'Brien record and asked the boys to identify the voice and name the title of the moppets' first picture. The flicker was *Babes in Arms*, and the panel didn't get it either.

Miss Kirk Guests

As guest panelist, RCA Victor canary Lisa Kirk was decidedly telegenic, but appeared rather non-plussed by the uninhibited antics of Al Collins. Jazzbo, in an obvious attempt to outshine Ford's familiar checkered jacket wore dark glasses, a turban and an exotic jacket inscribed with Dali-like designs. At one point he vied for the camera's attention by slamming his turban on top of Miss Kirk's flowing locks to the lady's obvious annoyance. With his beard and distinctive facial features, Collins is a natural for video, but right now he's over-doing the personality-plus routine 'till he borders on the obnoxious.

The show's chief visual gimmick was a toy race track, designed to represent the panel's status on the questions and presided over by a shapely, none-too-sure-of-herself blonde.

June Bundy.

Giant Jottings

RADIO—Reviewed Thursday (12), 6:45-7 p.m. Broadcast Mondays thru Saturdays. Sponsored by the New York Giants baseball club via WMCA, New York. Producer, director, writer and sportscaster, Sam Aro.

Steve Ellis, who handled this show for the past five years, has been replaced by Sam Aro, a young gabber who has been sports director of WDNB, Daytona Beach, Fla. Possessed of a good voice and a quiet, matter-of-fact delivery, Aro did a capable job on the show caught.

With spring training bringing the local baseball clubs home, Aro quite naturally plugged the weekend exhibitions at the Polo Grounds to be played by the Giants, which sponsor this year-round stanza. Aro ran down the results of the day's exhibition games and then turned the spotlight on Monte Irvin, Giant first-sacker, giving a brief run-down of his career with the club and his prospects for the coming season. As a sidelight, he noted that the umpire who traveled north with the team this spring has been with the pennant winner for the past four seasons.

Aro also discoursed a bit on events in basketball, tennis, hockey

Hawkins Falls, Pop. 6,200

TELEVISION—Reviewed Friday (13), 5 to 5:15 p.m. EST. Broadcast Mondays thru Fridays. Sponsored by Lever Bros. for Surf thru N. W. Ayer via NBC-TV. Producer, Ben Park; writer, Doug Johnson. Cast: Bernardine Flynn, Frank Dane, Phil Lord, Hope Summers, Bruce Dane, Elmira Roessler, Norm Gottschalk.

Video soap opera, Chicago style, as exemplified by *Hawkins Falls*, seems to have some definite characteristics of its own, and they're all to the good. For one thing, the story line seems to depend very little on the old woe-and-weep routine. The cliff-hanger seems to have been eliminated. Good selection was made of actors for believable facial types, rather than mere prettiness. And, finally, Ben Park's production calls for good use of the intimate close-up, bringing the viewer right into the action and offering some striking studies of the thesp's countenances.

Doug Johnson's script is a mite on the rambling side, but places great emphasis on characterization, which after all, in a continuing series of this type, is perhaps the major consideration. It is certainly true that even from one viewing, something of the major characters' personalities begins to come thru.

Also in the show's favor is that that characters seem to be the sort who will wear well. The super-charged histrionics of AM soapers is lacking here; instead, the lives, backgrounds, feelings and outlooks are scrutinized almost in novel form. In fact, NBC has dubbed this series a video novel, and this really is not too extravagant.

The current situation being developed seems to concern the temporary residence of an orphan lad in the home of the Drewer family, consisting of a childless wife and husband. His stay has had such a profound effect upon the three of them that the wife would like to adopt him permanently. However, the husband is recuperating from a serious illness, is bedbound, and naturally has some doubts about his own ability to furnish the quantity and quality of family heading that he believe necessary.

Thus far, at any rate, no evil orphanage official has come over the threshold to demand custody of the child. The situation seems quite believable in the context developed. The atmosphere of the show itself catches admirably the flavor of small-town existence. Consequently, the program as a whole makes for pleasurable viewing.

Bernardine Flynn and Frank Dane, as the couple in the case, are competent thesp's who are endowed with just the proper physical requisites for the roles, looking the parts of unsophisticated, wholesome-type folks. Miss Flynn, in particular, was most convincing. Young Bruce Dane, as the orphan, has a winning look and an expressive face, and does not fall into the usual moppet brat-type stickiness. Phil Lord, playing the local judge, is another actor who looks the part, altho he bumbled a line or two along the way. Rest of the cast was suitable.

Commercials for Lever Bros.' Surf also were easy to take and effective. Major plug was via a demonstration of the cleansing qualities of the product, with a soiled handkerchief squished about in a tankful of water-et-Surf, from which it emerged pristine. Stress was on the no-rinse feature of the product.

Sam Chase.

Harsch & Shirer Sign With LBS Net

DALLAS, April 14.—William L. Shirer and Joseph C. Harsch this week signed as news commentators for the Liberty Broadcasting System. Both formerly had put in stints with the Columbia Broadcasting System, and now will share the 7:15 p.m. slot for LBS. Shirer will air Tuesdays, Thursdays and Sundays, while Harsch will be on the air Mondays, Wednesdays and Fridays.

Shirer's outings will originate from New York, while Harsch will broadcast from Washington. Shirer recently completed a 200-city lecture tour.

and swimming, giving the show a somewhat wider breadth. Altho there's nothing spectacularly unusual about Aro's style, his cogent comments and unblurred pace and delivery make it worth keeping an ear cocked for further development.

Sam Chase.

Webs Seen Following CBS Rate-Cut Lead

• Continued from page 4

contract has no "up and down" clause by which the web can shift rates at will, and that stations with this contract could hold the web to their current deals. The network wired affiliates, asking them to wire back their consent to the cut in rates and payments to the stations. Sponsors have been advised that they will not be forced to carry any CBS outlets which do not approve the slash.

It's believed that the vast majority of CBS outlets will go along with the move, altho this week's meeting of the Columbia Affiliates Advisory Board heard considerable debate about whether stations in non-TV areas are being forced to suffer for the inroads made in sectors where video has cut into radio listening. However, execs of some CBS affiliates in non-TV regions, queried by *The Billboard*, indicated they will stand by the web's move, on the basis that "CBS always played fair with us" and of confidence in the judgment of CBS officials and members of CAAB.

Realistic Approach

Industry feeling is that the CBS move is another indication of the changing picture of AM networking brought about and continually stimulated by video's advance. Radiocasting, it is held, has been taking a terrific devaluation in recent months, not only by legitimate rate cuts, but by such other devices as package deals, talent deals, rebates, etc., which have been getting consistently worse. As one exec said this week, "There seems to be no end to deals under the table, over the table and around corners in the network business these days and an official rate cut is only realistic recognition of the situation."

It's certain that NBC will follow suit with a rate cut of its own soon, but only after further study. NBC last January sought to slash its rates but was turned down by the affiliates. In that instance, however, the cuts were proposed for TV areas only, on the logical ground that video had cut into the radio audience. However, since all stations were not affected, the cut could not be made arbitrarily, and in seeking station approval, the web was overruled.

The current NBC position is to survey reactions to the CBS cuts and any other web cuts forthcoming, and then make its move. The web plans a market-by-market study of the effects of slashes by the other webs, and its own action will be the outcome of this study. It is possible that NBC may make its cut in TV areas instead of across the board, or perhaps institute different cuts for the two types of markets.

It is believed possible that

NARTB Gen. Mgr.

• Continued from page 4

to name a general manager at today's session. However, feeling of members was that television will surpass radio in importance within a few years, and the job should go to a top man who will shortly carry equal or greater influence than the head of AM.

The board set another meeting for Tuesday to take up resolutions being drafted by attorney Thad Brown Jr. on pending legal problems, including the stand of NARTB in a brief to be filed with the Federal Communications Commission on TV allocations Brown made a one-hour report on legal problems of the new organization.

Eleven of the 13 board members attended. Columbia Broadcasting System and American Broadcasting Company were not represented. The membership committee reported that there are now 58 membership applications in. Forty-two stations have contracted for a one-year membership and are already paying dues.

A membership dues schedule was drawn up, to be effective May 1. Stations will pay, per month, a sum equal to their 5-minute rate or one-half of their 15-minute rate, whichever is lower.

The board also plans to take up the possibility of a special subscription membership for applicants for TV construction permits. The special memberships would cover from the time an application is made until the time the station is on the air, or the applicant is denied a CP. About 400 applicants would be eligible currently.

across-the-board cuts, such as those by CBS, may supply fuel for a struggle for further slashes by such organizations as the Association of National Advertisers. The basis may be that if AM web time in non-TV areas is now worth 10 per cent less than previously, isn't time in video areas worth less yet?

The American Broadcasting Company is certain to reduce its rates at least as much as CBS, and probably more. Finalization of a new ABC rate structure is probably a week or more away, altho a meeting is skedded in Chicago Sunday (15) of the web's station planning and advisory committee, at which preliminary recommendations will be made. The web's position is that it will maintain its competitive position by meeting any moves made by the competition.

ABC Actions

ABC actions likely will vary somewhat from those by CBS. The 10:30 to 11 p.m. rate may be revised slightly, if at all, inasmuch as ABC already quotes it at 50 per cent off Class A charges, while CBS, even with its new cut, is but 10 per cent under Class A. Sunday afternoon rates may be reduced, inasmuch as they now call for 66 2/3 per cent of prime time charges up to 4 p.m., 75 per cent from 4 to 6 p.m. and 100 per cent from 6 p.m. on. The ABC rate from 4 to 6 p.m. thus now is 50 per cent higher than that of CBS. However, ABC's Sunday afternoon business is mainly evangelical sponsors, who are not apt to balk much. In other time areas ABC is certain to cut its rates to conform with the CBS move.

Frank White, president of the Mutual Broadcasting System, said only that his web is "reserving comment pending completion of the analysis which we are making in connection with CBS reductions."

WOR-TV All Set On Dodger Buys

NEW YORK, April 14.—Mennen Shaving Cream and Tidewater Oil, this week, signed an alternate sponsorship deal to pick up the tab on *Talk to the Stars*, a 15-minute sports interview program following all Dodgers games over WOR-TV, New York. The pact completes WOR-TV's sponsor line-up on the Dodger video series, which tees off this Saturday (14).

New accounts signed by WOR-TV for baseball agencies include John T. Stanley Shaving Cream, Emerson Drug, Kool Cigarettes, Kreml Hair Tonic, Philip Morris for Spud Cigarettes and *Life* magazine.

Senate "Voice" Rap Readied

• Continued from page 1

Rooney (D., N. Y.), chairman of a House appropriations subcommittee which initiated the report assailing Voice's "mismanagement" and calling for the whopping cut, amplified his subcommittee's report with some additional candid evidence of Voice's lack of efficiency.

Rooney told the House of an instance when Voice chiefs came to his subcommittee last summer "with the proposition that, if we would appropriate to them about \$2,800,000, they could get 200,000 radios at \$15 apiece and, by a certain means, distribute them free of charge behind the iron curtain so that people in those countries could listen to Voice of America."

"What happened to that over a period of seven, eight or more months?" continued Rooney. "As yet, not a single radio has been distributed. What do you think they have agreed to pay for those \$15 radios? Why, when I agreed to go along on the proposition of \$15 radios for free distribution, I felt I was going about as far as I could, representing the people of my district. But, without reporting back to the Congress, without any notice to us whatever, they proceeded to contract for the radios not in America as they said they were going to do, but in England, and at a cost of \$35 apiece."

A Dare!

Rooney challenged any member of the House to introduce an amendment to restore the cut. The

L. A. TV Pools Live Coverage Of MacArthur

HOLLYWOOD, April 14. — In an 11th hour move, the three major network TV stations here relinquished their exclusive hold on the telephone company's San Francisco-Los Angeles microwave relay link, thus permitting all seven L. A. tele outlets to pool live coverage of General MacArthur's San Francisco arrival. The single channel link time was first grabbed by American Broadcasting Company's KECA-TV, Columbia Broadcasting System's KTSL and National Broadcasting Company's KNBH, with the ABC and CBS stations jointly sharing their Monday night and Tuesday morning time and the NBC outlet alone holding Monday morning and the Tuesday and Wednesday noon to midnight time blocks.

Three-web lockout of the four remaining stations kicked off a heated turmoil. KTLA's Klaus Landsberg, leading the fight for an all-station pooling of coverage, warned the nets that unless they make the link available to the other outlets he and the others would build a portable relay link of their own. With KTTV and KLAC-TV rallying behind Landsberg, who had already received Federal Communications Commission blessings for the project, work was started at 3:30 a.m. Saturday to set up eight microwave dishes along the Coast in an effort to complete the line in time for the general's arrival. Landsberg notified all stations his link would be made available free of charge as a public service to any outlet wanting it.

ABC and CBS, seeing their exclusivity melt in the face of Landsberg's proposed link, threw open their portion of the phone company relay to all stations, even inviting rival NBC. The NBC station was thereby left as the lone holdout for exclusivity.

Uncertainty of MacArthur's arrival hour also prompted nets to pool time. At first, webs blindly bought blocks of link time, each hoping it would have the relay at the crucial moment. By sharing the relay facilities, they won't endanger losing an important portion of the MacArthur ceremonies. Nets will still retain their identity, however, each producing their respective segments of the relayed pick-up. San Francisco stations will similarly pool men and facilities in originating the telecast, with ABC's KGO-TV, CBS's KPX and NBC's KRON joining forces. Coverage will also be carried by San Diego's KFMB-TV.

New York congressman asserted that, were such an amendment to be introduced, he would go into elaborate detail with example after example of waste and mismanagement in the Voice of America operation. He said that, in his subcommittee's report, he "merely recounted two or three instances" of "gross mismanagement" where "taxpayers' dollars were just thrown down the drain pipe by the people in charge of this (Voice) program."

Rep. Daniel J. Flood (D., Pa.), who championed the Voice administration during the House debate, made no attempt to introduce an amendment to restore the cut.

Rep. Karl Stefan (R., Neb.), a member of the Rooney subcommittee, reminded the House that over \$225 million has been spent on State Department's information program in the last few years, and that the current year's outlay will be an additional \$115 million despite the 90 per cent slash in the supplemental appropriation. Stefan said the committee, year after year, has given the Voice administrators practically everything they asked for, but that evidences of mismanagement have mounted. He said that the committee, instead of trying to scuttle the program, has been trying to make it more effective, but, he insisted, the Voice administrators have failed to show results.

Rep. Stefan deplored the Voice's pressure campaign to get fatter

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Bob Hope

NBC-TV Sunday (8 p.m.)

Bob Hope's sixth Frigidaire TV show, reports have it, cost the advertiser \$100,000. That's 40G for Hope and his writers, plus the rap to some of the other acts, and time and production costs. Aside from the question of whether any one video show is worth this kind of outlay, Hope did come up with a finale involving not 100G worth of talent, but maybe 10 times that. The gimmick was his departure this week for Europe, with a raft of top names coming in to sing him bon voyage.

Line-up included Tex and Jinx, Eddie Cantor, the Schnozz, Ken Murray, Frank Sinatra, Sid Caesar, Imogene Coca, Ed Wynn and Faye Emerson. You can't top that sort of a line-up even when their appearances are brief.

Actually, tho, the finale gimmick saved Hope's show. There certainly isn't a more proficient, harder working comic in show business today, but no single star could have pulled this show out of its doldrums. It had one good sketch, a sturdy hokey bit involving Hope mistaking a psychiatrist's office for an agent's office; otherwise it was weak. First sketch, which used Arthur Treacher as a clothing salesman, was a real lightweight, despite yeomanly work by Treacher and Hope, and Hope's opening monolog lacked its customary zing despite his nonpareil delivery.

Musically, the show was in and out. Janis Paige was acceptable, but not much more, in her treatment of *Would I Love You?* Seemed she tried so hard she overstylized and cut down her own effectiveness. She looks fine. Sugar Chile Robinson's piano pounding, as always, scored strong. Saddest waste of talent was the first combo TV appearance of Rex Harrison and Lilli Palmer. It's Harrison's second rap in a row—the Bea Lillie show couple weeks back missed the boat with him too. Playing in one, there was standard crossfire for a while, with a good comedy idea—Harrison doing a take-off of Hope—frittered by weak material and an embarrassed performance by Harrison himself.

Frigidaire commercials are singularly well handled by Nelson Case; he could probably sell one of 'em to an ice man.

Jerry Franken.

Voice of Firestone

Monday 8:30-9, NBC-TV Network

Barring the presentation of a singer with the exceedingly unique combination of an overpowering voice and unusual histrionic ability, the TV side of the simulcast *Voice of Firestone* remains unfortunately anchored to its radio twin. The show does strive to stage its various singing numbers for video, but the techniques employed are so simple—a group of men, for example, standing around the vocalist—that the artist is not helped much.

In the good-looking basso, Cesare Siepi, the telecast viewed had a singer with impressive lung power and tone. His acting, however, was not as plus a quality. Siepi needs intensive coaching in the American style of projection. Now he tends either to be overdramatic or wooden and plays too much to the camera.

Unfortunately, too, his material was not selected with an eye toward the most effective showcasing. Perhaps afraid to go too far longhair, the producers instead selected two numbers—*Ay, Ay, Ay* and *Valentina*—which were in too light a vein for his heavy voice and manner. It was in *Le Bourdeaux* from *Faust*, a selection closer to his capabilities, that he

funds, and he declared that the agency "has made over 375 speeches all over the United States in 17 months telling the people how good the Voice of America, the information service, is." He asserted that the Voice apparently has ample funds for this kind of self-promotion propaganda to get itself more money, and he suggested that efforts be centered on doing a better job. "With the money we are spending for personnel, we should be able to employ the highest type of propagandists in the world," he said.

gave an example of what could do.

Under the distinguished appearing Howard Barlow's direction, ork, especially in the fiery Rie overture, made some master music. Its interpretation of Jo Philip Sousa's *Field Artillery March*, however, could have used more brass. On this last number the Firestone chorus offered strong assist with its vocalizing.

The brief Firestone commercial highlighting the company's pure-tire-proof tire, demonstrated sketch on how the product can blow out.

Leon Morse

What's My Line?

CBS-TV Sunday (8), 10:30-11 p.m.

A group of four Britishers w flown to New York for purpose of appearing as contestants week on *What's My Line*. At the show gained added flavor from their participation, technical things went haywire in the time department. The result was one of our English cousins cut very short, while another m only a token appearance in form of being introduced.

The trouble lay mainly in handling of the first three participants, two British guests "mystery guest" Basil Rathbone. The first, a barmaid, had panelists (Dorothy Kilgallen, Iene Francis, Hal Block and Robert Alda) so busy making about Blighty that they took of long getting down to business. Second guest, a poet, was mitted to recite one of his w after his "line" was guessed. drew him a fine round of applause but lopped still more time off schedule. Rathbone, too, got lengthy play, leaving the last Britishers precious little time.

Quizzmaster John Daly delivered himself of a couple of lustrous plugs, to the airline w flew over the guests and for hotel where they were stay locally. A cute switch was in use of British monetary unit pay off the guests for panel missed questions: Instead of usual flip cards in progression \$5, they worked upwards from pound, 15 shillings and six p for the first miff. The gu understandably seemed on skittish side. For the panel, Frances and Block carried the as usual with their wittic while Miss Kilgallen again sharp as a tack with her "ween Alda was personable enough, Louis Untermyer's dry humor sorely missed.

Commercials for Stopette odorant stressed the seals of approval from Good Housekeeping and the American Institute Laundering, and had an endment from a typical-type secret. They seem on the clumsy side completely unsubtle.

Sam Cha

Your Pet Parade

(Sunday, 4:30-5, ABC-TV)

This show has made a major improvement in the weeks w have elapsed since it was caught. Bob Russell has developed into a breezy host to the participating in a competition determine who has best trained and raised his pet. The commercials have been streamlined to provide an entertaining proach toward selling the fast cereal sponsor. In fact, commercials drew as much as simultaneous studio reaction as did single portion of the seg.

The show's entertainment value from week to week will depend largely on the color and photographic qualities of the participating children. This particular spotted an extremely attractive trio of youngsters. The us camera close-ups to catch grimace provides an extra for family attention. This to project youngsters' personalities is sure-fire for the avid family watcher. Of course, pets—a dog, birds and a goat this show—and their antics, the extra touch for the kid; hence for which this show is signed.

A letter-writing participation gimmick, which provides a pet for the best letter, another attracting aspect for general home audience.

The show, in sum, is ple family fare and is particularly suited for children.

Hal Webm

12TH COLLEGE POLL

Schools Seek Lower Band Cost, Stable Biz Methods

By HAL WEBMAN

NEW YORK, April 14.—Lower prices and stabilize the sales methods—these are the major requests of the colleges to band booking agencies, according to reports filed for the Trade Aspects Section, Part II, of *The Billboard's* 12th Annual College Poll. Other legitimate complaints, directed primarily at the name band booking agencies, include breaking contracts at short notice, price variations from one date to another for the same band, the use of high-pressure salesmanship, etc. By and large, however, the majority of the schools seemed quite satisfied with their dealings in the name band business.

The price problem (see other story this page dealing with average band prices for colleges) apparently is the main stopper in the collegiate set in considering the use of name bands for their dances and proms. The money question is pointed up in the returns from the University of Pittsburgh, University of California, Union College, Brown University, Loyola College (Baltimore), Catholic University and Butler University, among many others. The faculty advisor (anonymous by request) Butler pointed out: "What with wartime enrollments and inflation, students won't shell out \$5 per ticket for any one or any other band. Attendance has been so poor that—"

(a top band attraction was named) for \$1,000 caused us to go \$468 in the red. That happens only once. Then the administration says nix to big name bands. Cut down on their prices."

The Butler problem is perhaps the most prevalent in many schools. The steep band price must be spread in the cost of the prom ticket. As the ticket price goes up, the potential draw goes down. The collegian today economically cannot pay the price of a class prom unless it is reasonable. In addition

Marks, Richmond Name Italian Catalog Rep

NEW YORK, April 14.—Two American publishers this week concluded contracts with Edizioni Curci, of Milan, Italy, whereby the latter will have exclusive representation in Italy for their catalogs. The publishers are Herbert Marks, who assigned rights in the entire E. B. Marks catalog except for a number of songs which had previously been assigned on single deal arrangements, and Howard S. Richmond, who assigned rights in his Cromwell, Essex, Ludlow and Hollis catalogs.

The Marks deal excepted four songs by Ernesto Lecuona, for (Continued on page 24)

the period of G. I. Bill student domination on the campus has left its influence in the new college generation. This included a general disregard for the social traditions of the campus; of course, these include class, fraternity and sorority dances.

"There would be more dances with name bands," writes Mike Handman, of Brown University, "if booking agents would inform colleges as to the various ways they (colleges) can lower the cost of obtaining bands." John Kaelberer, of Muhlenberg College, declares to the agents: "Be more sympathetic with the small budget of the small college!" "Lower prices so we can use talent more frequently!" said Robert F. Hannan, of Catholic University.

Agency selling methods were (Continued on page 24)

Cap 45's With Center May 7

HOLLYWOOD, April 14.—Capitol Records will start shipping 45 r.p.m. pressings equipped with its newly developed punch-out optional center May 7. Diskery's plants are converting to the new center which permits doughnut disk use on both standard spindle equipped three-way changers or the large spindled 45 r.p.m. machines. Capitol is purposely withholding consumer ballyhoo on its innovation until dealers have moved the old type 45 r.p.m. pressings. Capitol, however, will continue to ship 45 disks sans optional center until its own stock of these pressings has been exhausted.

12TH COLLEGE POLL

Student Reps List Name Ork Failings

NEW YORK, April 14.—"Plastered" and "not danceable" were two of the most frequently mentioned points of dissatisfaction with name bands, according to the replies to the Trade Aspects portion, Part II, of *The Billboard's* 12th Annual College Poll. A round-up of the replies to a question asking whether the students were satisfied with the performance of name crews or not shows that the reaction was about evenly split.

Most of the bands which were cited for poor performance were from the swing and jazz genre. "Even the slow dance numbers were difficult" was a typical comment of one of the top "progressive" crews' presentation at the University of Delaware. "Too many 'show' arrangements, not enough vocal arrangements, not (Continued on page 24)

James Kicks Off First of 3 P.A. Tours

HOLLYWOOD, April 14.—Harry James kicks off the first of three tours today (14) with an estimated gross of \$100,000 on the initial p. a. junket. Ork gets an average guarantee of \$2,000 against a 60 per cent gate split. Remaining two tours have no definite dates. James' ork bows in Kansas City, Mo., and will continue thru the Midwest for seven weeks, playing 49 dates and extending thru June 2.

In July the band moves into the Northwest followed by a series of five week-end dates in San Diego in August. Crew hits the road again in September for six more weeks of one-nighters. James is touring with five new sidemen, Lewis McCreary, trombone; Jack Ordean, alto sax; Francis Polifroni, tenor sax; Ed Mihelich, bass, and Jackie Mills, drums.

Micro-Verter Sues Webster for 17½G

NEW YORK, April 14.—Charging breach of a contract, Micro-Verter, Inc., has filed suit in New York State Supreme Court against Webster Record Corporation asking for \$17,550.

Complaint alleges that Webster refused to accept delivery of 3,800 Micro-Verter records, which it has agreed to purchase for \$18,050, giving a \$500 deposit. Motion for summary judgment was adjourned until next week.

EDITORIAL

Wake Up and Sing!

A symposium on the oft-asked question, "What's wrong with the band business?" would bring forth a great many theories, some of them logical, some illogical and some of them only partly true. But, by and large, such a symposium would bulk largely as unproven palaver—idle talk. A part of what is wrong may be found in the results of *The Billboard's* 12th Annual College Poll, the findings of which reveal that no concerted effort is made to nurture and develop at least one phase of the market which must always be the backbone of any thriving name band business. This is the college and its students.

The college poll indicates that all too many bands and agencies regard college dates as a relatively unimportant source of activity—so much so that agencies often cancel dates. Bands fail to show with a full orchestral complement. Maestri playing such dates are guilty of any number of abuses—ranging from drunkenness on the location to sloppy attire, indifferent musical performance and failure to cater to the musical tastes. Finally, all too many bands show no tendency to meet present day economic conditions. They refuse to set a price even reasonably compatible with collegiate budgets.

It is argued that singers have usurped the top popularity spot once held by bands. It has been stated that the band industry needs a new sound—a bright, glamorous maestro or two to recapture and rekindle the youthful imagination. Nobody has pointed out what is now obvious: No major attempt is being made to develop band popularity at least at one key source—at the college level. This is a good example of letting lie—and maybe die—the goose that once laid the golden egg.

While the patient is ill, it is of passing interest to read about his ailments. If he dies, it will be of historical interest to read the post mortem.

Meanwhile, it is shocking to note that the band industry, by and large, makes no effort to revive the sufferer. He's not dead yet. And to put it crassly, the effort could prove worthwhile. Only a fool would come to the conclusion that the band business couldn't make a strong comeback. And only a fool would disregard the importance of the colleges in such a venture.

12TH COLLEGE POLL

Price Factor Gives Edge to Local Orks

NEW YORK, April 14.—In the summary of the popularity section of *The Billboard's* 12th Annual College Poll, (*The Billboard*, April 14), it was pointed out that the collegians apparently are showing local bands greater favor than name crews. A ratio of three local band and/or school dances for every name band dance was reflected in the poll results. One of the clues to the reasons for this situation may be drawn from a study of the dollar expense to which the campus kids are put in buying a band.

The poll reveals that the average band price for name crews runs approximately \$1,297.33 while the average fee for non-name orks is about \$185.63 for a night's work. (See story this page dealing with agency beefs.) The averages are based on date-and-price reports submitted by faculty advisors or prom chairmen of the schools polled.

At the average prices, the collegian can buy six to seven local bands for the price of a single name band. If the school dance budget is set at the name band figure—this is the figure from which name band bookers try to

establish selling fees—then with local crews or school bands the kids on the campus afford themselves five or six extra dances per semester. On the other hand, the kids lose something of the glamorous, intangible something special which the name band usually is able to create for the big prom.

The frequency of dances on the campus during the period preceding the college poll seems to have been somewhere between one a month or one every six weeks of (Continued on page 24)

H. & R. Ties In Sears "Frosty" Merchandising

NEW YORK, April 14.—Jean Aberbach, Hill & Range topper, this week signed a contract with Sears, Roebuck for a mail order merchandising tie-in for *Frosty the Snowman* products. The tie-in also extends to Sears' 360 stores. Upward of 30 manufacturers (Continued on page 24)

LOWDOWN ON BANDS

Teen-Agers Give Out With Frank Opinions

NEW YORK, April 14.—Pulling a switch on the standard publicity routine, Freddy Martin last Wednesday (11) interviewed about 100 teen-age high school newspaper editors in an experimental session aimed at getting the youngsters' impressions with regard to name bands. The students, ranging in age from 12 to 18, proved to be quite hep on matters pertaining to pop music, bands and records.

The youngsters were frank in their remarks about name bands. Some of their comments follow:

"Don't see a 'big deal' in a name band. Our school bands are just as good for us as any name. Maybe the school band doesn't play with the same musicianship but they provide a good dance beat." . . . "Name bands play too much jazz and too many numbers to show off with. They don't leave much time for real dance music." . . .

"Name bands haven't the distinction or style which singers have. That's why we prefer singers. We hear them and know them by sound and style while bands generally aren't easy to recognize."

"Why do band leaders live in the past? Orchestra leaders can't fool us (students) any more. It seems all the bands are trying to sound like Glenn Miller. There are at least five guys trying it and none can match the original. They're doing all right because they are getting a lot of publicity and because there is nothing else around to create interest."

Martin asked the students to express opinions and ideas on what can be done to stimulate interest in bands among teen-agers.

"Publicize them. Get newspaper and magazine space like the singers get." . . . "Make bands more readily available to our high school (Continued on page 24)

MUSICIAN'S SAD SONG ON AM

TV Tabbed "Frankenstein" Killing All Other Showbiz

HARTFORD, Conn., April 14.—Television is coming in so fast, radio is slipping out so fast, if you greased the skids under you couldn't hasten it more," said E. Meeder, of the American Federation of Musicians, told a Connecticut conference of musicians at Cheshire, Conn., last week.

He struck a pessimistic note in his address. "Television is another

Frankenstein we don't know how to handle," the union official added. "Every time mechanized music takes a step up, we take a step down."

He predicted that by 1956 radio will be mostly a thing of the past except in the wide open spaces. He forecast a vast loss for musicians in the entire entertainment field.

Asserting that televion now affects every line of "our business"—motion pictures, concerts, legit and night clubs—Meeder recalled that some 32,000 men were made jobless when sound pictures were introduced.

"The finest moving pictures will soon be released to TV," he said. "Now on TV you see old pictures, or second, third or fourth-rate pictures. But if the best pictures come over TV, what chance is there for our boys?"

He said the next national AFM convention in New York June 4 will attempt to reach a solution.

How every phase of the amusement industry has increased its grosses vastly in the 10-year span between 1939 and 1948, as shown by United States census figures, shown in a special article this week's issue. The article, by Ben Atlas, Washington Bureau chief for *The Billboard*, starts on Page 1 and continues on Page 51.

New Copyright Rule Proposed

WASHINGTON, April 14.—Revision of the Copyright Act so as to give copyright protection to readings of poetry and novel excerpts on disks and on radio-TV was proposed this week in a bill hopped by Rep. Joseph R. Bryson (D., S. C.). The measure is slated for an early hearing in the House Judiciary Committee's subcommittee on copyrights and patents. The latter subcommittee is headed by Representative Bryson.

In introducing the bill Bryson pointed out that poets and novelists fail to get equal protection under the Copyright Act as do other literary works which are recorded or broadcast. He said his bill is intended to end this inequality. The measure would provide protection in all types of performing rights.

Hearings on the bill will mark the first activity this session in re-examining the Copyright Act. Two other bills to revise the Copyright Act, introduced earlier this session by Rep. Hugh Scott Jr. (R., Pa.), have not yet been assigned to the Bryson subcommittee and thereafter are not being considered. Question as to whether a hearing will be staged on the Scott bills cannot be answered until the measures are committed to the subcommittee. The Scott bills, identical to the proposals he sponsored in the 80th Congress, propose to apply the Copyright Act's royalty-payment provisions to juke box playings and interpretations.

Not Damage But Boost, Court Rules

NEW YORK, April 14.—Ann Ayars' motion for an injunction against London Films and London Gramophone was denied Tuesday (10) by New York Supreme Court Justice Benjamin F. Schreiber. Judge Schreiber had also turned down plaintiff's request for a temporary restraining order last Friday (6) (*The Billboard*, April 14).

Miss Ayars, a featured singer in the *Tales of Hoffmann* flick, is suing the film company and the diskery for damages which she says will result from the London sound track album. Judge Schreiber said that the plaintiff will not necessarily be damaged by the sale of diskings during the action, but "on the contrary it is quite likely that her reputation and prestige will be enhanced."

Cugat Weighs New Contract

NEW YORK, April 14.—Xavier Cugat is concluding negotiations with pubber Herbert Marks whereby the orkster will write tunes exclusively for the E. B. Marks pubbery. Cugat is a member of the American Society of Composers, Authors and Publishers, and would have to resign in order to pen for Marks, which is a Broadcast Music Inc., affiliate. ASCAP says it has not yet received a letter of resignation.

The orkster is still a stockholder in Pemora Music, the BMI affiliate whose \$35,000 yearly guarantee deal was terminated by BMI recently. Pemora is still in operation under Jose Morand, who is setting a new publishing deal with Blue Barron.

Barnet String Band Canceled

HOLLYWOOD, April 14.—Plans for Charlie Barnet to form a string band fell thru this week. Orkster will rebuild his present aggregation, widening the scope of the ork to allow for class bookings. Johnny Richards, who was cleffing a book for the string group (*The Billboard*, February 10), must now scrap 680 sheets of scoring, accumulated during the past eight weeks, and go to work on a new book.

Barnet will break in his revitalized band within three weeks, actual location not set. It is definite, however, that the group will bow with an out-of-State date. Music Corporation of America, which books Barnet, has canceled

(Continued on page 30)

FRANCE'S TOP 10 TUNES IN MARCH

PARIS, April 14.—The following is a list of the 10 top tunes in France for the month of March:

1. *La Petite Diligence (The Little Carriage)*...Arpege
2. *Maria Chapdelaine (Wedding of Lili Marlene)*... Francis-Day
3. *GiGi*...Paris-Melodies
4. *Bonsoir Lily (Goodnight, Irene)*...Imperia
5. *Cerisier Rose and Pommer Blanc (Pink Cherries and White Apples)*... Hortensia
6. *Soleil Levant (Rising Sun)*...Universelles
7. *Domino*...Arpege
8. *Maia*...Arpege
9. *Avril au Portugal (April in Portugal)*...Chappell
10. *Les Trappeurs de L'Alaska (The Trappers of Alaska)*...Meridian

Curtis Preps Pic Of Carroll's Life

HOLLYWOOD, April 14.—Cleffer Harry Carroll's life story will hit the screen soon via Curtis Productions, an indie outfit recently formed. Tentative tag for the bio is *Chasing Rainbows*.

One of Carroll's tunes, to be featured in the film, *I'm Always Chasing Rainbows*, played a major part in a legal entanglement after the release of *The Dolly Sisters*, in 1945. The 20th Century-Fox flicker cast John Payne as Harry Fox, alleged cleffer of *Rainbows*. Studio was sued but won. Fox, according to American Society of Composers, Authors and Publishers Coast liaison exec, L. Wolfe Gilbert, never wrote songs.

Coast Indies Push For Foreign Sales

5 Per Cent of Companies' Monthly Diskings Earmarked for Overseas

HOLLYWOOD, April 14.—Increased interest in American music has prompted Coast disk indies to reach across the water for additional sales. While actual foreign sales amount to a small portion of labels' total revenue, diskeries are seeking across-the-pond distribution and see lush sales not too far off. Companies report about an average of 5 per cent of their monthly diskings, here and abroad, are earmarked for markets overseas. Amount varies up to 25 per cent.

Discovery Records, which has mailed its catalog to numerous foreign nations, reports snowballing sales for its jazz slicings. Label has dealings with Jazz Disques of France, Paris; Hot Recordings,

Court Nixes "Nature" Stay

NEW YORK, April 14.—Manny Fleishman, who had filed suit for a co-writer's share of the \$25,000 *Nature Boy* settlement paid to Cleffer Herman Yablokoff and the J. J. Kammen pubbery, this week was refused a temporary injunction to stop Yablokoff and Jack and Joseph Kammen from disposing of the money. In denying the motion, New York Supreme Court Justice Benjamin F. Schreiber said that Fleishman's claims to co-authorship of *Schweig, Mein Hartz*, the tune which Yablokoff and the Kammen allege was used for *Nature Boy*, are not sufficiently clear and free from doubt to warrant the granting of a temporary injunction.

Yablokoff and the Kammen had instituted a suit in 1948 against E. H. Morris, Crestview Music, Burke & Van Heusen and eden abbez. In January of this year the defendants forked over \$25,000 in settlement (*The Billboard*, January 20).

Fleishman's case is based on his claim that he and Yablokoff, in 1935, co-wrote *Schweig My Herzen* and other tunes for a show called *Papirossen*. Edward H. Masers, attorney for Yablokoff, said that Fleishman's only connection with the tunes was as a musical director for the show

Decca Records in Top-Level Organizational Revamp

New A. & R. Plan Provides Separate Bosses for Recording Divisions

NEW YORK, April 14.—Decca Records' Prexy Milton R. Rackmil this week completely revamped the top level operation of the diskery's artists and repertoire department. The new modus operandi, designed to streamline the diskery's a. and r. set-up, also provoked a series of top brass revolutions.

The new a. and r. system divides the Decca recording department into three sections: popular, classical and children's, and rhythm-blues and country-Western. Each section will be individually operated under an administrator. The section heads will report to the administrative exec who will co-ordinate the over-all functioning of the recording department as well as determine the split of the work load and/or jurisdiction in the event of recording assignments or operations which overlap from one section into another. He in turn will report to Rackmil.

The administrator for the new set-up will be Leonard W. Schneider. Schneider this week was elected executive vice-president of Decca and thus ranks as second man to Rackmil in the organization. He had been veepee and general manager for the diskery and primarily served in a general administrative capacity for all segments of Decca's operation with the exception of the recording department.

The popular recording section will be headed by Dave Kapp,

heretofore boss of all artists and repertoire for the diskery. Kapp will be responsible for approval of material and will supervise all pop recording. Milt Gabler and Morty Palitz, in New York, and Sonny Burke, in California, remain under Kapp's supervision in the pop department. Kapp will report to Schneider, who absorbs a number of Kapp's previous administrative responsibilities.

The classical and children's section under the new scheme will be topped by Sy Rady. He will supervise recording and selection of catalog and releases for the diskery's Gold Label series as well as for its kiddie series.

Country - and - Western and rhythm-and-blues, the third section, will be headed by Paul Cohen. He, too, will run these departments as separate entities with regard to recording and selection of material. Joe Thomas, who some months ago was taken on to work on rhythm-and-blues recordings for Decca, will continue to work in that department but will now be responsible to

CAPAC Cracks Down on Can. Fee Chiselers

TORONTO, April 14.—The Composers, Authors and Publishers' Association of Canada has sent strongly worded letters to Montreal hotels, calling their attention to the fact that they should report to CAPAC on the use of music in their grills and cabaret rooms.

Bill Lowe, general manager, said the hotels have been refusing to report to CAPAC.

A lot of valuable revenue in the way of license fees is being lost as the result of these widespread infringements. There is no trouble with hotels in the other major centers of Canada, Lowe says, but "it is incredible that they don't know what is going on."

He says that, under an agreement with the hotels setting the tariffs, they agreed to report.

AFRA, Majors Agree On Choral Scales

Diskeries Tentatively Approve Basic Plan for Payments to Group Singers

NEW YORK, April 14.—Representatives of the American Federation of Radio Artists and major diskeries, as well as several top indie diskeries, this week arrived at a tentative agreement covering scales for group singers on disks. According to Frank Reel, AFRA exec handling the negotiations for the union, the area of agreement arrived at thus far covers only wages, and final acceptance of the wage terms would be dependent upon the working out of a code covering various conditions of employment and uses of the disks. This would follow the precedent established in previous AFRA contracts, such as the transcription code.

The following scales, applicable to recording dates for 78 r.p.m. disks, are tentatively set:

(1) Group of 16 singers or less: \$14 per side or per hour, whichever is greater, with a minimum of \$30 per singer per call.

(2) Group of 17 to 24: \$12 per side or per hour, whichever is greater, with a minimum of \$24 per call.

(3) Group of 25 and over: \$9 per side or per hour, whichever is greater, with a minimum of \$20 per call.

The above terms include rehearsal time in the per-hour provisions, except in the case of groups of 21 or over. In such cases a provision provides for a coaching rehearsal at the rate of \$5 per hour.

Another meeting between the union and diskeries is scheduled for the week after next. Matters to be included in the code will be taken up. AFRA, then, will sub-

mit the entire package to its membership for ratification. Reel has been in contact with AFRA's singer members on negotiations to date, and is recommending adoption of scales as herewith presented, providing remainder of pact is worked satisfactorily.

ASCAP Film Music Deal Hits Hurdle

Question Competency of Board Members Who Are Also Studio Stockholders

NEW YORK, April 14.—The question of what the consent decree between the American Society of Composers, Authors and Publishers and the Justice Department means in its reference to "any pecuniary interest" may soon emerge as an important issue in the dealings between ASCAP and the Hollywood film producers for blanket performing rights deals.

According to the decree, directors tied in with the film companies are not allowed to sit in on this type negotiation, and, accordingly, Herman Starr of the Warner group, Abe Olman of the Loew's firms and Bernie Goodwin of Paramount have absented themselves from ASCAP meetings on the film music topic. It is now re-

ported, however, that other directors are stockholders in at least one of the major film companies. One is reported to have some considerable movie holdings.

As a result of these reports, it may be necessary for ASCAP to apply to the Justice Department for an interpretation on what is meant by "any pecuniary interest." Does ownership of one share of movie stock disqualify a director from the negotiations; if not, how much does?

The board of directors has been discussing the pros and cons of the movie companies' request for rights to televise films into theaters (*The Billboard*, April 14), and the question of who is eligible to attend meetings may have to be ironed out before the issue is decided.

1-Nighter Trek For Brown Ork

HOLLYWOOD, April 14.—Lucy Ann Polk originate a series of 11 one-nighters tomorrow (15) with a guarantee of \$31,000 for the tour. Junket gets under way at the University of North Carolina and winds up May 5 with Brown and Polk joining Bob Hope on European tour.

Band is working on a flat \$1,500 against a 60 per cent door split on all dates except UNC and two nights at Duke University where a \$3,500 and \$5,000 guarantee, respectively, has been contracted. Other dates include Municipal Auditorium, Norfolk, Mosque Auditorium, Richmond, Va.; Auditorium, Danville, Va.; Club Hampton, Hampton City, Va.; Kate Smith TV show, New York; Lakewood Park, Mahanoy City, Pa.; Auditorium, Elmira, N. Y.; Sunnybrook Park, Pottstown, Pa.; Ritz Ballroom, Bridgeport, Conn.; Whalon Park, Fitchburg Mass.; Salem Willows, Salem, Mass.; American Legion, Waterville, Me.; and Roseland Ballroom, Taunton, Mass.

Following the European trek Brown has skedded one-nighter at Steel Pier, Atlantic City; Hershey Park, Hershey, Pa.; Meyers Lake Park, Canton, O.; Castle Farm, Cincinnati; Edgewater Park, Celina, O.; Joyland Park, Lexington, Ky.; Lakeside Park, Dayton, O., and a two-week booking at Gotham's Capitol Theater. European tour is slated to include Germany, France, Switzerland and Great Britain.

Laine Set for Eastern P.A.'s

NEW YORK, April 14.—Frankie Laine, who waxed his first sides for Columbia last week in two sessions conducted in Hollywood by Columbia a. and r. top per Mitch Miller, goes east to begin a series of club, theater and one-nighter engagements kicking off with a week at the Latin Quarter, Boston, starting Friday (20). He'll follow with one day at the State Theater, Hartford, Conn. Friday (27), then a series of concert appearances in Canada between May 28 and June 2. On June 7 the bary will begin a week at the Vogue Terrace, Pittsburgh, and on July 1 he begins a run at Steel Pier, Atlantic City.

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tations Nix ASCAP er Program Form

NEW YORK, April 14.—The committee representing the telecasters in the latter's protracted dealings with the American Society of Composers, Authors and Publishers has now received letters from a majority of stations rejecting the Society's proffered program license form. These letters also contain checks, based upon the stations' card rates. Checks are to be used as a war chest or aid to take care of litigation in the event a last ditch attempt at settlement fails.

A last ditch settlement is still a possibility. When all the TV stations apprise the industry committee of their opinion of the per program deal, ASCAP will be notified, in accordance with the content decree, which provides for a day negotiating period, talks will begin. If these fail, the courts will be asked to set a rate.

Remington Has New 45 Line

NEW YORK, April 14.—Remington Records, one of the leading 7-price LP diskeries, has bowed with a low-price 45 line. First release comprises four types of record sets: 15 sets of pop standards, three records to a box, selling \$1.99 per set; five classical sets, two records to a box, \$2.19; three classical sets, four to a box, \$2.79; and two classical sets, five to a box, \$3.99.

With the introduction of the 45 line, the diskery, under Sales Manager Jack Meyerson, is leveling at popular music and disk shop outlets thru branch offices and distributors. Until now, Remington had concentrated merchandising efforts among department and chain outlets which have developed in recent years as the principal outlets for the cheaper disks. Typical of the Remington effort have been hefty co-op promotions with record stores, with the emphasis on volume sales.

Meyerson said that Remington is interested in a flock of distributors in the low-priced 45 line, and that the diskery is going to attempt to spur further interest in regular promotions, with the use of bait to create store traffic.

Don Gabor, Remington prexy, Thursday (12) for Europe to record, buy tapes and set up inter-exchange deals. Bulk of Remington classics has been European diskings. Gabor's itinerary calls for stops in England, France, Holland, Denmark, Austria and Italy. He is due back June 1.

Phonies Europe Ground for Cap

HOLLYWOOD, April 14.—Dick Jones, head of Capitol's classical repertoire department, emits for a six-week stay in Europe. Purpose of the junket is to confer with execs of Germany's Funken, firm with which Capitol has a reciprocal pressing-distributing agreement.

Issues to be treated by Jones in his Telefunken meetings will include a review of repertoire added for recording by the German firm, plus an over-all study of the overseas diskery's catalog. Here, Jones will select Telefunken recordings to be released here by Capitol.

Lewisohn Stadium Opening 34th Year

NEW YORK, April 14.—Stadium Concerts, Inc., kicks off its 34th consecutive season at the Lewisohn Stadium of the College of the City of New York June 28. Season runs six weeks, thru August 8, and will feature as conductors Dimitri Mitropoulos, of the New York Philharmonic Symphony, Andre Monteux, of the San Francisco Symphony; Vladimir Golschmann, of the St. Louis Symphony; Alexander Smallens, formerly artistic director of the Radio City Music Hall, New York.

The letters of rejection received by the telecasters committee take cognizance of the situation and those who reject the proffered pact specify that Stuart Sprague and/or Judge Simon H. Rifkind should represent them legally. Stations sometimes add their own counsel to the legal battery.

ASCAP Confident

ASCAP is still anxious to settle the matter without recourse to the courts, but should it wind up in court, ASCAP feels it will get a good break. The Society argues that a comparison between its rates and those of performing rights societies in other countries will show ASCAP getting the short end of the stick.

How important TV is to the Society was indicated at the annual membership meeting held March 27 at the Astor. A business report showed that the net income for 1950 totaled \$9,044,842.44, which sum represented a net increase over 1949 of \$944,312.09. The increase in license fees is credited to radio and TV. Radio income in 1950 represented an increase of \$400,000 over 1949. TV, however, showed an increase of \$925,000 over 1949. During 1949, TV income totaled about \$250,000. In other words, TV income during 1950 totaled well over \$1,000,000, and this came from a total of 107 stations. Much of this money came from the interim agreement. Although radio income has been holding up, the future of radio as a source of income for the Society is considered as dubious in the long run, whereas TV is considered as likely to become the number one source. Pubbers and cleffers will feel a lot easier when the TV rates are finally established.

TV-Radio Production Increases in February . . .

Altho shortages of strategic materials have been increasing, production of TV and radio receivers increased in February over the preceding month and the corresponding month of 1950, according to a report of the Radio-Television Manufacturers' Association. RTMA's figures, which includes production by association members and non-members, indicates that 1,313,015 radios and 679,319 TV receivers were manufactured in February. This compares with 1,202,503 radios and 645,716 TV sets in January and 1,059,200 radios and 479,900 TV receivers in February, 1950.

Brand Names Foundation Cites Morgan Piano Co. . . .

The Morgan Piano Company, Miami, was named last week as "music store brand name retailer of the year" by the Brand Names Foundation. Citation was made for the firm's leadership in the distribution of famous product brands. A certificate of distinction was presented to the San Antonio Music Company for leadership in brand name retailing. These two awards to music stores were among 67 presented to outstanding retailers in 17 categories, selected from over 2,000 nominations submitted to the foundation.

Sylvania Announces New Magnet Material . . .

Sylvania Electric Products has announced development of new permanent magnets containing only non-critical material for use

Nype Signs MGM Record Termer

NEW YORK, April 14.—Russell Nype this week inked a term recording paper with MGM Records. Nype is the lad who caused quite a stir as the result of his work in *Call Me Madam*. Nype, since his *Madam* success, has doubled on several TV shots as well as having enjoyed a nitery run at the Maisonette of the St. Regis Hotel here.

His recording activity will be confined largely to special material of the type used during his nitery run.

D. C. PRESS TO HONOR HARBACH

NEW YORK, April 14.—Otto A. Harbach, prexy of the American Society of Composers, Authors and Publishers, will be guest of honor at a National Press Club luncheon in Washington Thursday (19). Accompanying Harbach will be Mr. and Mrs. Frank Loesser, Earl Wrightson, a thrush who had not been designated at press time and Mr. and Mrs. Jimmy Dodd, Dodd being the ASCAP tunesmith who won the recent tune contest to provide Washington with a city song. The Loessers, Wrightson and the thrush will entertain with a program of ASCAP songs.

NAMM Issues Price Data

CHICAGO, April 14.—National Association of Music Merchants this week sent to all members a special Price Control bulletin, the fourth to date, following the release of Amendment 2, Ceiling Price Regulation 7, which placed all musical instruments, radio and television sets and accessories, phonos, disks and recorders under margin-type price controls.

Previously, NAMM filed a protest with Michael V. Di Salle, director of price stabilization, regarding the early filing date for pricing charts. An extension of 30 days of the present April 30 deadline was requested. At the same time the org requested clarification of Amendment 2 to determine whether instrument accessories, such as mouth pieces, strings, bridges, etc., were effected.

NAMM also issued a bulletin designed to serve as a guide to retailers in preparing pricing charts and gross margin reports.

TV-Phono Merchandising

in radio and television receivers, according to Walter E. Kingston, manager of the Sylvania Metallurgical Laboratories. Kingston explained the magnets "avoid the use of critical cobalt, nickel and aluminum and have suitable properties for applications in commercial radio and television receivers where the critical metals are now required.

Muntz Produces 12,500 Per Month . . .

Sharp rises in the sales of Muntz TV receivers, Earl W. Muntz, company president, reported as a result of price reductions ranging from \$20 to \$30 on all models. The reductions were put into effect early in April. Muntz stated his company is producing at a capacity rate of 12,500 per month.

6,300 Radio Workers' Layoff Blamed on Defense Production

PHILADELPHIA, April 14.—Some 6,300 radio and television workers are being laid off temporarily here and in Camden, N. J., according to officials of the International Union of Electrical, Radio and Machine Workers (CIO). Anthony P. Perry, president of the union's Local 103, said RCA Victor in Camden laid off 1,300 employees and Harry Block, vice-president of the international, said some Philco Corporation plants here would be shut down for a two-week period beginning April 23, resulting in a layoff for about 5,000.

C. M. Ordorizzi, operating vice-president of the RCA Victor plant, said layoffs were necessitated by conversion to defense production, plus seasonal factors and restriction of materials resulting from the national emergency. He said the workers would be called back as the installation of facilities for military production progresses.

Ordorizzi reported that government orders for critical electronic equipment have reached a volume which requires conversion of some commercial production facilities. He said this conversion involves the parts section and TV receiver lines.

A Philco spokesman said only parts of its radio and TV plants would be shut down for the two-week period and that probably

AGMA Nixes Met's TV 'Capture' Clause

NEW YORK, April 14.—The American Guild of Musical Artists has formally given notice to the Metropolitan Opera that it will not allow in new artist's contracts the insertion of a clause whereby the artists guarantee to keep themselves free of such contractual commitments as would interfere with the recording of full-length operas. Such a clause would also be designed to insure the artist's appearance on the Met's projected TV series.

The Met's interest in the clause stems directly from its desire to raise as much capital as possible from all fields—TV as well as recordings. The Met had a great deal of the play taken away from its *Fledermaus* platters when RCA Victor put out another version of the opera starring Patrice Munsell and Rise Stevens before Columbia, with whom the Met has a pact, was able to get the records on the market.

AGMA has pointed out that the Met represents only a portion of a singer's total career and that many

employers in the record and TV field must demand exclusivity from their artists. The union suggested that it is not in a position to referee a rivalry between competing companies, television networks and sponsors.

AGMA, however, stated that it "will use all of its legal, economic and moral strength to prevent anyone involved in this matter from coercing individual artists or threatening them with reprisals against their careers or opportunities of employment either at the Metropolitan or elsewhere."

The union's declaration is such, say insiders, that individual artists will be in a much stronger position to bargain with the org. This may mean that the Met will have to pay more to its singers if they wish them to perform in fields other than the music drama. These sources claim it means that the Met will have to compete on a more even basis for recording and TV.

MPCE Group To Pep 'Em Up

NEW YORK, April 14.—The council of the Music Publishers' Contact Employees this week appointed a four-man public relations committee to work among the membership to stimulate interest in the union's activities and more active participation by the members. The committee consists of Leo Diston, chairman; Bob Baumgart, Mack Clark and Harry Santly. It is no secret that MPCE members have been apathetic and disaffected about union affairs, the last membership meeting having been called off because of no quorum. One of the committee's first projects will be the establishment of an MPCE publication, to come out monthly or bi-monthly.

The next union function is a benefit theater party at *A Tree Grows in Brooklyn* on May 18, for which Diston said tickets are still available.

Set April 27 Contempt Hearing for Burdge

HOLLYWOOD, April 14.—Securing of new attorneys, Leo Sherman and Aaron Moss, as council in his subpoena contempt hearing has resulted in a postponement until April 27 for Gordon Burdge. Hearing was originally skedded for Thursday (12). Burdge, Majestic Records Coast rep, allegedly neglected a State Labor Commission subpoena issued following an AFM charge that Burdge, as ABC Eagle prexy, failed to pay musicians for wax dates.

Another Court Jigs "Waltz"

NEW YORK, April 14.—Chappell, Ltd., of London, has served a writ against Campbell-Connelly, British pubbers, claiming ownership of the English rights to *Tennessee Waltz*.

The action is the first legal counter to the suit filed in Federal Court in Los Angeles by Acuff-Rose against Hill & Range a month ago. Hill & Range and Chappell here present dovetailing claims which purport that either the former firm owns *Waltz* entirely, or that the latter owns the foreign rights, depending on the dates in certain contracts (see story in *The Billboard*, March 17, for details).

The Chappell, Ltd., writ asks that Campbell-Connelly turn over its profits and assign the copyright, and also asks an injunction against further printing and distribution of the song. Campbell-Connelly acquired foreign rights from Acuff-Rose; Chappell claims the rights under a contract with Acuff-Rose which it alleges covers the period September, 1944, to September, 1947.

Pastor to Palladium For Four-Week Deal

HOLLYWOOD, April 14.—Tony Pastor this week inked with the Palladium and goes into the dancery July 10 for four weeks. Signing temporarily fills the current Palladium sked of seven orks which got under way April 3 with the return of Jerry Gray's band. Pastor, in the East, will work his way here via one-nighters. His last Palladium stand was June, 1947, having played the spot several times previous.

Bob Crosby Friday (13) nixed rumors that he was reforming his old Bobcat crew for a Palladium date. Orkster said, however, that if work permits, he may take week-end jobs using old Bobcat personnel. Ex-Crosby sidemen include Nick Fatool, Jess Stacy, Bob Zerke, Bob Haggart, Ray Byduke, Warren Smith, Yank Lausen, Nappy Lamar, Billy Butterfield, Gil Rodin, Matty Matlock, Eddie Miller and Ward Silloway, to name a few.

Eckstine Submits To Minor Surgery

HOLLYWOOD, April 14.—Crooner Billy Eckstine checked in at Santa Monica Hospital today for minor surgery. Singer, winner in the favorite male singer category of *The Billboard's* 12th Annual College Poll, this week returned from an engagement at New York's Paramount Theater. He is expected to leave the hospital Friday (20) and, following a week's rest, will take on Eastern p.a. dates.

Result of the poll has netted the singer a flock of dedication programs congratulating him on his *Billboard* honor. Disk jockey airers featuring Mr. B's platters got under way this week, with Joe Adams (KOWL) spinning Eckstine diskings on two consecutive days.



America's Fastest Selling Records



GUY LOMBARDO
and His Royal Canadians



ALWAYS YOU
and
HAPPINESS

DECCA 27516 (78 RPM) and 9-27516 (45 RPM)



LOUIS JORDAN
and His Tympany Five

IS MY POP IN THERE?
and
WEAK MINDED BLUES

DECCA 27547 (78 RPM) and 9-27547 (45 RPM)



BILL MONROE
and His Blue Grass Boys

KENTUCKY WALTZ
and
THE PRISONER'S SONG

DECCA 46314 (78 RPM) and 9-46314 (45 RPM)

NEW RELEASES—SINGLES

- | | |
|---|---|
| Moonlight Bay | BING AND GARY CROSBY
WITH MATTY MATLOCK'S ALL STARS |
| When You and I Were Young Maggie Blues | Decca 27577 and *9-27577 |
| Silver Moon | BING CROSBY |
| More I Cannot Wish You | BING CROSBY WITH JUD CONLON CHOIR
Decca 27508 and *9-27508 |
| Too Young | PATTY ANDREWS WITH VICTOR YOUNG |
| Gotta Find Somebody To Love | ANDREWS SISTERS WITH VIC SCHOEN
Decca 27569 and *9-27569 |
| How Thoughtful of You | DICK HAYMES |
| I'll Never Know Why | Decca 27545 and *9-27545 |
| The Hot Canary | ELLA FITZGERALD WITH SY OLIVER |
| Two Little Men in a Flying Saucer | Decca 27578 and *9-27578 |
| I Won't Cry Anymore | EILEEN WILSON |
| At the Close of a Long Long Day | Decca 27546 and *9-27546 |
| My Love Serenade | NORO MORALES |
| Tell Me That You Love Me | Vocal by Pat Terry
Decca 27548 and *9-27548 |
| Hobo Boogie
"Heska-Holka" | RED FOLEY
Decca 46304 and *9-46304 |
| Lord Protect My Soul | BILL MONROE |
| River of Death | Decca 46305 and *9-46305 |
| My Desire | MORTON DOWNEY |
| When I've Done My Best | Decca 14554 and *9-14554 |
| Lead Me To That Rock | JORDANAIRE |
| Swing Low Sweet Chariot | Decca 14555 and *9-14555 |
| Investigation Blues | JOEY THOMAS |
| There Ain't Enough Room Here
To Boogie | Decca 48210 and *9-48210 |
| Some Other Spring | THE AUSTIN POWELL QUINTET |
| All This Can't Be True | Decca 48206 and *9-48206 |
| Tell Me With Your Blue Eyes | TED MAXIM |
| Wednesday Night Waltz | Decca 45132 and *9-45132 |
| Zakochany Kanarek | ED WOJIC |
| Dziwaczny Zegar | Decca 45135 and *9-45135 |

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

WAY BACK HOME
BING CROSBY

Selections include: "Way Back Home—The Iowa Indian Song (I-a-wuh)—Dear Hearts and Gentle People—Home Cookin'—The Last Mile Home—Just A Prayer Away—Tarra To-Lara To-Lar—The Meadows of Heaven
Decca Album A-826 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-204 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5310 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

AL JOLSON
SOUVENIR ALBUM VOLUME 6

Selections include: Kol Nidre—Cantor On The Sabbath—Hatikvah (National Anthem of Israel)—Israel—That Wonderful Girl Of Mine—I Only Have Eyes For You—My Mother's Rosary—Remember Mother's Day
Decca Album A-831 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-209 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 8315 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

JUST RELEASED—IN 45 RPM

DICK HAYMES

Souvenir Album Volume Two

Decca Album 9-86 • Three 45 RPM Unbreakable Records • Price \$2.90

GOOD NIGHT SWEETHEART
CARMEN CAVALLARO

Piano Solos with Guitar, Bass and Drums Accompaniment
Decca Album 9-85 • Three 45 RPM Unbreakable Records • Price \$2.90

JOHANN STRAUSS WALTZES FOR DANCING

Played by Harry Horlick and His Orchestra

Decca Album 9-181 • Four 45 RPM Unbreakable Records • Price \$2.90

IN A MONASTERY GARDEN

Pipe Organ Solos Played by
JESSE CRAWFORD

Decca Album 9-107 • Four 45 RPM Unbreakable Records • Price \$3.75

ROCK OF AGES

A Collection of Favorite Hymns Played by

HARRY BREUER, Chimes and Vibraharp
with Organ Accompaniment by
JESSE CRAWFORD

Decca Album 9-133 • Four 45 RPM Unbreakable Records • Price \$3.75

First
release

FRANKIE



Now recording

L
aine

America's no. 1

A new Columbia
hitmaker—a magic
name—a voice in a
million—Frankie Laine is
“Mr. Rhythm” to the
millions of his fans

Here's ready-made popularity
that pays and pays—
feature this important “First”

exclusively on Columbia Records

in e

modern song stylist sings

"JEZEBEL"

Orchestra under the direction of Mitch Miller

and

"ROSE, ROSE, I LOVE YOU"

Orchestra under the direction of Paul Weston

Both with the Norman Luboff Choir,
Carl Fischer at the Piano

78 rpm 39367 • 33 $\frac{1}{3}$ rpm 3-39367 • 45 rpm 4-39367

COLUMBIA  **RECORDS**

First, finest, foremost in recorded music

Music as Written

Stearns Gets "Jezebel"

Rights for BMI . . .

Julie Stearns, professional manager of the Broadcast Music, Inc. (BMI), publicity, obtained publishing rights this week to "Jezebel" from Folk Songs, Inc., the Harry Blue-stone-Hal Blair publicity. A Frankie Laine disk, his first for Columbia, goes on release next week.

MGM Gets Bickle 3 Disks

From Pittsburgh Dealer . . .

MGM Records has acquired four sides by the Bill Bickle Trio from Pittsburgh disk dealer Elmer Willett. Tunes are "Good Night," "Let's Make Up for Lost Time, Baby," "Strange Little Girl" and "Signed, Sealed and Delivered."

Musso, Sarah Vaughan Set

For Norman Jazz Concert . . .

Disk jockey-jazz promoter Gene Norman, of Hollywood, has skedged a jazz concert at Balboa's (Calif.) Rendezvous Ballroom May 5, featuring Sarah Vaughan and the newly created ork of Vido Musso. Deal was worked thru Associated Booking Corporation. Chirp will appear for the one night while Musso will play five days. ABC's Bob Phillips is lining up tentative bookings for Miss Vaughan which include dates at the Tiffany Club and Oasis.

Kenton to Hwd. Oasis

For GAC in 2-Wk. Deal . . .

Stan Kenton, thru General Artists Corporation, has been booked into the Oasis, Hollywood, June 11, for two weeks. Orkster will get \$5,000 per frame plus a 60 per cent gate split of anything over \$7,500. Deal is similar to that given Duke Ellington at his recent date there. As Associated Booking Corporation holds exclusive rights to the Oasis, nitery will pay ABC 5 per cent, rather than have GAC split its regular commission. Kenton goes into the club following a three-week rest.

Networks and AFRA

Sinn Agreement . . .

Contract covering employment of musicians on AM, TV and FM was formally signed by the networks and the American Federation of Musicians (AFM) last week. Chief details of the pact were revealed weeks ago, the intervening time being taken up in rephrasing some of the language. Local 802, New York, meanwhile sent out to the trade the new AM and TV price list covering single engagements.

Philadelphia Orchestra

In Four Free Concerts . . .

Four free concerts will be given by the Philadelphia Orchestra in Convention Hall, Philadelphia, May 9, 10, 11 and 12 in return for a \$50,000 appropriation to the local symphony by the city. Last year a similar series of free concerts attracted over 60,000 persons. Free tickets distributed thru coupons in the local newspapers and thru the public schools on a first-come-first-served basis and a no-reserved-seat policy.

New York

Victor Lombardo, who for the past three years has been making a fang at leading his own band, will return to brother Guy's sax section for the band's Roosevelt Grill opening here May 1. Thru Rosemary Clooney, currently riding with a hit waxing of "Beautiful Brown Eyes," will play her first theater date and will headline when she opens at the Hippodrome, Baltimore, on April 19 for a week. . . . Buddy Greco will open at Cafe Society downtown May 3 for a four-week stint with his own quartet. . . . Billy Eckstine and his manager, Milton Ebbins, flew to the Coast Wednesday (11) for a two-week vacation before the singer returns for a run at the Latin Casino in Philadelphia opening April 26.

Tony Martin and Dinah Shore waxed a duet side, "I Wish, I Wish" on the Coast last week to provide a backing for their disk-ing of "The Kissing Song," which

had been in the Victor icebox for want of a flip. Disk will go on release shortly.

Jean Geiringer, Broadcast Music, Inc., foreign relations veepee, left for a European visit last week. . . . Charlie Tobias is on a deejay junket thru the Midwest plugging his tunes "I Remember Mama" and "Faithfully Yours."

Dave Bernie has replaced Ralph Smitman as Coast man for Marks Music. . . . Bob Sadoff joined the professional staff of Duchess Music. . . . Ray Ostfeld has joined Massey Music for plugging and disk promotion.

Chicago:

Sammy Kaye played a one-nighter at Melody Mill Friday (13). . . . Ames Brothers and Guy Lombardo and ork got a healthy play in Des Moines recently. Both groups were promoted via radio, newspapers and jukeboxes, with the last named featuring their latest disks prior to their arrival, thru the date, and for a week after they left. . . . Bill Russo, composer and arranger now fronting a jazz quintet at the Hi-Note, is speaking before student groups at Northwestern, Roosevelt College and the University of Chicago. Title of the gabfest is "Who Put the Corn in Campus Culture?"

Al Crocker, clefper, head of Progressive Music publicity and Magic Records, and Borney Bergantine, writer of "My Happiness" who heads Sweetheart Records and Happiness House, both in town last week contacting disk jockeys, juke ops and radio stations in behalf of their current platters, "Little Church Around the Corner" and "Why Am I Losing You?" respectively. Duo will tour the country together after the Chi stand.

Hollywood

MGM Records reteams Debbie Reynolds and Carleton Carpenter on two sides, "When You and I Were Young Maggie Blues" and "Didja Ever." Bob Chatten Sales was inked by Discovery Records last week to handle distribution in the Oakland (Calif.) area. . . . Song Writers' Co-Operative, Inc., topper Harry Henderson under the knife at Long Beach Veterans' Hospital.

Locals 47 and 767, American Federation of Musicians, will co-promote four bands in the free Los Angeles-sponsored Sunday concerts in local parks. Programs, under the auspices of the Bureau of Music, bow April 22. . . . Cowtown nitery staged a birthday celebration for orkster Wade Ray. Guests who entertained included Rex Allen, Les Anderson, Eddie Dean, Tommy Duncan, Stu Hamblen, Ginny Jackson, Deacon Moore, Ole Rasmussen and the Whipoorwills. Charlie Adams emceed the affair. . . . Imperial Records signed Allard Allen and Jess Williams in Nashville. . . . Universal-International assigned scoring to Hans Salter, Frank Skinner and Joseph Gershenson for "The Golden Horde" and "One Never Knows"; "Francis Goes to the Races" and "Fiddler's Green," and "Iron Man" and "Comin' Round the Mountain," respectively. . . . Dick Haymes kicks off his disk jockey airer on American Broadcasting Company Monday (16) for Procter & Gamble. Deal was set thru Frank Cooper Agency. . . . MGM Records cutting the sound track of "Rich, Young and Pretty" for album release. Diskings feature Jane Powell, Danielle Darrieux and Fernando Lamas, with Dave Rose backing. . . . Beechwood Music is promoting Jo Stafford's Capitol slicing of "When April Comes Again." . . . Lou Stoken, of Central Record Sales Company, off on a dealer-op tour thru Southern California. . . . Bimbo has cut 20 sides for Gordon Burdge. Coast rep for Majestic Records.

Brother Bones and Harlem Globetrotters cutting voice tracks for Tempo's re-release of "Sweet Georgia Brown." . . . Ralph and Vangy Charmichael, Campus Christian Hour warblers, renewed pacts with Columbia Broadcasting System. . . . Mitch Miller and Erroll Garner huddling on a wax date while the 88'er is in town.

Chuck Rogers, disk jockey and music pubber, to set up offices in Nashville and New York. Branches would be an outlet of Roger's Smoky Mountain Music.

Hartford:

Bart Bozanno and band are at the Villa Rosa, Windsor Locks, Conn. . . . Orkster Tony Pastor is in Hartford for State Theater appearances. . . . Rainbow Club Ballroom, Bolton, Conn., has opened for the 1951 season, with Bert Johnson and his orchestra featured on Saturday nights.

Toronto

Johnny Linden, drummer with Moxie Whitney's band at the Royal York Hotel, has formed his own unit to take over Whitney's spot this summer, when the latter takes his band to Banff Springs Hotel. Helen Chevrier, local thrush, will have the vocal spot with Linden. . . . Miss Canada of 1949, Margaret Lynn Munn, is at the Barclay Hotel where she sings with Dennis Stone's band. . . . Carmen Cavallaro did a two-day stand at the Burgundy Room, Hamilton, to capacity business.

Rex Doyle, Ed McNeill and Bill Jayson have banded together as the Starliners, presenting their numbers at the St. Charles. Jayson handles the vocals. The Quin Tones are at Bassels, while Starliners have taken over at the Park Plaza. . . . Bill Bradbeer, of Decca Records, did a radio interview on record promotion over CJRT. . . . Disturbed by the clanking of glasses in the Edison Bar, June Christy moved into the dining lounge.

Peewee Hunt comes in on a fast booking at the Edison Hotel, giving Jack Earthy, of Capitol Records, not much opportunity to line up promotion. . . . The complete album of the Benny Goodman Carnegie Hall Concert was aired over CKEY by all-night jockey Johnny Williams. Johnny Hodges has been booked into the Edison Hotel with his new combination group.

Lionel Hampton is doing s.r.o. business at Loew's Uptown. . . . The Three Suns follows the Weaver Brothers in at the Casino Theater May 31. Helen Forrest has been booked for a week April 26, while Clark Dennis is in for April 19 with the Honey-Dreamers.

Local 802 Denies License for Prado To Lead U. S. Band

NEW YORK, April 14. — At this writing it seems that Perez Prado, Latin-American king of the mambo, will be unable to work with a band during his visit in the United States. Executive board of Local 802, American Federation of Musicians, Thursday (12) turned down Prado's request to join the local and form a band. Were Prado to stay here for six months he would be eligible for membership, but it is believed unlikely that he will remain such a long period. Local felt that to give him a card immediately would be unfair to other orksters.

Prado has been appearing at the Puerto Rico Theater in the Bronx, performing as a singer. The band there is not his own. He has been appearing under the jurisdiction of the American Guild of Variety Artists.

Local 802's turn-down of Prado's request stymies plans to build Prado as a pop, as well as Latin-American attraction. His advisors, who had been rounding up sidemen for an orchestra, has been hopeful of playing the Cuban in theaters, dance dates and on television. RCA Victor, to whom Prado is under contract as a recording artist, had been hopeful of cutting a few sides here.

Shearing Renews Shaw Artists Pact

NEW YORK, April 14.—George Shearing this week renewed his booking agreement with Shaw Artists Corporation. The new paper will cover a five-year period. The deal was set by agency topper Billy Shaw.

Shearing, whose quintet was acclaimed as the most popular small instrumental group in *The Billboard's* College Poll this year, has developed as a front-running talent for the general rhythm and blues merchandising in which Shaw has specialized.

Hollywood Bowl Plans Hyped Programs With 400G Budget

HOLLYWOOD, April 14.—In conjunction with its 30th season of "symphonies under the stars," Hollywood Bowl officials outlined a \$400,000 operating budget plan for the summer, promising outstanding musicians, conductors, artists and programs and a much-needed aid to parking difficulties. Bowl's season opens first week in July and extends thru Labor Day. Los Angeles County, owner of the Bowl, made up a \$65,000 deficit in the budget, many times greater than the previous year's amount.

Dr. Carl Wecker, general manager, revealed the summer stint will include symphony nights and evenings devoted to other types of musical productions. Both light opera and grand opera are skedged, but no names will be announced until next month. James Doolittle, who has produced for the Bowl, is believed to be out this season. Ballet de Monte Carlo is set for six performances due to the huge success of last season's visit. Los Angeles Philharmonic is inked for a return spot and will take over the Bowl ork in July-August.

In arranging the Bowl program, execs will match conductors with presentations, rather than match programs to batoners. Additional parking facilities for 1,100 autos is being readied for patrons. Cur-

rent space allows for only 3,000 cars plus private autos. Even the more than 4,000 lot space is hardly enough for the 20,000 Bowl customers.

Defeat of propositions for the passage of bonds necessary to build a music center here (*The Billboard*, April 14) will undoubtedly aid Bowl patronage. Philharmonic, Shrine and Greek Theater are sole remaining organizations that offer serious competition. Shrine and Philharmonic, however, do not offer steady entertainment, and the Greek Theater runs on a 10-week sked. Bowl Prexy Jean Hersholt pointed out that there is no rivalry between the Bowl and other musical orgs, all having the same goal—"to make the city a ranking center of the world's music."

MCA, Kaye in 3-Year Deal

NEW YORK, April 14.—Sammy Kaye this week signed a three-year booking agreement with the Music Corporation of America. Kaye's pact with the General Artists Corporation, which has booked him for the past couple of years, runs out May 31. He was with MCA prior to that for more than a decade.

His signing with MCA dispels considerable trade speculation that Kaye was preparing to join with Tommy Dorsey in the latter's Tom-Dor Enterprises, which has been booking only T.D. but has expressed a desire to begin an expansion with hand-picked talent as the foundation for such a move.

Incentive Dates

To show that they mean business, MCA provided Kaye with a couple of incentive bookings before getting his name on the pact. The agency set Kaye for the Astor Roof to follow Freddy Martin July 2; Kaye will close the Astor season and is scheduled to work there at least until September 8. MCA also set Kaye on the MCA-controlled *Cavalcade of Bands* TV show for five consecutive weeks beginning July 3. The agency also is dickering for a radio show for the Kaye band.

MCA currently is in the process of dickering with a couple of other top-flight orksters whose papers are running out with competitor agencies. One of these orksters is Russ Morgan, whose pact with Associated Booking Corporation expires in a couple of months.

Canada Hikes Excise Taxes

TORONTO, April 14.—Federal government budget presented this week resulted in price increases to records and phonographs, radios and television sets.

Budget increased excise tax on radios and the like from present 15 per cent to 25 per cent, in addition to increasing the sales from the present 8 per cent to 10 per cent.

In the light of the increase in sales tax, record companies have hiked the prices of their records, with Columbia joining Victor's and MGM's price level of 90 cents. This applies to 10-inch 78's and 45 r.p.m. LP's are unaffected.

Mercury is considered likely to go up, and Capitol and Decca are still mulling the prospect over.

Savoy Stores Use Excl. LP, Ad Gim

NEW YORK, April 14.—Herman Lubinsky, Savoy topper, is setting direct deals with department stores whereby the latter get initial exclusive sales rights on Savoy's LP line. In exchange, the stores each take a one-half page ad in the local newspaper. The deal, of course, pertains to one department store in each market. When the initial sales run has been exhausted, Lubinsky sells to distributors, who then cover the market which has previously been prepared with department store advertising.

Thus far Lubinsky's LP line includes seven longhair 10-inch disks. On his regular rhythm and blues disks, Lubinsky is cutting down from five or six to three releases a month.

Gus Kahn Pic Gets Speed-Up

HOLLYWOOD, April 14.—Life story of songwriter Gus Kahn, formerly titled *Nobody's Sweetheart Now* and currently going under the working tag *Gus Kahn Story*, received considerable momentum this week at Warner Bros. Louis Edelman, producing the film biog, is reportedly working at a fast clip with a crew of writers, prepping a script for speedy production.

Edelman's office said cast and crew assignments would be forthcoming within three weeks. Announcement coincides with Norman Taurog's bid for film rights to the life of Richard Whiting. Taurog, now free-lancing, hopes to film the musical as an indie venture. Both biogs would contain similar episodes due to Kahn-Whiting collaborations.

Decca's 'King' Is Plant Bound

NEW YORK, April 14.—Decca Records will put *The King* and *I* thru the recording factories next week. The diskery plans to slice its original cast album in three sessions split between two days. The sessions will be morning and afternoon affairs. The finished album is scheduled to contain 12 numbers from the Rodgers-Hammerstein score. Gertrude Lawrence stars, and the featured performers include Yul Brynner, Dorsetta Morrow and Dorothy Sarnoff.

The diskery plans to rush its album to the market as rapidly as possible. It probably will be available to retailers about 10 days after the completion of recording. The waxery already has put into work albums and album covers for the 78 and 45-r.p.m. editions as well as sleeves for the LP's.

Pub Rights To J. Davis Pact

NEW YORK, April 14. — Joe Davis has obtained exclusive publication rights to Jon Arthur's *Big Jon* and *Sparkie* tunes, and has a folio in preparation. Folio will comprise songs which Arthur has waxed for Columbia kidisks; he recently inked a recording part with the waxery.

Arthur has a kid show emanating daily from WSAI, Cincinnati, picked up by 175 stations on week days and 247 on Saturdays via the American Broadcasting Company network. Davis's pubbing rights include *Circus on Parade*, theme song done on each show, and a birthday tune done on each show. Deal thus insures hefty performance credits for Davis's Beacon Music, a Broadcast Music, Inc., affiliate, in which the tunes are being placed.



"HIS MASTER'S VOICE"

"Nipper" was a real dog, who really listened. Painted in 1899 by his master, Francis Barraud, he instantly captured the imagination of a world then marveling at the new invention of the phonograph. The picture was reproduced in photogravure and hung as a work of art in thousands of homes.

The Victor Talking Machine Company acquired "Nipper" in 1901 and, as the trade mark of RCA Victor, he has become the most famous dog in the world.

FOR HALF A CENTURY

*Mascot of the Greatest Artists
Symbol of the Greatest Music*

Few, if any, trade marks are quite as famous as Nipper, listening to "His Master's Voice." For half a century, his imprint has appeared on the greatest and richest catalog of music, recorded all over the world by artists of distinction, from Caruso to Toscanini, from Anderson to Zimbalist.

On a long line of "Victrola" phonographs, too, Nipper is recognized the world over as the symbol of quality. It is your assurance of the best in

recorded sound . . . whether phonograph alone, or combined with radio or television.

This year marks RCA Victor's fiftieth anniversary in the recording art. We salute the artists, past and present, who have contributed their great and varied talents to RCA Victor's great library of the "Music America Loves Best." We salute the scientists and engineers who are constantly achieving new heights of richness and realism in recorded music.

"Victrola"—T.M. Reg. U.S. Pat. Off.

Franklin D. Johnson
President, Radio Corporation of America

THEY SING AGAIN! THEY PLAY AGAIN!

"Treasury of Immortal Performances"

Now you can hear them again! Caruso . . . Kreisler . . . Rachmaninoff . . . the fabulous voices, the genius of the pianists and violinists of music's Golden Age. Superbly restored from priceless master-discs and re-issued on RCA Victor magic "45" and Long-Play, the most lifelike of all recordings!

Genius at the Keyboard
De Pachmann, Paderewski, Schweitzer, Prokofieff, Rachmaninoff. 6 records, \$7.44

Wagner
Melchior, Rethberg, Gadske, Lehmann, Leider, Schorr, Schumann-Heink. 5 records, \$6.29

Composer's Favorite Interpretations
Garden, Caruso, Farrar, Lehmann, Johnson, Jeritza, Tamagno. 4 records, \$5.14

Golden Age Ensembles
Caruso, De Luca, Ponselle, Galli-Curci, Pinza, Farrar, Scotti, Melchior, Alda, Schumann. 4 records, \$5.14

Golden Duets
Caruso, Ponselle, Martinelli, Farrar, Scotti, Gigli, Bori, McCormack. 6 records, \$7.44

Caruso Sings Light Music
O Sole Mio, The Lost Chord, Because, Elégie, Ave Maria, 3 others. 4 records, \$5.14

Chaliapin as Boris
Coronation Scene, Monologue, Clock Scene, Prayer, Death of Boris. 3 records, \$3.99

The Golden Age at the Metropolitan
Galli-Curci, Chaliapin, Farrar, Caruso. 7 records, \$8.60

Caruso
Celeste Aida, La donna è mobile, Flower Song, Vesti la giubba, Cielo e mar! Una furtiva lagrime! 4 others. 5 records, \$6.29

Magic Strings
Kreisler, Segovia, Elman, Casals. 5 records, \$6.29

Sacred Songs
Schumann-Heink, Caruso, McCormack, Ponselle, Chaliapin, Kreisler. 5 records, \$6.29

Golden Voices Sing Light Music
Bori, Galli-Curci, Gluck, McCormack. 6 records, \$7.44

45 rpm prices shown suggested list, including Federal excise tax. Add local tax. Also available on 33 1/2 rpm, slightly higher.

*The world's greatest artists...
bringing you the music you want...
on the speeds you want*

RCA VICTOR Records



Schools Seek Lower Band Costs, Stable Biz Methods

Continued from page 16

taken to task by a number of collegians. The most provocative beef, leveled by a number of schools, involved contract "jumps," late cancellations and failure to deliver the bands sold. "Their (agents) biggest fault seems to be breaking contracts at short notice," writes E. Michael Kidder, of Niagara University. "This causes a lot of difficulty, especially after we have begun to advertise."

Robert C. Parker, of the University of Nebraska, reports that "three times in the past two years we've had contracts jumped by name bands, leaving us in embarrassing situations."

Margaret Bruce Cruise, of the University of Kentucky, claims: "It seems a contract means nothing. The University of Kentucky has not sponsored any real name bands lately. Several organizations have even gone so far as to get a contract, but the name band has canceled and the organization has been left with nothing in the way of a good name band (attraction). There are a number of students who are pretty much put out with this after having worked for weeks on obtaining a good band."

This latter beef is quite significant, inasmuch as it reflects the same general attitude among

agents as that which prevailed in the meatier band days during and shortly after World War II. In that period agents jockeyed their bands at random; that is, the bands were in some demand and were shifted around loosely, in most instances by last-minute cancellations, to pick up the date with the largest income. But it would appear at this point, when the band business needs every supporter it can round up, that the agents are creating a hub of dissatisfactions in many schools. In their negligence, the agents, apparently more anxious to make a sale than a friend, seem to be forgetting that the college set traditionally is the pace-setting element in the band business. Without the support of the kids, it seems unlikely that the band business could ever be the same.

These points are suggested in the poll return of Richard B. Wells, of the University of Delaware: "Booking agencies interested in getting bands for colleges might well realize that pressure on customers is not a substitute for catering to his interests. From the buyers' standpoint, agencies should rid themselves of obligations and become a real service agency. Prospective buyers appreciate personal contact, etc." "There is too much suspicion in the (band) business," writes Wilfred H. Ketz, of Union College, Schenectady, N. Y. The faculty advisors and/or prom committee chairmen answering the trade part of the College Poll, which was compiled from two mailings made to 907 schools, made a number of suggestions with regard to how agencies can improve their servicing of the campus set:

1. Help co-ordinate function dates between colleges located in the same area. This would aid both agency and school in having accessible top bands for a series of playdates in a concentrated area. Also, such a set-up would virtually insure delivery of the band okayed.
2. Several schools asked for more detailed lists of bands and prices.
3. Eliminate the demand of the 50 per cent down payment at the time of signing contract. One month in advance would be enough. A variation of this was forwarded by a school which thought down payment shouldn't be made until the contract is completed. In other words, both the college and orkster complete the papers before payment is made rather than making the deposit when the college has done its share.
4. Supply the names of the musicians who will work a date with a name band. Also, be specific with regard to size of the band.

Another point brought out in the agency portion of the trade aspects section of the College Poll shows that for every five bands bought from major agencies (Music Corporation of America, General Artists Corporation, Associated Booking Corporation, Willard Alexander), the colleges buy four bands thru local bookers.

Marks, Richmond

Continued from page 16

which a separate contract was drawn with Curci. Richmond also made a separate arrangement covering his Folkways catalog, giving Curci first refusal rights. It is believed that both of the American publishers obtained down payments and yearly minimum guarantees for a period of several years. Curci, with offices in Milan, Naples and Rome, is one of the major Italian publishers in the standard and folio as well as pop fields.

Coincidentally, both Richmond and Marks leave on European treks April 27. Richmond will investigate the possibilities of opening offices abroad in conjunction with foreign pubbers. Marks will scout for pop and standard material and may renegotiate some of his standard European arrangements.

Both publishers have Broadcast Music, Inc. (BMI), affiliations; Marks exclusively and Richmond non-exclusively. The opportunities for BMI pubbers to pick up European tunes have grown considerably since the Justice Department and the American Society of Composers, Authors and Publishers entered into a consent decree a year ago, prohibiting exclusive deals with foreign performing rights societies.

Price Factor

Continued from page 16

the semester. This runs to approximately eight to 10 dances per year in the average college regardless of the type of bands used on the occasion.

Some random samples of the prices drawn from collegians by name crews follow:

Ralph Flanagan got \$2,250 for a February night; Vaughn Monroe, who of late has confined his activity to radio and TV, got \$4,500 for a date last May; in January Elliot Lawrence drew \$1,500 for a prom; Harry James got \$3,000 for May prom in 1949 and drew \$2,300 for a similar date in May, 1950; Tommy Dorsey pulled down \$2,500 for a February stint; in the same month Stan Kenton got \$1,250 for a prom; Tex Beneke got \$1,750 one night last October and \$2,250 on a second evening during the same month; Claude Thornhill drew \$1,750 in February, etc. The average was brought down by \$850, \$900 and \$1,000 dates worked by such crews as Ted Weems, Sam Donahue, Boyd Raeburn, Bernie Mann, Henry Busse, Billy Butterfield, etc.

Chisel Pubs

Continued from page 16

the point of unanimously refusing to do work for pubbers who do not meet an ethical standard. Such pubs, it was said, would find themselves unable to get paper, too.

Printers have been forced to take a strong stand owing to the tighter paper situation. Paper mills are demanding quick payment, a condition which leaves the printer in the middle when he deals with tardy publishers (*The Billboard*, April 14).

Name Band Failings

Continued from page 16

danceable enough, not enough personality (projected)" was a squawk from Don Lisy, Morton Junior College, Cicero, Ill. "I think they would shoot any dance chairman who brought him back," said Mike Handman of Brown University of one top jazz band leader who persisted in repeatedly playing a bop specialty number all night long. "They are more interested in preserving style rather than in playing dance music," points out William F. Saalbach, assistant to the dean of men at the University of Pittsburgh.

A number of leading orksters were cited for intoxication. Some of the complaints stated that not only the maestro but the entire band was drunk on the job. These maestri, along with a number of the sober batoneers, were taken over the coals by some schools for being poorly and/or sloppily attired. One school pointed out that the name crews rarely comply with requests to be dressed formally to be in keeping with a formal dress prom.

The University of Idaho, apparently a school where interest exists for name crews, has revised its method for using names for the campus. Since top name crews' prices are high and the average student couldn't afford to attend a dance at high tariffs, the school has devised a scheme whereby it buys top names for concerts on the campus rather than for dances. This enables more students to attend the function. It also opens up the possibility of buying a band on a percentage deal rather than

a high guarantee flat figure. An age-old beef of the name maestro showing up with a pick-up band cropped up in a number of replies. One maestro, a 15-year veteran, showed at John Hopkins University in Baltimore with "four or five others (who) were the only members of the real band present and the rest were a bunch of guys named Joe."

With regard to the actual musical performance of the names, the schools seemed to be generally satisfied. But a number of the college reps raised a number of points of complaint and suggestion in this department as well:

"They (the students) have been satisfied with seeing the bands but have not been satisfied with the numbers they have been playing. The bands feature too many of their old hits." The implication is that not enough current tunes are carried in band books and that students apparently are no longer impressed with "old hits."

"In general they persisted in playing mostly fast or their own novelty numbers." This school, Cornell University, also reported that two top maestri showed up "plastered" on consecutive proms. "As a result (of both appearance and performance), there were few at the last dances."

"There is too little slow music. The numbers are too short and there's too much novelty stuff," said Mark McCormack, of the College of William and Mary.

"Some have put on a good show but were difficult to dance to."

Push for Foreign Sales

Continued from page 17

Italian distributor. Indie formerly worked with Societa Italiana Dischi, Milan.

Rhythm and blues indie, Imperial Records, nets \$4,000 worth of biz yearly from its foreign royalties. Label's Lou Chudd said that at one time his foreign distribution accounted for 30 per cent of his total sales. Imperial has pacts with Columbia Records, Mexico City; Zoltan Fekette, Antwerp; Cinematic, Sydney; Medlin, Ltd., Bogota, Colombia, S. A.; Casa Lopez, Havana; Casa Calderon, Rio de Janeiro; Trade Winds Distributing Company, Guam, and a possible addition in France. Imperial releases 8 12-inch sides a month in other countries.

Specialty Records' tie-up with Eddie's of Miami, Antwerp, has resulted in greater popularity for its top artists. Diskery is seeking additional contracts in other countries. Aladdin Records issues in Belgium thru Van Hoogten. Modern Records has had foreign dealings via Gene Norman's jazz concerts, but canceled them three months ago when Norman went into biz for himself.

Tempo Records, pop diskery, does well in the field with classical, organ and jazz diskings. Label has agreements with Oriole Records, Ltd., London; Gordon V. Thompson, Ltd., Toronto; Fabrico de Discos Peerless, Mexico City; Prodise, Buenos Aires; Trade Winds, Guam; John Skewis, Honolulu; Premier Recording System, Manila, and soon will ink with either Society Anonyme Fonior or Pathe Marconi, France. Tempo releases in Italy thru Cetra. LP selections are responsible for 12 per cent of total sales.

Increase in appearances of American artists thruout foreign countries has served as a biz hypo

H. & R. Ties

Continued from page 16

have been licensed to make some 80 Frosty products, including toys, children's clothing and furniture and Christmas wrapping paper. H. & R.'s contracts with these manufacturers are being renegotiated to jibe with the Sears deal, which does not exclude the sale of the products to such chains as Woolworth, Kresge, Grant and Kress.

Sears plans to send out Frosty promotion kits to its stores, and is contemplating using a Frosty cover on its Christmas mail order catalog.

the male students told why. "Dancing in the old days was an excuse to get a girl in your arms. Today we're more practical. We get it over with necking sessions. This gives us time for more practical things. Like playing ball."

"SHENANDOAH WALTZ" by TOMMY TUCKER on M-G-M No. 10897

WHAT??

"NEVER BEEN KISSED"

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

BOB MERRILL'S LATEST NOVELTY

"LET ME IN"

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

"I Won't Cry Anymore" recorded by Col.—Tony Bennett Cor.—Georgie Auld Dec.—Eileen Wilson Jub.—Dick Brown Mer.—Dinah Washington MCM—Billy Williams Roost—Jimmy Scott

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

ABA DABA HONEYMOON

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

DEBBIE REYNOLDS—CARLETON CARPENTER M-G-M RICHARD HAYES—KITTY KALLEN Mercury FREDDY MARTIN RCA Victor HELEN KANE Columbia CLIFF STEWARD—SAN FRANCISCO BOYS Coral LEO FEIST, INC.

Teen-Agers Give Out

Continued from page 16

crowd. Prices are too high for us to buy bands for proms and prices are too high in night clubs and hotels for us to go see them and dance to them off the campus. And if we go to these night clubs or hotels, we are treated rudely." "Create band personalities. They need more than just music to become important. They need individuality." "The outstanding sidemen of the old days are not around. Some new standout musicians could spice the band business." "There are too many bad bands, too many ordinary bands that they are trying to shove down our throats. Make band availability selective so that the bands that have something will be heard." "Play the melody. Too many bands don't play the melody today so that songs are distorted and are hard to follow."

Martin further discovered that the local students, representing schools from New York and the neighboring areas, are all for sweet music, that swing and jazz are "out" and that the current "fads" are the mambo and square dancing. "Jitterbugging is confined to the local drugstore when the kids go out for a sundae."

A consensus showed that the

teen-agers bought their records first for song and second for artist. They explained that five or six hearings via disk jockey shows usually was a determining factor in buying a record. They also said that they bought on a comparative shopping basis; that is, they heard all interpretations of a song before making the purchase.

The kids explained that the phonograph record is the center of social activity. The disk affords them the best in dance music. They added that they prefer singer renditions of songs rather than band renditions "because band singers usually aren't too good nor can they be heard against the dance arrangements of a band." It was shown, too, that the girls in the crowd usually did most of the record buying and the boys did the listening. A considerable new interest in classical music has cropped up in many school crowds, the students told Martin. But they want the original and not dance adaptations.

In a discussion on social dancing, it was shown that the girls in the teen-age set were the pace-setters while the fellows were fairly shy about learning to dance. One of

The Great Victor Young Ballad.

LOVE ME

Recorded by HERB JEFFRIES CORAL

WORDS & MUSIC, Inc.

A TRULY GREAT SONG!

TOO YOUNG

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

MUSIC BOURNE TO LIVE

"FAITHFUL" VAUGHN MONROE VICTOR 20-4059

ABC MUSIC CORP. 709-7th Ave. N.Y. 19, N. Y.

"BEAUTIFUL BROWN EYES" AND "CHRISTOPHER COLUMBUS"

AMERICAN MUSIC, INC. 1576 Broadway, New York CO 5-7886 9109 Sunset Blvd., Hollywood CR 1-5254

Mercury
RECORDS

EVERYBODY'S PICKIN' 'EM!

DISC JOCKEYS DEALERS AND OPERATORS



BILLBOARD PICK

Patti Page

"DOWN THE TRAIL OF
ACHIN' HEARTS"

AND "EVERTRUE — EVERMORF"
MERCURY 5579•X45



BILLBOARD PICK

Vic Damone

"MAMA"

AND
"OPERETTA"
MERCURY 5444•X45



BILLBOARD PICK

Frankie Laine
"METRO POLKA"

AND
"JALOPY SONG"
MERCURY 5581•X45



BILLBOARD PICK

Richard Hayes
"FAST FREIGHT"

AND
"MY PRAYER"
MERCURY 5603•X45



BILLBOARD PICK

Patti Page

"MOCKIN' BIRD HILL"

AND
"I LOVE YOU BECAUSE"
MERCURY 5595•X45



BILLBOARD PICK

Patti Page

"WOULD I LOVE YOU"

AND
"SENTIMENTAL MUSIC"
MERCURY 5571•X45



BILLBOARD PICK

Richard Hayes
"TOO YOUNG"

AND
"SHENANDOAH WALTZ"
MERCURY 5599•X45



DISC JOCKEY PICK

Tony Fontane
"SYNCOPATED CLOCK"

AND
"I'M YOURS TO COMMAND"
MERCURY 5607•X45



Dinah Washington

"FINE, FINE, DADDY"

AND
"I'M SO LONELY"
MERCURY 8232•X45



OPERATOR PICK

Al Trace

AND HIS ORCHESTRA

"PRETTY EYED BABY"

AND "THAT'S THE MAN FOR ME"
MERCURY 5609•X45

NEW RELEASES-YOUR NEXT HITS!



EDDY HOWARD

"WHAT WILL I TELL MY HEART"

AND

"Strange Little Girl"

MERCURY 5630•X45



RAY BARBER

"I HAVE NO HEART"

AND

"Love Me"

MERCURY 5624•X45



ALFRED NEWMAN

AND HIS HOLLYWOOD SYMPHONY

"SOMETHING WONDERFUL"

AND

"We Kiss In The Shadow"

MERCURY 5617•X45



TONY FONTANE

"A LOVE LIKE YOURS"

AND

"No One But You"

MERCURY 5611•X45



BILLY DANIELS

"I'LL NEVER KNOW WHY"

AND

'I Never Knew I Could Love Anybody'

MERCURY 5614•X45



ROBERTA QUINLAN

"GOTTA FIND SOMEONE TO LOVE"

AND

"Alice In Wonderland"

MERCURY 5616•X45

EXTRA SPECIAL "AELUNA MEZZUMARE" (BUTCHER BOY)

EMIL DEWAN QUINTONES
MERCURY 5537•X45

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



- ✓ "I'M LATE"
- ✓ "VERY GOOD ADVICE"
- ✓ "ALICE IN WONDERLAND"
- ✓ "THE UNBIRTHDAY SONG"
- ✓ "T'WAS BRILLIG"
- ✓ "IN A WORLD OF MY OWN"
- ✓ "ALL IN THE GOLDEN AFTERNOON"
- ✓ "MARCH OF THE CARDS"

WALT DISNEY MUSIC COMPANY

Chicago
54 W. Randolph
AL FRIEDMAN

RKO BLDG., N. Y. C.
FRED RAPHAEL, VICE-PRES.
JOHNNY FARROW, PROF. MGR.
MICKEY GLASS

Hollywood
6233 Selma Ave.
PHIL KAHL

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received April 11, 12 and 13.

- | Last Week | This Week | Title |
|-----------|-----------|---|
| | 1. | 1. Mockin' Bird Hill
By Vaughn Horton—Published by Southern (ASCAP)
RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552.
(No information on electrical transcription libraries available as The Billboard goes to press.) |
| | 2. | 2. If
By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Fotine, World; Vincent Lopez, Thesaurus. |
| | 3. | 3. Aba Daba Honeymoon
By Arthur Fields and Walter Donovan—Published by Feist (ASCAP)
From the MGM film, "Two Weeks With Love."
RECORDS AVAILABLE: N. Solar-N. Leyden Ork, Col 38802; R. Hayes-K. Kallen, Mer 5586; D. Reynolds-C. Carpenter, MGM 30282, (45)K-30282; H. Carmichael-C. Dalley, Dec 27474; F. Martin, V 20-4065; H. Kane, Col 39205; F. Fisher, Dec 27510.
ELECTRICAL TRANSCRIPTION LIBRARIES: Music Hall Varieties Ork, Thesaurus. |
| | 5. | 4. Be My Love
By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)
From the MGM film, "Toast of New Orleans."
RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V. (45)4-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus; Bob Eberle, World. |
| | 4. | 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, Col(78)39159, (45)4-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Pleis, London 8932; B. Clooney, King 15102; G. Jenkins, Dec 27490; M. Davis, Coral 65048.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard. |
| | 6. | 6. Sparrow in the Tree Top
By Bob Merrill—Published by Santly-Joy (ASCAP).
RECORDS AVAILABLE: L. Baxter Ork-L. Doherty, Cap 1440; B. Crosby-Andrews Sisters, Dec 27477; G. Mitchell, Col 39190; A. Mooney, MGM 10924; L. Murray, Coral 60401; R. Allen, Mer 5597, (45)5597X45.
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus. |
| | 9. | 7. How High the Moon
By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)
RECORDS AVAILABLE: C. Brown, Aladdin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012; Z. Elman, MGM 10332.
(No information on electrical transcription libraries available as The Billboard goes to press.) |
| | - | 8. On Top of Old Smoky
By Pete Seeger—Published by Folkways (ASCAP)
RECORDS AVAILABLE: G. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612.
(No information on electrical transcription libraries available as The Billboard goes to press.) |
| | 7. | 9. Tennessee Waltz
By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 69; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336, Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Luckey Ork, MGM 10864; Cowboy Copas-Ruby Wright, King 919; Milt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129; S. Rechtzeit-S. Medoff, Banner 2586; Gov. G. Browning, Mer 6310; J. "Schoolboy" Porter, Chance 1103.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated; Ernest Tubb, World. |
| | - | 10. I Apologize
By Al Hoffman, Al Goodheart and Ed Nelson—Published by Crawford Music (ASCAP)
RECORDS AVAILABLE: Champ Butler, Col 39189; D. Charry-D. Terry Ork, Dec 27484; B. Eckstine, MGM 10903; T. Martin, V 20-4056; A. O'Day, London 964; D. Washington, Mer 8209.
(No information on electrical transcription libraries available as The Billboard goes to press.) |

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MINDY CARSON

has the outstandingly
different version* of...

"WHEN YOU AND I WERE YOUNG"

MAGGIE BLUES

b/w

"GOTTA FIND SOMEBODY TO LOVE"



RCA VICTOR Records
20-4119—47-4119



* with the clinker piano arrangement

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received April 11, 12 and 13

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

POSITION	Weeks Last This	Tune	Artist	Label
to date	Week	Week		
15	1	1.	IF	P. Como
				V(78)20-3997; (45)47-3997—ASCAP
3	4	2.	HOW HIGH THE MOON	L. Paul-M. Ford
				Cap(78)1451; (45)F-1451—ASCAP
9	2	3.	MOCKIN' BIRD HILL	L. Paul-M. Ford
				Cap(78)1373; (45)F-1373—ASCAP
18	3	4.	BE MY LOVE	M. Lanza
				V(78)10-1561; (45)49-1353—ASCAP
7	6	5.	MOCKIN' BIRD HILL	P. Page
				Mercury(78)5595; (45)5595X45—ASCAP
11	5	6.	WOULD I LOVE YOU?	P. Page
				Mercury(78)5571; (45)5571X45—ASCAP
12	7	7.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter
				MGM(78)30282; (45)K-30282—ASCAP
6	11	8.	I APOLOGIZE	B. Eckstine
				MGM(78)10903; (45)K-10903—ASCAP
3	13	9.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen
				Dec(78)27515; (45)9-27515—BMI
8	8	10.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller
				Col(78)39190; (33)3-39190; (45)4-39190—ASCAP
4	10	11.	WOULD I LOVE YOU?	D. Day-H. James
				Col(78)39159; (45)4-49159; (33)3-39159—ASCAP
1	—	12.	SOUND OFF	V. Monroe
				V(78)20-4113; (45)47-4113
4	15	13.	ABA DABA HONEYMOON	F. Martin
				V(78)20-4065; (45)47-4065—ASCAP
17	20	14.	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters
				V(78)20-3945; (45)47-3945—ASCAP
3	9	15.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters
				Dec(78)27477; (45)9-27477—ASCAP
8	11	16.	BEAUTIFUL BROWN EYES	R. Clooney
				Col(78)39212; (45)4-39212; (33)39212—BMI
22	21	17.	TENNESSEE WALTZ	P. Page
				Mercury(78)5534; (45)5534X45—BMI
1	—	18.	TOO YOUNG	Nat "King" Cole
				Cap(78)1449; (45)F-1449—ASCAP
2	25	19.	NEVER BEEN KISSED	F. Martin
				V(78)20-4099; (45)47-4099—ASCAP
20	14	20.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller
				Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
14	17	20.	IF	J. Stafford
				Col(78)39082; (45)4-39082; (33)3-39082—ASCAP
6	25	22.	WOULD I LOVE YOU?	H. O'Connell
				Cap(78)1368; (45)F-1368—ASCAP
8	16	23.	ABA DABA HONEYMOON	R. Hayes-K. Kallen
				Mercury(78)5586; (45)5586X45—ASCAP
12	27	24.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin
				V(78)20-4019; (45)47-4019—ASCAP
13	24	25.	BE MY LOVE	R. Anthony
				Cap(78)1352; (45)F-1352—ASCAP
5	—	26.	BRING BACK THE THRILL	E. Fisher-H. Winterhalter
				V(78)20-4016; (45)47-4016—ASCAP
2	—	27.	MOCKIN' BIRD HILL	R. Morgan
				Dec(78)27444; (45)9-27444—ASCAP
1	—	28.	LOVELIEST NIGHT OF THE YEAR	M. Lanza
				V(78)10-3300; (45)49-3300—ASCAP
1	—	28.	ON TOP OF OLD SMOKY	V. Monroe
				V(78)20-4114; (45)47-4114—BMI
3	19	30.	WOULD I LOVE YOU?	T. Martin
				V(78)20-4056; (45)47-4056—ASCAP

England's Top Twenty

POSITION	English	American			
Weeks Last This					
to date	Week	Week			
12	1	1.	TENNESSEE WALTZ	Cinephone	Acuff-Rose
10	4	2.	MY HEART CRIES FOR YOU	Morris	Massey
6	2	3.	THE ROVING KIND	Leeds	Hullis
17	3	4.	PETITE WALTZ	Duchess	Duchess
2	15	5.	MOCKIN' BIRD HILL	Southern	Southern
5	8	6.	BE MY LOVE	Francis Day	Robbins
11	5	7.	SEPTEMBER SONG	Chappell, Ltd.	Crawford
7	7	8.	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	*
2	11	9.	ROSE, ROSE I LOVE YOU	Chappell, Ltd.	Chappell
13	6	10.	IF	Lennox	Shapiro-Bernstein
11	9	11.	I'LL ALWAYS LOVE YOU	Chappell	Famous
9	10	12.	C'N I CANOE UP THE RIVER?	Leeds	Leeds
12	12	13.	NEVERTHELESS	Chappell	Chappell
16	13	14.	BELOVED, BE FAITHFUL	Pickwick	Pickwick
4	14	15.	PENNY A KISS, PENNY A HUG	Leeds	Shapiro-Bernstein
7	18	16.	TIPPERARY SAMBA	Reine	*
18	16	17.	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	*
1	—	18.	MARY ROSE	Magna	*
18	20	19.	ALL MY LOVE	Maurice	Mills
18	19	19.	FERRY BOAT INN	Campbell-Connelly	Shapiro-Bernstein

*Publisher not available as The Billboard goes to press.

VOX JOX

Trend Talk

"I've found the top three tunes on your 'Honor Roll of Hits' vary very little with local preference," writes Julie Yearsley, KBRC, Mt. Vernon, Wash. "However, fourth and fifth place tunes deviate quite a little from the national trend." . . . Luther Masingill, WDEF, Chattanooga, says "people here are requesting Kay Kyser's oldies—'Who Wouldn't Love You?' and 'Three Little Fishes.'" . . . "Watch the song, 'Too Young.' The Richard Hayes version seems to have an edge around here," pens Jim Palmer, KSIM, Sikeston, Mo. . . . Audiences in Gadsden, Ala., "don't go for the moderns like Kenton," according to Jim Stewart, WGAD, Gadsden. . . . Howard Malcolm, WTRY, Troy, N. Y., is "getting the same kind of response to Jane Powell's 'Oceana Roll' as I did to 'Aba Daba Honeymoon' when first introduced. Looks like a second hit revival from the MGM album 'Two Weeks With Love.'" . . . Beaming Billy Swanick, WALL, Goshen, N. Y., terms Les Paul's disk, "How High the Moon," "frantic," adding, "How about some credit for the engineers who obviously labored hours to get the dubbing down so perfectly?"

Sponsor Stuff

Fleisch Walker, WHMA, Anniston, Ala., is clicking big for Borden and Omega Flour. . . . Tom Smith, WACA, Camden, S. C., has added "Win With Walgreens," a five-minute mystery tune show sponsored by the drug chain of the same name, to his regular disk series. . . . Bob Milton's Saturday afternoon session over KGLO, Mason City, Ia., which will remote from the Gillis Music Company, Osage, Ia., is sold out completely to local merchants. . . . Local Arthur Murray dance school is sponsoring Vic Lundberg's 15-minute record session over KOMA, Tulsa, Okla. Vic uses Capitol's disk of "Arthur Murray Taught Me Dancing in a Hurry," of course, for a theme, and free dancing lessons are awarded to listeners, via a mystery dance music gimmick.

Gimmix

Jim Alyward, WLYN, Lynn, Mass., devotes a seg of his "Afternoon With Alyward" show to a feature tagged "Little Known Records—That Should Have Remained That Way!" . . . Paul Wexler, Columbia's national sales manager, is querying d. j.s by mail to determine if the spinners would welcome a reissue of Jack Benny's famous "Stardust" platter. . . . Andy Gary, WNOP, Columbia, S. C., writes, "We work our own control board here, so I've been pretending that I have an 'op' named Herkmyer. It's caught on so well that he's probably better known than I am!" . . . Howard Garland, KVOE, Santa Ana, Calif., has lined up a joint interview session between Stan Kenton and noted psychologist Donald Powell. The latter will "probe the psychological motivations behind Kenton's music," while Garland "referees." . . . Jeff Evans, WLDY, Ladysmith, Wis., is running a "musical mystery" contest on his "Night Special" show, with winners snagging two tickets to local theater. The stunt usually "pulls from 40 to 50 calls a night," says Evans. . . . Cookie Cook, WMDN, Midland, Mich., uses "theme" ideas for his wax program, via words like "blue," "season," "why," etc., acting as a musical keynote for an hour's show.

Gab Bag

In line with The Billboard's recent coverage of Negro programming activities, Tom White, (Continued on page 33)

Best Selling Sheet Music

Based on reports received April 11, 12 and 13

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

9	1	1.	MOCKIN' BIRD HILL (R)	Southern
13	2	2.	IF (R)	Shapiro-Bernstein
16	4	3.	IT IS NO SECRET (R)	Duchess
7	5	4.	ABA DABA HONEYMOON (F) (R)	Feist
21	3	5.	TENNESSEE WALTZ (R)	Acuff-Rose
17	8	6.	BE MY LOVE (F) (R)	Miller
10	6	7.	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
6	7	8.	SPARROW IN THE TREE TOP (R)	Santly-Joy
3	14	9.	ON TOP OF OLD SMOKY (R)	Folkways
5	10	10.	BEAUTIFUL BROWN EYES (R)	American
8	11	11.	WOULD I LOVE YOU? (R)	Walt Disney
17	9	12.	MY HEART CRIES FOR YOU (R)	Massey
4	12	13.	I APOLOGIZE (R)	Crawford
15	13	14.	YOU'RE JUST IN LOVE (M) (R)	Berlin
11	15	15.	PENNY A KISS, A PENNY A HUG (R)	Shapiro-Bernstein

Songs With Greatest Radio Audiences (ACI)

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

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

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ABA DABA HONEYMOON (F) (R)	Feist—ASCAP
ALWAYS YOU (R)	Dreyer-Marks—ASCAP
BE MY LOVE (F) (R)	Miller—ASCAP
BEAUTIFUL BROWN EYES (R)	American—ASCAP
DEAR, DEAR, DEAR (R)	Goday—BMI
I APOLOGIZE (R)	Crawford—ASCAP
I LOVE THE WAY YOU SAY GOODNIGHT (R)	Remick—ASCAP
I LOVE YOU MUCH TOO MUCH (R)	Leeds—ASCAP
I WHISTLE A HAPPY TUNE (M) (R)	Williamson Music—ASCAP
IF (R)	Shapiro-Bernstein—ASCAP
IF I WERE A BELL (M) (R)	E. H. Morris—ASCAP
I'M LATE (R) (F)	Walt Disney—ASCAP
IT'S A LOVELY DAY TODAY (M) (R)	Berlin—ASCAP
LET ME IN (R)	Oxford—ASCAP
LONESOME GAL (R)	E. H. Morris—ASCAP
LOVELIEST NIGHT IN THE YEAR (R)	Robbins—ASCAP
MAKE THE MAN LOVE ME (M) (R)	Putnam—ASCAP
MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick—ASCAP
MOCKIN' BIRD HILL (R)	Southern—ASCAP
MY HEART CRIES FOR YOU (R)	Massey—ASCAP
NEVER BEEN KISSED (R)	Paxton—ASCAP
PENNY A KISS, A PENNY A HUG (R)	Shapiro-Bernstein—ASCAP
SO LONG (R)	Folkway—BMI
SPARROW IN THE TREE TOP (R)	Santly-Joy—ASCAP
TENNESSEE WALTZ (R)	Acuff-Rose—BMI
WE KISS IN A SHADOW (M) (R)	Williamson—ASCAP
WHERE THE RED, RED ROSES GROW (R)	Famous—ASCAP
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

The Songs With Most TV Performances (RH Tele-Log) did not arrive in time to make this week's issue of The Billboard.

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Capitol Buyer's Guide

COMING UP FAST!

	78	45
	rpm	rpm
"WHEN YOU AND I WERE YOUNG MAGGIE BLUES" Margaret Whiting and Jimmy Wakely.....	1500	F1500
"TOO YOUNG" Nat "King" Cole.....	1449	F1449
"SHENANDOAH WALTZ," "THE KISSING SONG" The Dinning Sisters.....	1429	F1429
"THE CANNONBALL EXPRESS," "THAT OL' DEVIL (WON'T GET ME)" Peggy Lee.....	1450	F1450

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
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole.....	1449	F1449
"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie.....	1295	F1295
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely.....	1393	F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul and Mary Ford.....	1316	F1316
"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ" Tennessee Ernie.....	1470	F1470
"THE HOT CANARY," "THAT'S HOW OUR LOVE WILL GROW" Jan Garber; Paul Nero, violin; Ewing Sisters.....	1430	F1430
"SHENANDOAH WALTZ," "THE KISSING SONG" The Dinning Sisters.....	1429	F1429
"I TAUT I TAW A PUDDY TAT," "YOSEMITE SAM" Mel Blanc.....	1360	F1360
"THE CANNONBALL EXPRESS," "THAT OL' DEVIL (WON'T GET ME)" Peggy Lee.....	1450	F1450
"DID YOU WRITE A LETTER TO YOUR SWEETHEART?" "CRYIN' JUST FOR YOU" Jimmy Wakely.....	1472	F1472
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat "King" Cole.....	1468	F1468

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
"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ" Tennessee Ernie.....	1470	F1470
"SHAKE, RATTLE AND ROLL," "NO GUARANTEE ON MY HEART" Carl Butler.....	1454	F1454
"READ THAT BOOK," "HE BOUGHT MY SOUL AT CALVARY" The Jordanares.....	1499	F1499
"IF I COULD STEAL YOU FROM SOMEBODY ELSE," "THERE'S NO ONE TO CRY OVER ME" Tex Ritter.....	1453	F1453
"I'LL FLY AWAY," "WE WILL RISE AND SHINE (JACOB'S LADDER)" James and Martha Carson.....	1415	F1415



Week ending
APRIL 21, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

You'll Laugh a Lot...
and Sell a Lot of
**jerry
LEWIS'**



"never been kissed"

Flip for Another Fast Laugh

"a-hunting we will go"

Capitol Record No. 1482 on 78 • No. F1482 on 45

NEW RELEASES ON Capitol

POPULAR		
MARGARET WHITING JIMMY WAKELY	WHEN YOU AND I WERE YOUNG MAGGIE BLUES TILL WE MEET AGAIN	1500 F1500
RAY ANTHONY and His Orchestra	I'LL NEVER KNOW WHY <small>Vocal by Sammy Maceir</small> FAITHFULLY YOURS <small>Vocal by Sammy Maceir and the Ray Anthony Choir</small>	1490 F1490
MARGARET WHITING with Orchestra Conducted by LOU BUSCH	SOMETHING WONDERFUL <small>From the Musical Show "The King and I"</small> HELLO, YOUNG LOVERS	1491 F1491
KAY STARR	COME BACK MY DARLING <small>with Dave Barber and His Orchestra</small> THEN YOU'VE NEVER BEEN BLUE <small>with Frank DeViel and His Orchestra</small>	1492 F1492
LES BAXTER with Chorus and Orchestra	UNLESS <small>coupled with</small> BECAUSE OF YOU <small>with Vocal by Dick Beavers</small>	1493 F1493
ART VAN DAMME QUINTETTE	I'LL BE THERE WITH BELLS ON <small>Vocal by Keith and Sylvia Taylor</small> THE CONTINENTAL (YOU KISS WHILE YOU'RE DANCING)	1494 F1494
PAUL WESTON and His Orchestra	THE HOT CANARY <small>Viola Solo by Paul West</small> LA RASPA	1495 F1495
WESTERN & COUNTRY		
CLIFFIE STONE and His HomeTown Band	THE HOKEY POKEY <small>coupled with</small> JUMP ROPE BOOGIE	1496 F1496
EDDIE DEAN	I'M THE OLD FRIEND MY SWEETHEART, MY DARLING, MY OWN	1497 F1497
BOOTS FAYE and IDAHO CALLS	STOP YOUR GAMBLIN' PLEASE DON'T STAY AWAY TOO LONG	1498 F1498
SACRED MUSIC		
THE JORDANARES	READ THAT BOOK HE BOUGHT MY SOUL AT CALVARY	1499 F1499

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received April 11, 12 and 13

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks (Last) This	To date/Week/Week	Record Title	Artist	Label
4	4	1	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
15	1	2	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
10	3	3	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
19	2	4	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
9	5	5	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
4	7	6	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515-BMI
11	6	7	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282-ASCAP
8	10	8	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
11	8	9	WOULD I LOVE YOU?	P. Page	Mercury(78)5571; (45)5571X45-ASCAP
8	9	10	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (33)3-39190; (45)4-39190-ASCAP
7	15	11	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212-BMI
6	18	12	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477-ASCAP
4	14	13	HOT CANARY	F. Zabach	Dec(78)27509; (45)9-27509-ASCAP
2	20	14	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
2	21	15	TOO YOUNG	Naf (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
4	16	16	SYNCOATED CLOCK	L. Anderson	Dec(78)16005; (45)9-16005-ASCAP
20	11	17	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067-ASCAP
23	13	18	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
1	—	19	MOONLIGHT BAY	Bing & Gary Crosby	Dec(78)27577; (45)9-27577
16	12	20	YOU'RE JUST IN LOVE	P. Como	V(78)20-3945; (45)47-3945-ASCAP
12	17	21	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016-ASCAP
1	—	22	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113
1	—	22	WHEN YOU AND I WERE YOUNG	Bing & Gary Crosby	Dec(78)27577; (45)9-27577
7	23	24	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
7	19	25	WOULD I LOVE YOU?	D. Day-H. James	Col(78)39159; (45)4-39159; (33)3-39159-ASCAP
6	26	25	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393-BMI
2	30	27	NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099-ASCAP
2	28	28	METRO POLKA	F. Laine	Mercury(78)5581; (45)5581X45-BMI
11	30	29	IT IS NO SECRET	B. Kenny-Song Spinners	Dec(78)27326; (45)9-27326-BMI
3	—	29	WOULD I LOVE YOU?	T. Martin	V(78)20-4056; (45)47-4056-ASCAP

Best Selling Classical Titles

Based on reports received April 11, 12 and 13

Last Week	This Week	Best Selling 33 1/3 R.P.M.
3	1	The Great Caruso, M. Lanza, RCA Victor Ork. C. Callinicos, conductor. V(33)LM-1127
2	2	Strauss: Die Fledermaus, L. Pons, L. Wellich, R. Tucker, C. Kullman, M. Lipton, J. Brownlee, Metropolitan Opera Association Chorus and Ork. E. Ormandy, conductor. Col(33)SL-108
1	3	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Fregar, Vienna Philharmonic Ork, Vienna State Opera Chorus. London(33)LLP-281-82
3	3	Offenbach: Tales of Hoffmann, Royal Philharmonic Ork, Sir Thomas Beecham, conductor. London(33)LLP-A-4
5	5	Caruso (Treasury of Immortal Performances), E. Caruso. V(33)LCT-1007

Last Week	This Week	Best Selling 45 R.P.M.
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor. V(45)WDM-1506
2	2	Caruso (Treasury of Immortal Performances), E. Caruso. V(45)WCT-11
2	3	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor. V(45)WDM-920
4	4	Strauss Waltzes, A. Kostelanetz. Col(45)A-481
4	5	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor. V(45)WDM-1395

Advance Classical Releases

Beeby: My Song, My Love—Mario Lanza (Grieg: I Love) V (45)49-3208	Di Capua: O Sole Mio—E. Caruso (Tosti: La Mia) V (45)17-0130
Bizet: Air De La Fleur—E. Caruso (Verdi: Di Quella) V (45)17-0128	Donizetti: Una Furtiva Lagrime—E. Caruso (Verdi: Parni) V (45)17-0131
Bizet: Carmen (Complete Opera)—Racul Jobin-Solange Michel-Michel Dens-Marthe Angetici-L'Opera Comique De Paris Ork-Andre Cluytens, Cond. (3-12") Col(33)SL-109	Drigo: Serenade—Mario Lanza (Toselli: Serenade) V (45)49-3155
Cottrau: L'Addio a Napoli—E. Caruso (Pepoli-Rossini: La Danza) V (45)17-0133	Dukas: Sorcerer's Apprentice—Inr Symphony Ork, Brussels, Franz Andre, Cond. (Gerty: Cephalé) (1-10") Cap(33)LL-8135
D'Hardelot: Because—M. Lanza (Geethi: For You) V (45)49-3207	Flotow: M'Appari—E. Caruso (Leoncavallo: Vesti La) V (45)17-0112

(Continued on page 39)

DEALER DOINGS

News and Chatter

Columbia Records is getting dealer approbation for good display material. Writes Jack's Music Shop, Chattanooga: "I would like to commend Columbia for so many attractive window displays. Each month they send us a large package containing two or three. At present we have material on Doris Day's 'Lullaby of Broadway,' the 'Pal Joey' disks and 'Fledermaus.' They help bring in customers." Music & Recording Shop, Hanover, N. H., is troubled with an old problem. They query: "Has anyone found a way to stop the stealing of 45's and 33's, especially in a self-service store?" Any answers? Salem Record Shop, Salem, Ore., would like Decca to put all record numbers in the upper left side on the 45 r.p.m. labels. Says it would facilitate filing, make easier reading. "September Song" is making a big comeback via the movie, "September Affair," in Harlingen, Tex., according to Tune Shop. "We have been swamped with calls, but still need a top rendition." (Ed.—How about the Pinza disk?) Bergenfield Music, Bergenfield, N. J., notes that 45 deliveries have sharply fallen off in its area, with the exception of deliveries by Columbia and Capitol. "Two numbers really rolling are 'Syncoated Clock' and 'Hot Canary,' and initial orders on these not in yet," according to Aaron Appelbaum.

Trade Talk

A hurry call from U. V. Blake, dealer in Lubbock, Tex.: "We are very much in need of 'Elk's Parade,' Bobby Sherwood's Capitol disk. It is the theme used on the 950 Club disk jockey show broadcast daily over KSEL from our store. Last available copy badly worn and can't get it from Cap. Maybe some Billboard reader has copies?" Al Meyer, of Town and Country Music, Westwood, N. J., thinks it would be a good idea to package song sheets with LP cuttings of old time tunes. "People who like to have community singing in their homes would thus have the accompaniment," he adds. Nat (King) Cole's disking of "Too Young" creating a flurry in Ashland, Wis., where Northern Electric predicts it is the King's best to date. A tip from Sealey & Sons, Hampton, Va.: "By filling empty 45 albums with 25-cent kiddie records, you sell 10 records and the album at one time. It works—we've tried it."

Barnet String

Continued from page 17

almost a dozen dates previously skedded for the string ork, including a booking at the St. Francis Hotel in San Francisco.

So that Richards' string scorings might not have been in vain, Barnet is seeking to do a special session with strings either at Capitol or another label. Barnet claims his contract with Capitol is only for his present band and that they would permit him to record for another diskery.

Decca Top Level

Continued from page 17

make room for his co-ordination of the recording department, Rackmil appointed Louis A. Buchner, a veepee of the firm. Buchner was and remains as treasurer of the Decca organization.

Decca's subsid label, Coral, will continue to function as a separate entity with Jimmy Hilliard in charge of recording, Hy Grill his assistant in New York and George Cates his West Coast rep.

Best Selling Children's Records

Based on reports received April 11, 12 and 13

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

POSITION	Weeks (Last) This	To date/Week/Week	Record Title	Artist	Label
10	2	1	I TAUT I TAW A PUDDY TAT (One Record)	Mei Blanc	Cap(78)1360; (45)F-1360
29	3	2	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
7	1	3	PETER COTTONTAIL (One Record)	G. Autry	Col(78)MJV-68; (45)MJV-68; (33)4-727
62	5	4	CINDERELLA (Two Records)	I Woods & Others	V(78)Y-399; (45)WY-399
27	8	5	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
32	6	6	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
146	7	6	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
27	11	6	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
21	8	9	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
5	3	10	SONNY THE BUNNY	G. Autry	Col(78)MJV-103; (45)MJV-4-103
8	12	11	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709
2	14	12	LITTLE WHITE DUCK (One Record)	Danny Kaye	Dec(78)27350; (45)9-27350
16	8	13	SNOW-WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	V(45)WY-23; (78)Y-33
58	—	13	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
6	12	15	PETER COTTONTAIL (One Record)	M. Shiner	Dec(78)K-27; (45)1-150

Best Selling Pop Albums

Based on reports received April 11, 12 and 13

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

Week	Last	This	Best Selling 33 1/3 R.P.M.
1	1	1	SOUTH PACIFIC Mary Martin-Ezra Pinza. Col(78)MM-850; (33)ML-4180
2	2	2	VOICE OF THE XTABAY Yma Sumac. Cap(78)CD-244; (33)H-244
3	3	3	LULLABY OF BROADWAY Doris Day. Col(78)C-235; (33)CL-6168
4	4	4	GUY'S AND DOLLS Original Cast. Dec(78)DA-825; (33)DL-8036
5	5	5	CARNEGIE HALL JAZZ CONCERT, Vol. I and II B. Goodman. Col(33)SL-160
6	6	6	TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds. MGM(78)MGM-61; (33)E-530
7	7	7	ROYAL WEDDING J. Powell-F. Astaire. MGM(78)MGM-70; (33)E-543
10	8	8	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza. V(78)DM-1506; (33)LM-1127
—	9	9	CALL ME MADAM D. Shore & Original Cast. V(78)OC-1; (33)LC-1000
7	10	10	CALL ME MADAM E. Merman-D. Haymes-E. Wilson-G. Jenkins. Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304

Best Selling 45 R.P.M.

2	1	LULLABY OF BROADWAY (Four Records) Doris Day. Col(78)C-235; (45)B-235
1	2	VOICE OF THE XTABAY (Four Records) Yma Sumac. Cap(78)CD-244; (45)CDF-244
3	3	TOAST OF NEW ORLEANS (Two Records) M. Lanza. V(45); WDM-1417
4	4	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza. Col(78)MM-850; (45)A-850
5	5	TWO WEEKS WITH LOVE (Three Records) J. Powell. MGM(78)MGM-61; (45)K-61
6	6	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza. V(78)DM-1506; (45)WDM-1506
9	7	ROYAL WEDDING (Four Records) J. Powell-F. Astaire. MGM(78)MGM-70; (45)K-70
7	8	GUY'S AND DOLLS (Seven Records) Original Cast. Dec(78)DA-825; (45)9-203
8	9	THREE LITTLE WORDS (Four Records) Original Cast. MGM(78)53; (45)K-53
—	10	YOUNG MAN WITH A HORN (Four Records) H. James-Doris Day. Col(78)C-198; (45)B-198

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

Classical Reviews

DUKAS: THE SORCERER'S APPRENTICE 74
GRETRY: BALLET SUITE FROM CEPHALE ET PROCRIS—Inr Symphony Ork, Brussels, cond. by Franz Andre (1-10") Capitol-Telefunken (33) L-8135

Two works in the light vein are handed a gay, dashing reading by Andre, with a fine performance from the Brussels ork. The Dukas piece, an imaginative scherzo after a Goethe poem, is, of course, a highly popular work of program music. The Gretry selection is a ballet suite from an 18th century French comic opera; frothy, romantic and mobile—much in the spirit of his better known successor, Offenbach. Recording is first-rate on this pleasant, easy-to-digest pairing.

PIANO MUSIC OF EDWARD MACDOWELL 65
—John Kirkpatrick—Woodland Sketches, Op. 51; Sea Pieces, Op. 55; Fireside Tales, Op. 61; New England Idyls, Op. 62 (1-12")

Keyboardist Kirkpatrick is a prime champion of American music in addition to being a proficient pianist. Here he does a wonderful job of putting

to wax 19 of MacDowell's miniatures for piano. These are romantic little descriptive gems, stuffed full of charm and melodic, romantic grace. Beyond the school days' recall of "To a Wild Rose," these pieces have remained fairly obscure. They are certainly worthy of greater circulation and Mr. Kirkpatrick has done us a good turn in putting them in the groove.

MUSIC AT MIDNIGHT—Morton Gould Ork (1-10") Col (33) ML-2171

Caravan, Moonlight, Song of the Bayou, Deserted Ballroom, Mood Indigo, Serenade in the Night, Deep Purple, Swamp Fire. Learning somewhat to the side of the exotic, Gould here has fashioned another skillfully molded package of concertized pops. As is the usual with this type of item, the bulk of the music is of the ripe and familiar type. And Mr. Gould's eminent arranging skill is handsomely displayed. Should prove another popular item in the stable group already on the market by Gould and his foremost competitor, Andre Kostelanetz.

78



THE *BIG* SONGS FROM "MGM'S ROYAL WEDDING" TOO LATE NOW

backed with

"LONESOME GAL"

20-4060 47-4060*

DINAH SHORE...

This week's

New Releases ... on RCA Victor

Release 51-16

Ships Coast to Coast, Week of April 22

POPULAR

MINDY CARSON

Gotta Find Somebody To Love
When You and I Were Young
Maggie Blues

20-4119—(47-4119)*

EDDIE FISHER with HUGO WINTERHALTER
and His Orchestra

I Have No Heart
Unless

20-4120—(47-4120)*

PHIL SPITALNY and His Hour of Charm

All-Girl Orchestra and Choir
Come Back to Angouleme
How Can I Leave You

20-4121—(47-4121)*

THE THREE SUNS

I Whistle a Happy Tune
What Will I Tell My Heart

20-4122—(47-4122)*

BETTY HUTTON

It's a Man
That's the Kind of Guy I Dream Of
(You Should See the Kind That I
Get)

20-4123—(47-4123)*

COUNTRY

ANITA CARTER

I'm Crying
Right Way, Wrong Way

21-0461—(48-0461)*

DOLPH HEWITT

Don't Tell Me Goodbye
Tear Drops On the Roses

21-0462—(48-0462)*

SPIRITUAL

THE FRIENDLY BROTHERS' QUARTET

The Woman at the Well
There Must Be a City

22-0122—(50-0122)*

POP SPECIALTY

ERNE BENEDEKT and His Polkateers

Beautiful Eyes
Dancing Shoes Polka

25-1195—(51-1195)*

NEW ALBUMS

DINAH SHORE, PATRICE MUNSEL, ROBERT MERRILL
and TONY MARTIN with AL GOODMAN and
HENRI RENE Orchestras

The King and I
K-30 (WK-30)* (LK-1022)**

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

**33 1/3 r.p.m. cat. nos.

Going Strong...

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

- The Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300)*
- Sound Off/Oh, Marry, Marry Me
Vaughn Monroe 20-4113—(47-4113)*
- Never Been Kissed
Freddy Martin 20-4099—(47-4099)*
- IF/Zing Zing—Zoom Zoom
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)*
- 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)*
- On Top of Old Smoky/Shall We Dance
Vaughn Monroe 20-4114—(47-4114)*
- I'll Never Know Why/Alice in Wonderland
Hugo Winterhalter 20-4087—(47-4087)*
- Bring Back the Thrill
Eddie Fisher and Hugo Winterhalter Ork 20-4016—(47-4016)*
- Down the Trail of Achin' Hearts
Hank Snow 21-0441—(48-0441)*
- Would I Love You
Tony Martin 20-4056—(47-4056)*
- In Your Arms/A Penny a Kiss
Dinah Shore and Tony Martin 20-4019—(47-4019)*
- March of the Cards
The Three Suns 20-4090—(47-4090)*
- There's Been a Change in Me
Eddy Arnold 21-0412—(48-0412)*

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.

- ★ We Kiss in a Shadow
Hello, Young Lovers
Perry Como 20-4112 (47-4112)*
Both sides, No. 1 Billboard Picks, April 14th Issue.
- ★ Good-by, G. I. Al
Eddie Fisher 20-4100—(47-4100)*
No. 7 Retailers Pick, April 14th Issue, Billboard.
- ★ Too Late Now
Dinah Shore 20-4060—(47-4060)*
Dick Jockeys Pick, April 14th Issue, Billboard.
- ★ Aba Daba Honeymoon
Freddy Martin 20-4065—(47-4065)*
Records Most Played by Disk Jockeys April 14th Issue, Billboard.

TIPS I HAVE NO HEART
UNLESS Eddie Fisher 20-4120—(47-4120)*



Things are happening on Jan Peerce's recording of SING, EVERYONE, SING. The National Music Week committee has selected the song as the theme for its annual Music Week observance. Disc jockeys on every radio and TV station will be asked to spin SING, EVERYONE, SING, before and during National Music Week, which this year is the week of May 6th. The Veterans' Administration is sending copies of Jan's record to all its hospitals to be played on its "hospital network" as a musical pick-me-up to hospitalized vets. Disc jockeys are writing in to say that requests for airing the song are mounting daily. RCA Victor is bulletinizing its entire field, and distributor organizations making capital of the news that this is the first song ever adopted as theme for National Music Week. All RCA Victor trade and consumer literature will boost the Jan Peerce recording. But what is most important, we hear that the kids are humming, singing, whistling the song on their way to school (picture of a hit in the making). Congratulations, Jan Peerce!

FLASHES: SOUND OFF and OH MARRY, MARRY ME, the new Vaughn Monroe record release, has received the biggest reaction from the trade since Vaughn's smash recording of RIDERS IN THE SKY. Disc jockeys in the Cincinnati territory are being flooded with "Sound Off poetry" submitted by listeners who took the cue when the deejays there began reciting a bit of nonsense poetry incorporating the words "Sound Off" before spinning the record. For example:

It looked extremely rocky for the Mudville nine that day. The score stood four to six with but an inning left to play. When away out in the bleachers they heard a mighty blast, 'Twas Vaughn Monroe with SOUND OFF (he'd saved the day at last).

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Ted Heath

and his music

Smash Hit!

"COLONEL BOGEY"

backed by
"MY VERY GOOD FRIEND THE MILKMAN"
LONDON 902 (78 rpm)

Climbing Fast!

"BLUE SKIES MARCH"

backed by
"SIDEWALKS OF CUBA"
LONDON 719 (78 rpm)

Other TED HEATH HITS include:

"BAIA"

backed by
"HICKORY DOCK"
NO. 137 78 rpm

"DARK EYES"

backed by
"YOU GO TO MY HEAD"
NO. 259 78 rpm



LONDON

Of the BIG FIVE
only LONDON has **ffrr**

*The Finest Sound
on Record!*

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 last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried 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.

NEW YORK

Best Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. SYNCOPATED CLOCK
L. Anderson, Dec(78)16005, (45)9-16005 ASCAP (The Waltzing Cat)
4. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
5. HOT CANARY
F. Zabach, Dec(78)27509, (45)9-27509 ASCAP (Jalousie)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
3. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417

CHICAGO

Best Selling Pop Singles

1. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
4. I APOLOGIZE
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
5. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

NEW ORLEANS

Best Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
4. TOO YOUNG
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168
3. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45)K-70, (33)E-543

DALLAS-FORT WORTH

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
3. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
4. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
5. TENNESSEE WALTZ
P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
3. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168

ST. LOUIS

Best Selling Pop Singles

1. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
4. I APOLOGIZE
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
5. MOONLIGHT BAY
Bing & Gary Crosby, Dec(78)27577, (45) 9-27577 WU (When You and I Were Young Maggie Blues)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

DENVER

Best Selling Pop Singles

1. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
3. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168

LOS ANGELES

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
4. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

BOSTON

Best Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
5. SPARROW IN THE TREE TOP
G. Mitchell-M. Miller, Col(78)39190, (33) 3-39190, (45)4-39190 ASCAP (Christopher Columbus)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127

2. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
3. ANNIE GET YOUR GUN
B. Hutton-H. Keel-K. Wynn-L. Calhern, MGM(78)MGM-50, (33)E-509

SEATTLE

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. BY MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
4. SPARROW IN THE TREE TOP
G. Mitchell-M. Miller, Col(78)39190, (33) 3-39190, (45)4-39190 ASCAP (Christopher Columbus)
5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45) K-70, (33)E-543
3. CARNegie HALL JAZZ CONCERT VOLS. I AND II
B. Goodman, Col(33)SL-160

PHILADELPHIA

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
3. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
4. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
5. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

WASHINGTON

Best Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
4. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
5. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. CALL ME MADAM
E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035
3. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168

ATLANTA

Best Selling Pop Singles

1. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
2. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. HOW COULD YOU BELIEVE ME WHEN I SAID I LOVED YOU WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE
F. Astaire-J. Powell, MGM(78)30316, (45) K-30316 (Too Late Now)
4. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. CARUSO
E. Caruso, V(45) WCT-11, (33)LCT-1007
3. TALES OF HOFFMANN
Sadler's Wells Chorus-Royal Philharmonic Ork., Sir Thomas Beecham, conductor; London (45)LGF-78; (33)LLPA-4

DETROIT

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)

3. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
5. HOT CANARY
F. Zabach, Dec(78)27509, (45)9-27509 ASCAP (Jalousie)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. CARNegie HALL JAZZ CONCERT, VOL. 1 AND II
B. Goodman, Col(33)SL-160
3. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127

PITTSBURGH

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
3. I APOLOGIZE
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
5. WHEN YOU AND I WERE YOUNG MAGGIE BLUES
Bing & Gary Crosby, Dec(78)27577, (45) 9-27577 (Moonlight Bay)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244


VOX JOX

Continued from page 28

Spot Radio Attractions, pens a big plug for Ernie Waits, WNOP, Newport, Ky., "Cincinnati's, and perhaps Ohio's and Kentucky's, first Negro disk jockey. . . . Another big plug in the same field goes to Harry Besse, KSWI, Council Bluffs, Ia., who, according to the station's general manager, Lee Gordon, "really sells." . . . In response to a request by Alan Boal, WBVP, Beaver Falls, Pa., for info on Willie Solar, Jim Walsh, of WSL, Roanoke, Va., writes, "Willie is an old-time vaude comedian who has played in movies. He's a roly-poly middle-aged fellow who visited our town a couple of years ago to entertain at Roanoke's Veterans' Hospital. He made a big hit with the boys."

Ad Lib Cuttings

Bob Bertrand, KRVN, Lexington, Neb., complains, "Surely you can devote more space to disk jockeys. I read all the music news, but would like to know what the other guys are doing, too. Your d. j. supplement is terrific, but it doesn't come out often enough." . . . Bill Ryan, WORL, Boston, sends a big "thank you" to Al Parker, of the ABC Corporation, Mercury's Boston distributor, who hosted "six tables of d. js." when Patti Page opened at Boston's Latin Quarter nitery last month. . . . "Uncle" Dewey Gardner, WAYN, Rockingham, N. C., is a papa now. The baby, a girl, was born April 4. . . . Art Preston, WCOU, Lewiston, Me., claims a "first." "For the first time in his career," Ralph Flanagan read the commercials for Preston's super market sponsor. Preston says Ralph "did a great job on the meats and oranges." . . . In the same commercial mood, Dennis Murphy, KGGF, Coffeyville, Kans., says he wants to "unload a portion of my 6,000 records at collector's prices. Name your wants, I probably have it." . . . Art Schneider, KRSC, Seattle, opines, "Seems every 250-watter thinks they should have all the releases. Let's face it. They give us records to sell records. Where there's no market—potential or otherwise—why should they furnish the station's bread and butter. On the other hand, most stations make no attempt to plug the record label or a little known artist."



best sellers

Federal RECORDS

FOLK-WESTERN

- ★ COWBOY COPAS
THE STRANGE LITTLE GIRL
YOU'LL NEVER EVER SEE ME
CRY (with Kathy Copas)
951 and 45-951*
- ★ ZEB TURNER
CHEW TOBACCO RAG
NO MORE NOTHIN' (BUT GETTIN' YOU OFF MY MIND)
950 and 45-950*
- ★ SHORTY LONG
GOOD NIGHT CINCINNATI,
GOOD MORNING TENNESSEE
JUST LIKE TWO DROPS OF WATER
953 and 45-953*
- ★ BOB NEWMAN
LONESOME TRUCK DRIVER'S
BLUES
LEFTOVER HASH
945 and 45-945*
- ★ MOON MULLICAN
TOO MANY IRONS IN THE FIRE
SHORT BUT SWEET
931 and 45-931*
- ★ HAWKSHAW
HAWKINS
RATTLESNAKIN' DADDY
I HATE MYSELF
944 and 45-944*
- ★ CLYDE MOODY
BEAUTIFUL BROWN EYES
WHAT CAN I DO?
952 and 45-952*

POPULAR

- ★ JOHNNY LONG
SOCIALBILITY
NOTHIN' ELSE WILL DO
15104
- ★ GENE WILLIAMS
CLOUDS
BUT DOES THAT MAKE YOU
MINE
15100

SEPIA-BLUES

- ★ TINY BRADSHAW
TWO DRY BONES ON THE
PANTRY SHELF
BRAD'S BLUES
4447
- ★ LUCKY MILLINDER
CHEW TOBACCO RAG
GEORGIA ROSE
4449 and 45-4449*
- ★ WYNONIE HARRIS
TREMBLIN'
JUST LIKE TWO DROPS OF
WATER
4448
- ★ IVORY JOE HUNTER
SHE'S GONE BLUES
STOP ROCKIN' THAT TRAIN
4443

Federal


- ★ THE DOMINOES
DO SOMETHING FOR ME
CHICKEN BLUES
12001 and 45-12001*
- ★ LITTLE ESTHER
OTHER LIPS, OTHER ARMS
THE DEACON MOVES IN (with
THE DOMINOES)
12076 and 45-12016*

DELUXE

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

ANOTHER KING BRANCH
NOW OPEN
735 S.W. 8th Street, Miami, Florida
*45 r.p.m.

distributors



RECORDS INC.

It's a SMASH HIT!

OVER 400,000 RECORDS SOLD IN FIRST 21 DAYS

Thanks - D.J.'s, Operators and Dealers...



LES PAUL

is walkin' and whistlin' across America

...with his unusual treatment of

"WALKIN' AND WHISTLIN' BLUES"

P.S. flip side "HOW HIGH THE MOON"

2 smash hits



on 78 rpm No. 1451 on 45 rpm No. F1451

MIKE GOULD
General Professional Manager

Beechwood Music Corporation

6342 HOLLYWOOD BLVD. • HOLLYWOOD 28, CALIFORNIA • HO 9-8171

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received April 11, 12 and 13

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks Last This	to date Week Week	Record	Label
14	1	1.	IF	P. Como
				V(78)20-3997; (45)47-3997—ASCAP
9	2	2.	MOCKIN' BIRD HILL	L. Paul-M. Ford
				Cap(78)1373; (45)F-1373—ASCAP
9	3	3.	MOCKIN BIRD HILL	P. Page
				Mercury(78)5595; (45)5595X45—ASCAP
8	5	4.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter
				MGM(78)30282; (45)K-30282—ASCAP
10	4	5.	WOULD I LOVE YOU?	P. Page
				Mercury(78)5571; (45)5571X45—ASCAP
3	9	6.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen
				Dec(78)27515; (45)9-27515—BMI
22	6	7.	TENNESSEE WALTZ	P. Page
				Mercury(78)5534; (45)5534X45—BMI
3	19	8.	HOW HIGH THE MOON	L. Paul-M. Ford
				Cap(78)1451; (45)F-1451—ASCAP
7	11	9.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller
				Col(78)39190; (45)4-39190; (33)3-39190—ASCAP
16	8	10.	BE MY LOVE	M. Lanza
				V(78)10-1561; (45)49-1353—ASCAP
8	10	10.	MOCKIN' BIRD HILL	Pinetoppers
				Coral(78)64061; (45)9-64061—ASCAP
6	12	12.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters
				Dec(78)27477; (45)9-27477—ASCAP
19	7	13.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller
				Col(78)39067; (45)4-39067; (33)3-39067—ASCAP
				(Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford-G. Autry, Col 39086; V. Young Ork, Dec 27333; Bill Farrell, MGM 10868; G. Benson's All Stars, Regent 1031; K. Griffin, Col(33)3-39142; Lulu Bell & Scotty, Mer 6304; King Odum Four, Derby 754; Seymour Reichtzeit-Sam Medoff, Banner B-2587; D. Washington, Mer 8209)
5	15	14.	I APOLOGIZE	B. Eckstine
				MGM(78)10903; (45)K-10903—ASCAP
6	17	15.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus
				Cap(78)1393; (45)F-1393—BMI
6	12	16.	BEAUTIFUL BROWN EYES	R. Clooney
				Col(78)39212; (45)4-39212; (33)3-39212—BMI
				(Jesse Rogers, V 21-0454; Billy Walker, Col 20798; Eddie Zack, Dec 46302; A. Mooney, MGM 10924; Lisa Kirk, V 20-4062; Arthur Smith-Del & Don, MGM 10914; A. Smith & His Dixie-Liners, Cap 1426; Rosemary Clooney, Col 39212; D. Drew-L. Douglas Ork, Mer 5370; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130; Clyde Moody, King 952)
4	26	17.	ABA DABA HONEYMOON	F. Martin
				V(78)20-4065; (45)47-4065—ASCAP
11	15	18.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin
				V(78)20-4019; (45)47-4019—ASCAP
				(E. Howard, Mer 5567; T. Brewer-S. Lanson, London 878; Mary Mayo-Al Ham, Cap 1350)
16	17	19.	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como
				V(78)20-3945; (45)47-3945—ASCAP
				(L. Armstrong-V. Middleton, Dec 27481; Guy Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Case Ork-J. Carroll-C. Blake, MGM 10845; E. Merman-D. Haymes-G. Jenkins Ork, Dec 27317; B. Chapel-L. LeWinter Ork, Mer 5545; Mary Martin & Son Larry, Col 39115; R. Stevens-R. Merrill, V(45)49-3108; M. Tilton-H. Babbitt, Coral 60335)
3	26	20.	IF	G. Lombardo
				Dec(78)27449; (45)9-27449—ASCAP
15	14	21.	ROVING KIND	G. Mitchell-M. Miller
				Col(78)39067; (45)4-39067; (33)3-39067—BMI
				(Weavers, Dec 27332; O. Brand, Crest CR-20552-1; Melodeons, MGM 10879; R. Allen, Mer 5573; L. Baxter, Cap 1381)
4	20	22.	ABA DABA HONEYMOON	R. Hayes-K. Kallen
				Mercury(78)5586; (45)5586X45—ASCAP
2	26	22.	MOCKIN' BIRD HILL	R. Morgan
				Dec(78)27444; (45)9-27444—ASCAP
10	26	24.	TENNESSEE WALTZ	L. Paul
				Cap(78)1316; (45)F-1316—BMI
1	—	25.	TOO YOUNG	Nat "King" Cole
				Cap(78)1449; (45)F-1449—ASCAP
				(Fran Allison, V 20-4105; Toni Arden, Col 39271; Richard Hayes, Mer 5599; Johnny Desmond, MGM 10930; Denny Vaughan, Coral 60393)
13	20	26.	SHOTGUN BOOGIE	Tennessee Ernie
				Cap(78)1295; (45)F-1295—BMI
				(Rosemary Clooney, Col 39212; H. Hawkins, King 932)
5	22	26.	BE MY LOVE	R. Anthony
				Cap(78)1352; (45)F-1352—ASCAP
1	—	26.	NEVER BEEN KISSED	F. Martin
				V(78)20-4099; (45)47-4099—ASCAP
2	—	29.	ABA DABA HONEYMOON	C. Steward
				Coral(78)60374; (45)9-60374—ASCAP
1	—	29.	METRO POLKA	F. Laine
				Mercury(78)5581; (45)5581X45—BMI
				(Alonzo & Oscar, Dec 46299; Russ Morgan, Dec 27528; Marlin Sisters, London 995; Pinetoppers, Coral 64074; Whoopie John Wilfahrt, Dec 45131; L. Welk Ork, Coral 60405)
13	—	29.	MY HEART CRIES FOR YOU	J. Wakely
				Cap(78)1328; (45)F-1328—ASCAP

Jo Stafford

singing

Along the Colorado Trail



and

MAKE THE MAN LOVE ME

(from "A Tree Grows in Brooklyn")

75 rpm 39301

33 1/3 rpm 3-39301

45 rpm 39301

Feature This Smash Version!
America's most versatile singer
puts the Best-Seller sparkle
on this latest hit!

COLUMBIA RECORDS

First, Finest, Foremost in
Recorded Music

THE BILLBOARD Music Popularity Charts

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

... Based on reports received April 11, 12 and 13

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
7	2	1	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
18	1	2	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295—BMI
10	3	3	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
13	3	4	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
2	6	4	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
6	7	6	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F1393—BMI
5	5	7	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K10904—BMI
21	8	8	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
1	—	8	CHEW TOBACCO RAG	Z. Turner	King(78)950; (45)45-950—BMI
1	—	10	BLUEBIRD ISLAND	Hank Snow	V(78)21-0441; (45)48-0441—BMI
1	—	10	SPARROW IN THE TREE TOP	Rex Allen	Mercury(78)5597; (56)5597X45—ASCAP

Coming Up

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

1.	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP
2.	METRO POLKA	Pinetoppers	Coral(78)64074; (45)9-64074—BMI
3.	CHEW TOBACCO RAG	Pee Wee King	V(78)21-0451; (45)48-0451—BMI

• Country & Western (Folk) Record Reviews

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

LABEL AND NO.	ARTIST	COMMENT TUNES	REVIEW
REDD STEWART			
KING 940	I'm On My Last Go-Round	Stewart does a Tex Williams on this romping, up-tempo Western swing novelty. Side moves, with group joining refrain and some hotcha single-string guitar and fiddling.	81--81--81--81
	I'll Never Love No One But You	Warbler does a relaxed, easy go on a feathery waltz torcher.	72--72--71--73
BUCKY TIBBS (Jimmie Dale)			
CAPITOL 1425	Shenandoah Waltz	Miss Tibbs and Dale team on a country duet of the waltz potential. Should get some action if the tune breaks.	75--75--75--74
	Just Like Two Drops of Water	Tibbs gal hands the rhythmic country gitty a so-so chant. Tune has an above average lyric idea.	73--73--73--73
RED FOLEY (Sunshine Trio)			
DECCA 46304	Heska Holka	Rather old item for Foley is this catchy schottische-like ditty. Fine reading and beat should attract attention but dinking is closer to pop than c. and w.	81--82--80--81
	Hobo Boogie	A big, booming beat and fine Foley team to produce a strong coin-catcher written by the clatters of "Cincy Dancing Pig." Earmarked for a country sweep; has some pop potential as well.	85--86--84--86
BOBBY SOOTS			
MERCURY 6326	Bad, Bad Whiskey	Soots, on his own after a stint with Gene Krupa's band, debuts with a country blues reading of the Amos Milburn r. and b hit. Soots is a fine singer.	69--70--66--72
	I'm Cryin'	Catchy beat ballad is effectively turned by Soots, who has a different and winning country approach. Could be a winner.	80--80--80--80

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Little Jimmy Dickens has just finished a tour of the West Coast and this week begins a swing thru Missouri, North Carolina, Michigan and Indiana. Bob Shaffer, WKNX, Saginaw, Mich., will join him in Michigan next week. Uncle Ned, Macon, Ga., does four dances per week, Wednesday thru Saturday, and has added a new Saturday radio show over WMAZ. Jim Hall, Burlington, N. C., has signed with Chaw Mank to cut four sides for Blue Ribbon Records. Old Brother Charlie and Daisy Mae, Tampa, report that Jimmy Osborne joined them April 1. Eddy Wayne, Akron, has added Smokey Dixon, electric guitar, to his band.

Bill Long and His Ranch Girls, touring Wisconsin and Minnesota, open soon at CKVL, Toronto. Red Garrett and His Tennessee Pioneers start on tour with Max (Lullaby) Terhune April 13. The Pioneers include Bud Marcum, lead guitar and vocals; Al Swain, fiddler and comedy; Bev Hopkins, bass, and Red, doubling on rhythm guitar and as emcee. General Headquarters, Far East Command, reports that Grandpa Jones' group received the 15th Infantry "Can Do" award. Grandpa is entertaining troops in Korea, with Connie B. Gay acting as emcee.

Kenny Roberts, the yodelin', jumpin' cowboy, who appeared on Arthur Godfrey's Talent Scouts Radio and TV show April 9, was called back for a reappearance on the April 11 show. Melvin Price reports that Ernie Sells will rejoin his band in May upon his return from Albuquerque, N. M. The band has joined the Hillbilly Jamboree, WBAL, Baltimore, Saturday afternoons. Charlie Gray has signed with Bill Powell and the Pioneer Ranch Boys as manager. Pal Thibodeaux, who has just joined Bill Nettles' band on lead guitar, has inked a five-year contract with 4-Star. Miccolis Sisters, WIBW, Topeka, Kan., air two of their own shows daily. They have been with the station four years.

Jim Stanton, of Rich-R-Tone Records, reports that he has just completed four Florida cutting sessions for the label—Harold Andrews and His Gulf Coast Playboys, WCNU, Crestview, Fla.; Frank Hunter and His Country Boys, WVCG, Coral Gables, Fla.; Speedy Morris and His Radio Rangers, WTYS, Marianna, Fla., and Marvin Lacy and the Tune Twisters, WSIR, Winter Haven, Fla. Lawrence Loy, Amherst, Mass., and Wilbur Waite and the Pokeberry Promenaders have just completed an eight-side Columbia album. Tommy Sosebee and his band have a five-day-a-week show on a year's contract with a local sponsor and a seven-month contract with the station (WFBC, Greenville, S. C.) for two other daily shows. Al Rogers and His Rocky Mountain Boys are touring West Texas, with Don Campbell and Herald (Cuz) Goodman setting up the dates.

Disk Jockey Doings

Reggie Ward, KVMA, Magnolia, Ark., is organizing a band for radio work and personals. They will be known as Reggie Ward and the Sons of Texas. The group includes Gene Campbell, electric guitar; Glenn Campbell, standard guitar and vocals; Dorwin Whitlow, steel guitar; John Carraway, piano, and Reggie on bass. Tommie Sutton, WING, Dayton, O., spins six days a week now. Bill Mac, KAMQ, Amarillo, is changing over to KWFT, Wichita Falls, Tex. Pancho Patrick spins a three-quarter-hour corn show over CKTB, St. Catharines, Ont., five days a week, called "Town and Country."

Clyde Chesser, KCLW, Hamilton, Tex., and emcee of the Central Texas Hillbilly Hayride, Temple, Tex., has been drafted. Earl Grandpappy Davis, WBOK, New Orleans, has added an early-

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received April 11, 12 and 13

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

Weeks Last This	to date Week Week	Record	Artist	Label	
8	1	1	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
19	3	2	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295—BMI
15	2	3	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
6	4	4	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K10904—BMI
21	5	5	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
2	8	6	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
42	6	7	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
4	—	8	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter	Cap(78)1393; (45)F1393—BMI
15	6	9	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)3-20739—BMI
7	9	9	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI

Coming Up

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

1.	DOWN THE TRAIL OF ACHING HEARTS	Hank Snow-A. Carter	V(78)21-0441; (45)48-0441—ASCAP
2.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799—BMI
3.	HOBO BOOGIE	R. Foley	Dec(78)46304; (45)9-46304—BMI

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received April 11, 12 and 13

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

Weeks Last This	to date Week Week	Record	Artist	Label	
15	1	1	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
8	2	2	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
17	3	3	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295—BMI
6	4	4	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K10904—BMI
24	6	5	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)3-20739—BMI
10	7	6	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
5	8	7	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
8	5	8	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (33)3-20772—BMI
2	—	9	CHEW TOBACCO RAG	Z. Turner	King(78)950; (45)45-950—BMI
2	10	10	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799—BMI

Coming Up

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

1.	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP
2.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter	Cap(78)1393; (45)F-1393—BMI
3.	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI

"Sick, Sober and Sorry"
COLUMBIA RECORD
#20808

JOHNNY BOND
INTRO RECORD
#6013

TOMMY DUNCAN
"Tennessee Walking Horse"
COLUMBIA RECORD
#20808

JOHNNY BOND
RED RIVER SONGS
1001 No. Lincoln St. Burbank, Calif.

• Folk Record Releases

Dixieland Blues—Jeanie Leijt (Face the) Hillart D 12054
Dust of a Rose—Andy Parker (Hangman's Guns) Intro 6015
Face the World and Smile—Wayne Landis (Dixieland Blues) Hillart D 12054
Hangman's Guns—Andy Parker (Dust of) Intro 6015
Jesse James—Terrea Lea (On Top) Intro 6014
Leftover Hash—Bob Newman (Lonesome Truck) King 945
Lonesome Truck Drivers Blues—Bog Newman (Leftover Hash) King 945
My Saddest Mistake—Jimmie Osborne (No Bitter) King 942
On Top of Old Smoky—Terrea Lea (Jesse James) Intro 6014
Rattlesnakin' Daddy—Hawkshaw Hawkins (I Hate) King 944
Where There's a Will, There's a Way—Bill Carlisle (A Dollar) Federal 10006

morning hour show which brings him up to a total of four hours daily. Bill Angel reports that the h. b. show on KFDX, Wichita Falls, Tex., has been extended from 15 minutes to an hour and 15 minutes because it was pulling such heavy mail. Vernon Keith Wroten, WBIP, Booneville, Miss., has added an early-morning show, "Alarm Clock Club," and is getting a tremendous response by using a mystery vocalist on records. Mack and Jeanie Sanders, KMA, Shenandoah, Ia., are switching over to KFBI, Wichita, Kan. Jim Butler, formerly program director of WVLN, Olney, Ill., has moved to KMOX, St. Louis, and is sharing "All-Night Frolic" with Larry...

ARVADA MILLER
(WITH THE VEL-TONES)
sings
"WHY DON'T YOU KISS ME"
"MADAM, I HAVE COME A-COURTING"
CRS-1175

GORMA
GOLD SEAL

TRADE AUCTION

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● **25 BROOK ST. • SHELTON, CONN.** ●

THURSDAY, APRIL 19th, at 11 A.M.

● **RUBBER MILLS** ●

- 3-Farrell & Birmingham 2 roll Differential Speed Mills—18" x 48". Equipped with horizontal knives, gear guards and dust collecting hoods, gear flex coupling shaft, pinions & bearings. 299 H.P. Motor, Cutler Magnetic Chuck, with solenoid operated brake, G.E. Motor Generator Set 230 V. with controls including Birmingham Gear Reducer.
- 1-Farrell & Birmingham 2 Roll Sheet Mill 18" x 48". Equipped with 50 H.P. Crocker Wheeler Motor, mechanically operated brake and 50 H.P. Gear Reducer.

● **PRESSES** ●

- 36-100 Ton Baldwin Southwark Hydraulic Presses, capacity 3500 lbs. per sq. inch Platen 14" x 16", daylight opening 4". Equipped with cycle timing device, Sinclair Collins air operated hydraulic valve & Schrader air cylinder knockout mechanism.
- 2-75 Ton Albert Presses, platen 14" x 16", daylight opening 4".
- 20-Baldwin Steel Steam Tables, 24" x 48" x 1 1/2"—24" x 48" x 4"—24" x 24" x 4". Complete with frames & shelves.

- 31-Aluminum Record Trimming Racks.
- 1-Multiple Record Edging Machine with G.E. Vertical Motor 3/4 H.P.—Air cylinder valves, dust collector & Blower.
- 1-Sound Proof Booth with variable speed motor, 14W. amplifier, C12" speaker, astatic B12 crystal pick up complete with controls.
- 1-Chemical Products Blower, 1/2 H.P. Motor.
- 1-Portable Industrial Filter Unit RDR with Duriron Pump, 3/4 H.P. Motor.
- 1-Toledo 400 lb. Dial Scale.
- 1-Ohaus Laboratory Scale Triple Beam.
- 1-Also Filter with pump & motor.
- 1-Vitresod Immersion Heater 0.50 K.W.
- 1-Grundler Pulverizer Model 2 with 30 H.P. Motor with screw feed & var. speed motor drive.
- 1-Pre-Crusher, 1 H.P. Motor.
- 1-Great Western Eccentric Screen Model B6 with vertical motor.

50 Motors 1/6 H.P. To 40 H.P.

- 1-Inclined Cooling Conveyor 18" to 34" height, 42" W., 108 ft. long—var. speed drive 5 H.P. motor & controls, 42" 3 ply canvas belt with takeup & dual motor controls—cooling duct with 7 1/2 H.P.—18" American Blower.
- 1-Link Belt Bucket Elevator 20' with motor & gear reducer.
- 1-Link Belt Bucket Elevator 20' with motor & gear reducer.
- 1-Continental Conveyor 14" x 24". 12" magnetic pulley. 1/2 H.P. motor, reducer.
- 1-Variable Speed Conveyor Belt 21" x 30". 1/2 H.P. motor.
- 1-Island Var. Speed Conveyor Belt. 12" x 130" with 1/4 H.P. motor & controls.

● **PLATING ROOM** ●

- RUBBER LINED STEEL PLATING TANKS**
- 3-24" x 30" x 108" 1-24" x 30" x 72"
 - 4-24" x 32" x 24" 3-36" x 36" x 36"
 - 2-18" x 25" x 10"
 - 2-Stainless Steel Tanks 8" x 24" x 20".
 - 1-Steel Chrome Plating Tanks. Complete with Taylor Fucope Temperature Control Valves & Coils. 25" x 24" x 28 1/2".
 - 1-Steel Tank 24" x 30" x 24".
 - 1-G.E. Copper Oxide Rectifier with Voltage regulator & controls, Model 6RC120F1, 230 V., 3 PH, 60 Cyl.
 - 1-G.E. Copper Voltage Regulator & Controls, Model 6R392Y12, 115 V. 60 cyl. DC volts, DC amp 300.
 - 54-Rheostats, Tank, Hanson Munning Type RE1, max. current 60 amp. to 80 amp. Complete with individual voltmeter, ammeter & switches.
 - 1-Hanson Van Winkle Munning Motor Generator Set, 3000 amp, 18 K.W., 600 R.P.M. Field 125 V. complete with 30 H.P. synchronized motor, 12 amp field self excited panel board & controls.
 - 1-Westinghouse Transformer Type H.J.R. Single phase 60 cyl. 5KVA continuous, 480/240 volt to 240/120.

- 1-Empire Switch Panel Board. 200 amp, 120/240 V. 3 PH 4 wire, 9 circuits.
- 1-Trumbull Switch Panel. 200 amp., 675 V., 3 PH, 3 wire, 4 circuits.
- 2-Agitating Motors, 1/2 H.P. with controls.
- 1-Spray Booth, Stroners Systems, 18" exhaust fan with 1/4 H.P. motor. 18" turntable, vapor proof fixture & controls.
- 2-Polishing Heads, 1/2 H.P. motor.
- 2-Grinding Heads, 1/2 H.P. motor.

20,000 RECORDS
"POPULAR ARTISTS"
SOME LONG PLAYING

46 RECORD DIES 10" & 12"

- Air-O-Tec Dust Collector Size 150—15 H.P. American Fan Type Motor.
- Air-O-Tec Dust Collector Size 100—Parsons 108 Bag Type with collecting bins & shaking mechanism.

● **MACHINERY** ●

- 1-Jones & Lamson Lathe, with 10" vacuum chuck, Leiman Vac Pump, 2 H.P. motor, lathe drive 3 H.P. motor, gear reducer with controls.
- 1-Diehl Double End Grinder, 1/4 H.P. motor.
- 2-Famco #3 1/2 Arbor Presses.
- 1-Drill Press, Canedy, with chuck.

Wooden tote trucks, powder truck, electric fans, Fairbanks scales, flat skids, Shepard lift jacks, hand trucks, Yale hyd. loader, Canton #3 crane, platform trucks, clocks, fire extinguishers, tables, stools, racks, tools, fluorescent fixtures, pipe racks, repair parts, pipe.

- 1-Pexto Circular Cutter, 3" to 22", with Boston Gear Reducer, 1/4 H.P. motor.
- 1-Kick Press, Royersford on stand.
- 1-Arbor Press, with stamper & die.
- 1-Blackman Punch Press.
- 1-Prentice Lathe, 7 1/2" swing, 40" bed, Cushman Chucks, 1 1/2 H.P. motor.

250 bags (75 lbs.) slate powder, 31 bays Alkorex, 2 bags whitening.

LARGE QUANTITIES
Chemicals, chemical dyes, albums, packing supplies, corrugated boxes, strapping wire, Buss Bars, shafting, fittings, rings, centers, pins, shims.

● **COMPRESSORS** ●

- 2-Ingersoll Rand Air Compressors Type 30. Size 6x3 1/2x5. Equipped with G.E. 10 H.P. Motors & air receivers. Capacity 200 lbs. sq. in. Complete with controls.
- 1-Ingersoll Rand Air Compressor Type 30. Size 3x3 1/2x5 with 5 H.P. G.E. Motor.
- 1-Ingersoll Rand Air Compressor Type 30. Size 4x2 1/2x2 3/4 with 3 H.P. G.E. Motor with controls.
- 4-Air Receivers.

● **PUMPS** ●

- 1-Watson Stillman Hydro Pneumatic Accumulator # 6807A. Effective stroke 44". Piston 6 1/2" dia. With switches, valves, controls, Westinghouse Air Receiver max. WP 150 lbs.
- 1-Watson Hydro Pneu Accumulator. Cap. 3 gal. Effective stroke 48". Piston 8" dia. Switches & hyd. air valves, Safety valves.
- 2-Low Pressure Centrifugal Water Pumps. 1/4 H.P. G.E. Motors.
- 1-Federal Water Pump #1 1/2 G.C.7-1/2-2. 7 1/2 H.P. Master Motor & controls.
- 1-Federal Water Pump #1 1/2 G.7-1/2. 7 1/2 H.P. Master Motor.
- 1-Wilson Snyder #36P Triplex 3 Plunger Pump. Fully equipped. 40 H.P. Allis Chalmers Motor. 6" stroke. Capacity 25 gal. Complete with solenoid operated by pass valve.
- 1-Watson Stillman #6935A-4 Plunger Hydraulic Pump. Fully equipped with reservoir capacity 9 gal. with 15 H.P. motor.

● **OFFICE FURNITURE** ●

- 10-Walnut Executive & Secretarial Desks
- 24-Chairs—Swivel Arm—Arm—Side—Posture
- 10-Steel Letter & Legal Letter Files
- 4-Steel Stationery Cabinets
- 3-Bookcases—3 Office Tablets
- 4-Costumers—2 Drafting Tables
- Lot of Office Supplies

- Friden Electric Calculator
- Victor & Sunstrand Adding Machines
- 64 Steel Lockers
- A. B. Dick Mimeograph
- Remington Typewriters
- Simplex Electric Time Clock
- Electric Fans—Map Cabinet

NOTE: While every effort has been made to give the correct quantities and descriptions contained in this brochure, we cannot be held responsible for any errors. Therefore, please inspect the items before bidding.

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THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received April 11, 12 and 13

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
11	1	1	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
17	2	2	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
10	3	3	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
1	—	4	LET'S ROCK AWHILE	A. Milburn	Aladdin 3080
4	—	5	MAMBO BOOGIE	J. Otis	Savoy 777—BMI
24	—	5	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)375-45—BMI
5	7	7	RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI
4	4	8	DON'T TAKE YOUR LOVE FROM ME	Joe Morris-L. Tate	Atlantic 923—BMI
2	5	8	TENNESSEE WALTZ BLUES	S. McGhee	Atlantic 926
2	6	10	CHICA BOO	L. Glenn	Swingtime 254—BMI

• Best Selling Retail Rhythm & Blues Records

... Based on reports received April 11, 12 and 13

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
10	1	1	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
25	5	2	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)375-45—BMI
9	4	3	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
6	6	3	DON'T TAKE YOUR LOVE FROM ME	J. Morris	Atlantic 923—BMI
3	—	5	I'LL WAIT FOR YOU	Ruth Brown	Atlantic 930—BMI
16	2	6	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
5	—	7	DO SOMETHING FOR ME	Dominoes	Federal 12001—BMI
1	—	7	TEND TO YOUR BUSINESS	J. Wayne	Sittin' In—588
2	10	9	I WILL WAIT	Four Buddies	Savoy 769—BMI
1	—	9	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K10903—ASCAP

RHYTHM AND BLUES NOTES

By HAL WEBMAN

George Shearing renewed his management paper with **Billy Shaw** and his Shaw Artists Corporation (see story in music editorial columns). . . . **Roy Eldridge**, currently working his first American date in a year at a New York night, inked a recording paper with Mercury Records. . . . The **Lynn Hope Quintet** signed a waxing deal with Aladdin Records. Group last recorded for Premium and had a hit in "Tenderly." . . . The **Orioles** have been booked for a two-week engagement at the Blue Note nitery, Chicago, beginning May 18.

Atlantic Records set a three-year recording deal with veteran blues hollerer **Joe Turner**. The singer just completed an Apollo Theater, New York, stint with **Count Basie's** big band. . . . Atlantic also is taking a flyer into the pop disk business for the first time with **Joel Herron's** recording of "Take My Love" with **Marion Morgan** spotted in the solo vocal slot. . . . Roost Records has acquired the American pressing rights to eight sides waxed by **Stan Getz** and Swedish sidemen during the tenorman's recent concert tour in the Scandinavian countries. One single disk and an LP on all the etchings will be issued shortly by the diskery.

Shaw Artists Corporation signed new management contract with **Lynn Hope**. Also signed were blues singer **Ray Charles**, **Lowell Fulson** and thrush **Joan Shaw**. **George Shearing's** Quintet has been signed to appear in the Monogram flicker, "Disk Jockey," which is being produced by **Maurice Duke**. Shearing also has been booked for a two-week return engagement at New York's Birdland, beginning July 2.

Regal Records has put together a group of its recording talents to form a package called the "Regal Hit Parade." **Paul Gayten's** ork tops the unit which also includes blues shouters **Sammy Cotton** and **Chubby Newsome** as well as warbler **Little Jimmie Scott**, who records for Roost Records, whose product is merchandised thru Regal. The unit currently is on location at the Swing Club, New Orleans, and will head for a lengthy one-nighter jaunt shortly after that engagement is completed.

The most prevalent type of r. and b. attraction these days is a package usually coupling a singing act with a small band. Universal Attractions has no less than five of these packages working the road these days. **Dinah Washington** and **Earl Bostic's** band form one unit which currently is headed for the Texas country and the Howard Lewis promotion chain. **Little Esther** and **Johnny Otis's** band are in the East. **Ruth Brown** and **Willis Jackson's** group have hit the West Coast and will stay there until mid-May. The **Ravens** and **Cootie Williams's** band will follow practically the same itinerary the Washington-Bostic unit took. The fifth package couples the **Dominoes** with **Joe Thomas's** band and it currently is working in the East.

• Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS
PIANO RED Jumpin' the Boogie	Victor 22-0118—The fast-rising Atlanta BB'er knocks out a rocking boogie in his crude, hard-pounding style chanting lyrics which are more for effective punctuation of his playing than anything else.	83--83--82--84
Just Right Bounce	Red plays a rollicking boogie with a fervent attack reminiscent of Cripple Clarence Lofton. Infectious side.	83--83--82--84
WYNONIE HARRIS Just Like Two Drops of Water	KING 4448—Wynonie rocks out a clever country-bred beat blues; he's spelled by a swinging tenor solo. A good disk could do okay for the blues hollerer	81--81--81--81
Tremblin'	Harris warbles a rocking slow blues which spots a fine beat as well as a relaxed effort by the shouter.	78--80--75--78
BULL MOOSE JACKSON Forget and Forgive	KING 4433—The balladeer is in top warbling form here but his song is on the routine side	75--75--74--75
My Little Baby	A good ballad effort by Jackson, who here fashions an expert vocal of the effective material.	81--81--80--81
IVORY JOE HUNTER She's Gone Blues	KING 4443—Nothing particularly distinguished about this medium beat walking blues effort.	67--67--67--67
Stop Rockin' That Train	Hunter hashes up a fluffy and not particularly bright rhythm item.	65--65--65--65
LUCKY MILLINDER ORK (John Carol) Chew Tobacco Rag	KING 4449—The expectorating special from the country serves a worthy cause for Millinder as his crew sets up a big rocking beat for the fine John Carol and ensemble shouts. First big band item in some time that could bust out for big returns.	86--86--85--86
Georgia Rose	Carol proves a sterling balladeer in this winning, warm reading of a tasty dance backdrop.	73--77--70--73
AL HIBBLER If I Knew You Were There	ATLANTIC 932—Hibbler chants a routine ballad by Joe Bushkin and Milton Berle.	70--70--70--70
Trav'lin' Light	Warbler registers with a feelingful job of a fine blues ballad identified with Billie Holiday. Side could click.	83--83--83--83
FRANK CULLY Cully-Flower	ATLANTIC 935—Up-tempo stomper highlights an exciting go by tenorman Cully, climaxed by a neat riff series	72--72--70--74
I've Got You Under My Skin	Cully blows a tenor solo on the Porter standard alternating between beguine and fox trot tempo.	72--72--70--74
JOE MORRIS BLUES CAVALCADE (Billy Mitchell) My Love, My Desire	ATLANTIC 933—Mitchell, new warbler with the label, registers impressively on a strong blues ballad. A suggestion of Frankie Laine is present. Side could go.	84--84--84--84
Pack Up All Your Rags	Warbler displays a fine blues technique on this slow blues. His voice is high-pitched, youthful, and laden with pathos.	80--80--80--80

• Rhythm & Blues Record Releases

- National Emblem March—Freddie Mitchell (Home) Derby 750
- Natural Born Lover—King Perry (Blue and) Specialty SP-398
- Now Tell Me Baby—Mumbles (Little Boy) Modern 809
- One Steady Baby—Griffin Bros. (Sadie Green) Dot 1041
- One Sweet Letter—Joe Liggins (Whiskey, Gin) Specialty SP-402
- Rear End Blues—Gene Phillips (What's the) RPM-319
- Rocket "88"—Jackie Brenston (Come Back) Chess 1458
- Rockin'—Bobby Nunn (That's What) Modern 807
- Rocks in My Bed—Joe Turner (Howlin') National 9144
- Roscoe's Boogie—Roscoe Gordon (City Women) RPM 322

GET THESE TWO TERRIFIC HITS ON **DOT**

- "SADIE GREEN" backed with
- "ONE STEADY BABY" by the Griffin Bros. with MARGIE DAY Dot 1041
- "DON'T DRIVE YOUR CHILDREN AWAY" backed with
- "DOES JESUS CARE" by the Fairfield Four Dot 1040

DOT RECORDS, INC.
Gallatin, Tenn.

HAVE YOU HEARD THE NEXT #1 HIT?

Greatest Novelty Blues Record Ever Made!

STACKED DECK #1
with **BILLY WRIGHT SAVOY #781**

AT THE TOP!

ROCKIN' BLUES #2
J. OTIS ORCH. and MEL WALKER SAVOY #766

COMING UP STRONG!

GEE BABY—MAMBO BOOGIE #3
J. OTIS ORCH. and MEL WALKER SAVOY #777

STILL CLIMBING!

I WILL WAIT #4
with THE FOUR BUDDIES SAVOY #769

Savoy RECORD CO., INC.
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2 PROVEN ARTISTS!
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'TEARS, TEARS, TEARS'
Amos Milburn AL 3080

'SLIPPIN' & SLIDIN''
Calvin Boze AL 3086

'WALKIN' & TALKIN' BLUES'
Floyd Dixon AL 3069

Aladdin RECORDS

Cost Reductions Cut Catalina Line Bands

HOLLYWOOD, April 14.—For the first time since 1923 steamers making the two-hour run between here and Catalina Island will sail sans dance orks. Move, revealed by Capt. Clarence Boyd, general manager for the Catalina Isle Steamship Line, was blamed on an over-all reduction of costs. Last year orks of Darrell Brewer and Don Ricardo played the isle run during the summer (Decoration Day to Labor Day).

Reduction thruout the steamship org is also on tap before the vacation season commences. Brewer, in a statement to *The Billboard*, contradicted Captain Boyd's announcement and said cruise orks would continue. He added he expected to re-sign for the summer period.

THE BILLBOARD Music Popularity Charts

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Jolly Wedding Polka	
Bride & Groom Waltz	#12502
Friendly Polka	
Lizzie Hop	#12493
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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

- A-Hunting We Will Go—J. Lewis-D. Stabile Ork (Never) Cap 1482
- Alice in Wonderland—Modernaires (I'm Late) Coral 60439
- Alice in Wonderland—R. Quinlan (Gotta) Mer 5616
- Along the Colorado Trail—J. Stafford-P. Weston Ork-N. Luboff Choir (Make) Col 39301
- At the Close of a Long, Long Day—Eileen Wilson (I Won't) Dec 27546
- Circus Day Parade, The—Ziggy Talent (Donkey) V 20-4118
- Clarinet Polka—Jimmy Dorsey (Julida) Col 39161
- Classical Juke Box—Boston Pops Ork (Syncopated) V 10-3044
- Diane—Tommy Dorsey (Sweet) Dec 27539
- Do You Dig John Peel?—G. Siravo Ork (On Top) Mer 5612
- Donkey Song—Ziggy Talent (The Circus) V 20-4118
- Down the Trail of Achin' Hearts—Patti Page (Ever) Mer 5579
- Ever True Ever More—Patti Page (Down) Mer 5579
- Fast Freight—R. Hayes (My Prayer) Mer 5603
- Gotta Find Somebody to Love—Andrews Sisters (Too Young) Dec 27569
- Gotta Find Somebody to Love—R. Quinlan (Alice) Mer 5616
- Gravy Train—Nature Boy (Two) Mer 6513
- Hello Young Lovers—Perry Como (We Kiss) V 20-4112
- Hello, Young Lovers—L. Murray Ork (I Whistle) Coral 60435
- Hello, Young Lovers—F. Sinatra-A. Stordahl Ork (We Kissed) Col 39294
- Hot Canary, The—Percy Faith (Nervous) Col 39329
- How Thoughtful of You—Dick Haymes (I'll Never) Dec 27545
- I Love You Truly—F. Lowery (Indian) Col(33) 3-39245
- I Remember Mama—Andrews Sisters (My Mom) Dec 27537
- I Whistle a Happy Tune—L. Murray Ork (Hello) Coral 60435
- I Whistle a Happy Tune—R. Quinlan-R. Hayes (When) Mer 5615
- I Whistle a Happy Tune—Starlighters-B. Cole Ork (Sweet) Cap 1481
- I Won't Cry Anymore—Eileen Wilson (At the) Dec 27546
- I'll Buy You a Star—C. MacRae-C. Dragon Ork (I'm Yours) Cap 1471
- I'll Never Know Why—Dick Haymes (How) Dec 27545
- I'm Late—Modernaires (Alice) Coral 60439
- I'm Yours to Command—C. MacRae-C. Dragon Ork (I'll Buy) Cap 1471
- Indian Love Call—F. Lowery (I Love) Col(33)-3-39245
- Julida Polka—Jimmy Dorsey (Clarinet) Col 39161
- Kissing Song, The—R. Morgan Ork (Let's) Dec 27538
- Le Chaland Qui Passe—Mantovani Ork (Tell) London 1000
- Let's Waltz Just Once More—R. Morgan Ork (Kissing) Dec 27538
- Light in the Window—H. Babbitt-L. Murray Ork (Say) Coral 60427
- Love and Devotion—Janette Davis (When) Col 39326
- Make the Man Love Me—J. Stafford-P. Weston Ork-N. Luboff Choir (Along) Col 39301
- Make the Man Love Me—M. Whiting-L. Busch Ork (We Kiss) Cap 1469
- Maria Bonita—Bing Crosby (Quizas) Dec 27536
- Moonlight Bay—Bing and Gary Crosby (When) Dec 27577
- My Mom—Andrews Sisters (I Remember) Dec 27537
- My Prayer—R. Hayes (Fast) Mer 5603
- My Resistance Is Low—H. Carmichael-G. Jenkins Ork (Sacramento) Dec 27540
- My Resistance Is Low—Lee Brothers (Strange) Col 39303
- Nervous Gavotte—Percy Faith (The Hot) Col 39329
- Never Been Kissed—J. Lewis-D. Stabile Ork (A-Hunting) Cap 1482
- Oh, Marry, Marry Me—Vaughn Monroe (Sound) V 20-4113
- Old Devil Moon—Johnny Kaye (Once) Monument MO 1
- Once in a While—Johnny Kaye (Old) Monument MO 1
- On Top of Old Smoky—Percy Faith-Burl Ives (Syncopated) Col 39328
- On Top of Old Smoky—G. Siravo Ork (Do You) Mer 5612

- Play Ball—Frankie Yankovic (Shenandoah) Col 39327
- Please Don't Talk About Me When I'm Gone—The Dinning Sisters-J. Fascinato Ork (San) Cap 1473
- Quizas, Quizas, Quizas—Bing Crosby (Maria) Dec 27536
- Really and Truly—A. Dean-The Temple Belles-N. Temple Ork (Yodelling) London 1002
- Sacramento—H. Carmichael-G. Jenkins Ork (My Resistance) Dec 27540
- San Antonio Rose—The Dinning Sisters-C. Kress Ork (Please) Cap 1473
- Say Hello for Me—H. Babbitt-L. Murray Ork (Light) Coral 60427
- September Song — Ezio Pinza (Yesterdays) V 10-3256
- Shenandoah Waltz—Frankie Yankovic (Play) Col 39327
- Sound Off—Vaughn Monroe (Oh, Harry) V 20-4113
- Strange Little Girl—Lee Brothers (My Resistance) Col 39303
- Sweet Adeline—Tommy Dorsey (Diane) Dec 27539
- Sweet Sweet Pauline—Starlighters-B. Cole Ork (I Whistle) Cap 1481
- Syncopated Clock, The—Boston Pops Ork (Classical) V 10-3044
- Syncopated Clock, The—Percy Faith (On Top) Col 39328
- Tell Me You Love Me—Mantovani Ork (Le Chaland) London 1000
- Too Young—Patty Andrews (Gotta) Dec 27569
- Twas Brillig—Les Brown (Very Good) Coral 60438
- Two Shades of Blue—Nature Boy (Gravy) Mer 5613
- Very Good Advice—Les Brown (Twas) Coral 60438
- We Kiss in a Shadow—Percy Como (Hello) V 20-4112
- We Kiss in a Shadow—F. Sinatra-A. Stordahl Ork (Hello) Col 39294
- We Kiss in a Shadow—M. Whiting-L. Busch Ork (Make) Cap 1469
- When You and I Were Young Maggie Blues—Bing and Gary Crosby (Moonlight) Dec 27577
- When You and I Were Young Maggie Blues—Arthur Godfrey-J. Davis (Love) Col 39326
- When You and I Were Young Maggie Blues—R. Hayes-R. Quinlan (I Whistle) Mer 5615
- Yesterdays—Ezio Pinza (September) V 10-3256
- Yodelling Ghost, The—A. Dean-The Stargazers-J. Macauley-N. Temple Ork (Really) London 1002

POPULAR ALBUMS

- Katherine Dunham Album—Afro Caribbean Songs and Rhythms (1-10") Dec(33)DL-5251—Batacoda; Soleil Oh; Caliente; Congo Moundong; Choucoune; Toitica la Negra; Aferincomon; Nago
- Dick Haymes Sings With Helen Forrest Album, Vol. 2 (1-10") DecDL-5244—Some Sunday Morning; I'll Buy That Dream; It Had To Be You; Together; Give Me a Little Kiss Will You Huh; Oh! What It Seemed To Be; Something Old, Something New; Why Does It Get So Late So Early
- In the Mood Album—Jerry Gray Ork (1-10") Dec(33)DL-5312—In the Mood; A String of Pearls; Night and Day; What Is This Thing Called Love; Dancing in the Dark; Smoke Gets In Your Eyes; Desert Serenade; Minuet in G
- Al Jolson Souvenir Album, Vol. 5 (1-10") Dec(33)DL-5314—God's Country; Let's Go West Again; Some Enchanted Evening; It All Depends On You; I Love You; Paris Wakes Up and Smiles; I'm Crying Just for You; In Our House
- Merry Widow Album—Al Goodman Ork-Elaime Malbin-Donald Richards (4-7") V (45)WK-28
- Quick and the Dead Album—The Atom Bomb Vol. 1—Bob Hope-William Laurence-Fred Friendly-NBC News & Special Events Dept. (1-12") V (33)LM-1129
- Quick and the Dead, Album Vol. 2—Hydrogen Bomb — Bob Hope-William Laurence-Fred Friendly-NBC News & Special Events Dept. (1-12") V (33)LM-1130
- Sarah Vaughan Sings Album—(4-10") MGM (78) 71 MGM (33)E-544—I've Got a Crush On You; My Kinda Love; Body and Soul; You're Not the Kind; I Don't Stand a Ghost of a Chance; I Can Make You Love Me; You're Blase; A Hundred Years From Today

CHILDREN

- Alice in Wonderland—J. Winters-H. Powers Ork (Parts 1 & 2) Mayfair K-128
- Carrot Seed, The—N. Rose (Parts 1 & 2) Children's Record Guild CRG-1003
- Let's Dance—L. & S. Sweetland (Parts 1 & 2) Children's Record Guild CRG-5021
- Me and My Teddy Bear—J. Winters-H. Powers Ork (Peel the) Mayfair K-129
- Pepi the Puppet—J. Winters-H. Powers Ork (Me and) Mayfair K-129
- Prokofiev's Cinderella Album—R. Mohaupt, cond.-N. Rose (2-10") Children's Record Guild CRG-201
- Visit to My Little Friend, A—M. Robison (Parts 1 & 2) Children's Record Guild CRG-1017

HOT JAZZ

- Frenesi—Lester Young (Undercover) Mer 8939
- Salute to Garner—Oscar Peterson (Squatty) Mer 8940
- Squatty Roo—Oscar Peterson (Salute) Mer 8940
- Undercover Girl Blues—Lester Young (Frenesi) Mer 8939

LATIN AMERICAN

- Music of Puerto Rico U. S. A.—Juanito Sanabria (1-10") Dec(33)DL-521 —Puerto Rico; Un Conflicto; La Birubuenca; Tu Risa; Aguinaldos Puertorriquenos; Sels Zapateado; Juana Pena; Cuchifrito

CLASSICAL

Continued from page 30

- Geelhi: For You Alone—E. Caruso (Kahn: Ave Maria) V (45)17-0127
- Geelhi: For You Alone—M. Lanza (D'Hardelot: Because) V (45)49-3207
- Gretry: Cephele Et Pocris Ballet Suite Album—Inr Symphony Ork, Brussels-Franz Andre, Cond. (Dukas: Sorcerer's) (1-10") Cap(33)L-8135
- Grieg: I Love Thee—Mario Lanza (Beelby: My Song) V (45)49-3208
- Hindemith: Philharmonic Concerto and Apparbit Repentina Dies Album—Berlin Philharmonic Ork-Choir of the Vienna Singakademie-Members of Vienna Symphony (1-12") Cap(33)P-8134
- Kahn: Ave Maria—E. Caruso (Geelhi: For You) V (45)17-0127
- Leoncavallo: Vesti La Giubba—E. Caruso (Flotow: M'Appari) V (45)17-0112
- Liszt: Sonata in B Minor Album—Leonard Pennario (1-12") Cap(33)P-8136 and Sonetto Del Petrarca No. 104 Legende: St. Francois D'Assise; Hungarian Rhapsody No. 12
- Mascagni: Addio Alla Madre—Mario Lanza (Verdi: O Tu) V (45)49-3209
- Pepoli-Rossini: La Danza—E. Caruso (Cottrau L'Addio) V (45)17-0133
- Ponchielli: Cielo E Mar—E. Caruso (Verdi: Celeste) V (45)17-0129
- Recorder and Harpsichord Recital Album—Carl Dolmetsch-Joseph Saxby (1-10") London (33)-LPS-278
- Saint-Saens: Danse Macabre Op. 40 (Parts 1 & 2) —Arthur Whittmore-Jack Lowe V (45)49-3205
- Schubert: Sonata in A Minor Op. 42 and Vaises Nobles Op. 77 Album—Lilli Kraus (1-12") Dec(33)DL-8518
- Shakespeare: Romeo and Juliet, Hamlet, Five Sonnets Album—John Gielgud-Pamela Brown (1-12") Dec(33)DL-9504
- Strauss Dances Album—Berlin Philharmonic Ork-F. Fricsay, Cond. Wurttemberg State Ork of Stuttgart, F. Leitner, Cond. (1-12") Dec(33)-DL-9507
- Tagliavini: In Great Operatic Arias Album (3-7") V (45)WDM-1429
- Tchaikovsky: Symphony No. 6 in B Minor, Op. 74 Album (Pathetique)—Paris Conservatory Ork-Munch, Cond. (1-12") London (33)LLP-257
- Toselli: Serenade—Mario Lanza (Drigo: Serenade) V (45)49-3155
- Tosti: La Mia Canzone—E. Caruso (Dicapua: O Sole) V (45)17-0130
- Verdi: Celeste Aida—E. Caruso (Ponchielli: Cielo) V (45)17-0129
- Verdi: Di Quella Pira—E. Caruso (Bizet: Air De) V (45)17-0128
- Verdi: La Donna E Mobile—E. Caruso (Verdi: Questa) V (45)17-0132

Cap Sales Drive Claims Bittaker

HOLLYWOOD, April 14.—Floyd Bittaker, Capitol's sales veepee, leaves next week for a month's swing around the diskery's branch offices and distrib outlets. Junket is being made to acquaint regional offices with Cap's spring-summer sales program.

Altho no special campaign has been set up such as the Decca five-by-six drive, diskery expects to level spot drives on releases it feels have hit potential.

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

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Duet Dynamite!

BILLY ECKSTINE and WOODY HERMAN

and his Orchestra

I LEFT MY HAT IN HAITI • HERE COME THE BLUES

78 RPM—MGM 10916 • 45 RPM—MGM K10916

It's here!
THE GLAMOUR DISK
OF THE YEAR!



On One Side

AVA GARDNER

sings

HOW AM I TO KNOW?

(From the MGM Technicolor picture "Pandora And The Flying Dutchman")



On The Other Side

ANN BLYTH

sings

THE LOVELIEST NIGHT OF THE YEAR

(From the MGM Technicolor picture "The Great Caruso")

Orchestra conducted by JOHNNY GREEN

78 RPM—MGM 30352 • 45 RPM—MGM K30352

M-G-M RECORDS

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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.

ROSE, ROSE, I LOVE YOU..... Frankie Laine.....
Buddy Morrow Ork..... Columbia 39367

A charming Chinese tune set with a warm "Madame Butterfly" lyric gets two potent performances, unlike, but each a contender. Laine, with a handsome backing by the Paul Weston ork and Norman Luboff Choir, injects a provocative Oriental flavor; the Morrow ork, with a dashing male group vocal, has a swinging, march effect.

HELLO, YOUNG LOVERS..... Bing Crosby..... Decca 27588

The old master bends affectionate tonils around the glowing "King and I" love ballad for sock effects. A fem version worth attention is Margaret Whiting's, on Capitol 1491.

• 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. MOONLIGHT BAY..... Bing and Gary Crosby..... Decca 27577
2. WHEN YOU AND I WERE YOUNG, MAGGIE, BLUES..... Bing and Gary Crosby..... Decca 27577
3. CIDER NIGHT..... Mitch Miller Ork..... Columbia 39300
4. EVER TRUE—EVERMORE..... Patti Page..... Mercury 5579
5. HAPPINESS..... Guy Lombardo Ork..... Decca 27516
6. PRETTY EYED BABY..... Al Trace..... Mercury 5609
7. RED SAILS IN THE SUNSET..... Nat Cole..... Capitol 1468
8. I'M YOURS TO COMMAND..... Billy Eckstine..... MGM 10944
9. HELLO, YOUNG LOVERS..... Perry Como..... Victor 20-4112
10. SEPTEMBER SONG..... Stan Kenton Ork..... Capitol 1480

• 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. DOWN THE TRAIL OF ACHING HEARTS..... Patti Page..... Mercury 5579
2. I'M YOURS TO COMMAND..... Billy Eckstine..... MGM 10944
3. WHAT WILL I TELL MY HEART..... Billy Eckstine..... MGM 10944
4. CIDER NIGHT..... Mitch Miller Ork..... Columbia 39300
5. WITH THESE HANDS..... Jo Stafford-Nelson Eddy..... Columbia 1G
6. PRETTY EYED BABY..... Al Trace..... Mercury 5609
7. SEPTEMBER SONG..... Stan Kenton Ork..... Capitol 1480
8. EVER TRUE—EVERMORE..... Patti Page..... Mercury 5579
9. PRETTY EYED BABY..... Jane Turzey..... Decca 27479
10. I'LL NEVER KNOW WHY..... Hugo Winterhalter Ork..... Victor 20-4087

• 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. DOWN THE TRAIL OF ACHING HEARTS..... Patti Page..... Mercury 5579
2. HAPPINESS..... Guy Lombardo Ork..... Decca 27516
3. WHEN YOU AND I WERE YOUNG, MAGGIE, BLUES..... Bing and Gary Crosby..... Decca 27577
4. EVER TRUE—EVERMORE..... Patti Page..... Mercury 5579
5. LOVELIEST NIGHT OF THE YEAR..... Mario Lanza..... Victor 10-3300
6. PRETTY LITTLE BELLS..... Sammy Kaye Ork..... Columbia 39270
7. MOONLIGHT BAY..... Bing and Gary Crosby..... Decca 27577
8. KENTUCKY WALTZ..... Eddy Arnold..... Victor 21-0444
9. PRETTY EYED BABY..... Al Trace..... Mercury 5609
10. PRETTY EYED BABY..... Jane Turzey..... Decca 27479

• The Country and Western Disk Jockeys Pick

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

1. STRANGE LITTLE GIRL..... Cowboy Copas..... King 951
2. KENTUCKY WALTZ..... Eddy Arnold..... Victor 21-0444
3. STRANGE LITTLE GIRL..... Red Foley-Ernest Tubb..... Decca 46311
4. I'M GONNA LOVE YOU ONE MORE TIME..... Johnnie and Jack..... Victor 21-0448
5. RATTLESNAKE DADDY..... Hawkshaw Hawkins..... King 944
6. DON'T STAY TOO LONG..... Ernest Tubb..... Decca 46296
7. JUST WAITIN'..... Luke the Drifter..... MGM 10932
8. KENTUCKY WALTZ..... Tennessee Ernie..... Capitol 1470
9. I HATE MYSELF..... Hawkshaw Hawkins..... King 944

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THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR

EDMUNDO ROS High Cheek Bones LONDON 921—Spirited, humorous novelty at a brisk rumba, chanted with enthusiasm by Ros, with gang unison on the chorus.	80--80--80--80			
Talk T' Me Feathery little "son" with an inconsequential lyric is capably chanted and orked.	70--70--70--70			
MICHAEL CARRON-MARIETTA WRIGHT Benjamin THRILLWOOD 108—Boy and gal duet on a tune with a completely baffling, amateurish lyric. Their singing and organ-rhythm backing are okay, but the song is impossible	30--30--30--30			
Cheeri-O This one's a pathetically incompetent bit about an 18-year-old and and the draft.	25--25--25--25			
FRANK SINATRA (Axel Stordahl Ork) Hello, Young Lovers COLUMBIA 39294—Sinatra attempts a soulful, dedicated interpretation which doesn't quite come off on this lovely ballad from "The King and I."	74--77--74--72			
We Kissed in a Shadow On this equally engaging ballad from the same show, the warbler does come thru in an ethereal way, with a splendid ork job in back.	83--84--83--82			
TONY PASTOR ORK Mary's a Grand Old Name COLUMBIA 39290—Pastor chants the George M. Cohan ditty as a slow ballad. Relaxed, listenable item.	71--71--71--71			
Ida Another slow, dreamy chant and orking on the Eddie Leonard tune. Nice nostalgia here.	74--74--74--74			
SAMMY KAYE (The Kaydets) Shenandoah Waltz COLUMBIA 39325—Country waltz gets a fine nostalgia type treatment from ork and group.	82--82--81--83			
I'm Yours to Command (Tony Alamo) Alamo belts out the Russ Colombo tune impressively, with an intro and orking carboning Kaye's "It Isn't Fair" hit.	88--88--88--88			
BOSTON POPS ORK-ARTHUR FIEDLER, COND. Syncopated Clock VICTOR 10-3044—Re-issue from the Red Seal catalog released to cash in on Anderson's own hit recording has a light symphonic charm.	79--81--79--77			
Classical Juke Box This one's Anderson's fanciful symphonic arrangement of "Music, Music, Music," an intriguing, humorous item exploiting the styles of the classic composers.	78--80--78--76			
ALAN DEAN (The Stargazers—John Macauley—Nat Temple Ork) The Yodelling Ghost LONDON 1002—Warbler, ork and chorus blend sumptuously on an inconsequential pop.	55--55--55--55			
Really and Truly Dean displays warm bary pipes on a so-so pop waltz sentimentalizer with a suggestion of hillbilly derived romance.	64--64--64--64			
MANTOVANI ORK Tell Me You Love Me LONDON 1000—The Mantovani pops treatment is applied with pleasant result to "Vesti La Giubba." Tho it's instrumental, the label curiously credits Sammy Kaye for "adaptation."	75--75--71--73			
Le Chaland Qui Passe The original melody later used in "Tell Me That You Love Me Tonight" is handed a big, sweeping waltz treatment.	73--75--71--73			
RICHARD HAYES-ROBERTA QUINLAN When You and I Were Young Maggie Blues MERCURY 5615—Oldie getting a strong disk revival gets an easy, okay duet job here, with a Dixie styled orking. Doesn't have the punch of some of the competitive versions.	74--75--73--73			
I Whistle a Happy Tune Novelty ditty from "The King and I" is done with a forthright simplicity and lightheartedness by the team.	72--72--72--72			
ROBERTA QUINLAN Gotta Find Somebody To Love MERCURY 5616—Thrash does a bang-up job with the new waltz sleeper, exuding plenty charm in front of a delightful German-band backing	85--85--85--85			
Alice in Wonderland The title tune from the Disney flick is done with charm again, but of a rather fragile, delicate order	75--77--75--74			
STARLIGHTERS (Buddy Cole Ork) Sweet, Sweet Pauline CAPITOL 1481—Group chants a sprightly sweetheart tune to an oompah waltz beat set by organ and rhythm combo.	71--70--70--74			
I Whistle a Happy Tune The Disney-ish optimism tune from "The King and I" receives a blithe little production treatment from group, with vibes and rhythm backing.	74--75--74--73			
LYN MURRAY (Loren Welch) Hello, Young Lovers CORAL 60435—Warbler Loren Welch shows a pleasant legitish bary in a lilting waltz treatment of the sensitive "King and I" ballad, with neat ork and chorus writing in back.	76--76--76--76			
I Whistle a Happy Tune Ork-chorus work on the pollyanna novelty from same show is adequate in a casual way.	70--70--70--70			
HOAGY CARMICHAEL-GORDON JENKINS ORK Sacramento DECCA 27540—The strength of this waxing lies in the striking ork-chorus work under Jenkins on a territorial rouser. Carmichael holds up the solo end persuasively. Should draw plenty of deejay spins.	83--86--82--82			
My Resistance Is Low Hoagy sells strong as he warbles one of his own compositions, a fine show-style ditty. Jenkins again backs up superbly. Here's an item which could crop up with repeated hearings.	86--87--86--85			

(Continued on page 42)



Brings you the hits from "ALICE"

IT'S A CORAL HIT . . . IT'S A CORAL HIT . . .

LES BROWN

and His Band of Renown



VERY GOOD ADVICE
(From Walt Disney's "Alice in Wonderland")

'T WAS BRILLIG
(From Walt Disney's "Alice in Wonderland")

Vocal Choruses by Lucy Ann Polk
CORAL 60438 (78 RPM) and 9-60438 (45 RPM)

IT'S A CORAL HIT . . . IT'S A CORAL HIT . . . IT'S A CORAL HIT . . . IT'S A CORAL

The MODERNAIRES



I'M LATE
(From Walt Disney's "Alice in Wonderland")

ALICE IN WONDERLAND
(From Walt Disney's "Alice in Wonderland")

CORAL 60439 (78 RPM) and 9-60439 (45 RPM)

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

LABEL AND NO. ARTIST	COMMENT TUNES	OVER-ALL DISK REVIEW OPINION
POPULAR		
BING CROSBY (Bando Da Lua) Quizas, Quizas, Quizas DECCA 27536—This lovely Latin piece draws Bing's finest effort in moons; the Banda Da Lua contributes that extra spark which could send this slice soaring.	87--88--87--87	
Maria Bonita More relaxed, charming, crooning Crosby on a pretty Latin ballad. But the side hasn't the punch of "Quizas."	79--80--77--80	
ANDREWS SISTERS (Vic Schoen Ork) My Mom DECCA 27537—Patti Andrews warbles a glowing solo as the sisters fashion a tender reading of this lovely Walter Donaldson mother ballad.	84--86--84--82	
I Remember Mama A schmaltzy ballad has been built from the familiar strains of "La Cinquaintaine." The sisters ring every juicy nuance out of the sentimentalizer. The coupling is truly a Mother's Day natural.	84--86--84--82	
JO STAFFORD (Paul Weston Ork-Norman Luboff Choir) Make the Man Love Me COLUMBIA 39301—Jo's sober timbres do a decorative job with this plaintive plea from the score of "A Tree Grows in Brooklyn." The disk will depend largely on the acceptance of the song.	82--85--82--80	
Along the Colorado Trail Jo and the Weston crew collaborate for a warm, glowing reading of a first-rate Western ballad with folk origins.	82--86--80--80	
RICHARD HAYES (George Bassman Ork) Fast Freight MERCURY 5603—A pulsating item by Terry Gilkyson, similar in texture to his "Cry of the Wild Goose," is handed a Laine-type shout by Hayes against a superb Bassman ork-chorus backing. An exciting performance which should do well.	88--89--87--88	
My Prayer (Jimmy Carroll Ork) A disk of the revived oldie builds nicely. Hayes sings it in straightforward fashion.	78--80--75--78	
GEORGE SIRAVO ORK (Ray Barber) On Top of Old Smoky MERCURY 5612—The smash hit folk item draws an adequate coverage disking here. Tempo's a bit too bright. Should pick up some small change.	70--70--70--70	
Do You Dig, John Peel? The English folk chant is converted into a jump item for the dance set. A toe-tapping job.	71--72--68--72	
MARGARET WHITING (Lou Busch Ork) We Kiss in the Shadow CAPITOL 1469—Maggie's in superb voice for this expert reading of this glowing ballad from the Rodgers-Hammerstein "The King and I" score. Should wind up one of the winners on the song.	87--88--88--86	
Make the Man Love Me The thrush turns another fine job with a top ballad from the coming "Tree Grows in Brooklyn" legiter. She is aided by an excellent Busch backing which spots an attracting alto sax weaving in and out of the orking. Should draw plenty of play.	85--87--84--84	
GORDON MACRAE (Carmen Dragon Ork) I'm Yours to Command CAPITOL 1471—MacRae, in a subdued style, tackles this promising, newly uncovered Russ Columbo ballad. A pleasant slice.	74--77--74--72	
I'll Buy You a Star He cruons a pretty ballad from the coming musical version of "A Tree Grows in Brooklyn."	75--79--75--72	
HARRY BABBITT (Lyn Murray Ork) Say Hello for Me CORAL 60427—Babbitt, consistently a fine singer, does a warm job on a plaintive new love chant. Murray's backing is tasty.	74--77--73--73	
Light in the Window A tender new folksy ballad is chanted with feeling and sympathy by Babbitt; Murray's backing sets a warm, homey mood.	80--82--80--78	
JERRY LEWIS (Dick Stabile Ork) A-Hunting We Will Go CAPITOL 1482—The comic is saddled with a forced, unfunny slice of material that doesn't get off the ground.	53--56--53--50	
Never Been Kissed Lewis does a funny job with the Charley Grean novelty; side could do biz in the wake of the Freddy Martin disking.	76--78--77--74	
RUSS MORGAN ORK The Kissing Song DECCA 27538—A lively, happy-spirited slice of a pop conception of a familiar can-can melody. The buoyancy of performance and catch-phrase lyric lines should attract attention.	87--87--86--87	
Let's Waltz Just Once More Another skilled Morgan effort shows on this graceful slicing of a new waltz item. Particularly suited for the Midwestern juke belt.	82--82--80--84	
TOMMY DORSEY ORK (Jack Leonard) Diane DECCA 27539—T. D. revives his "Marie" style with this wonderful oldie. He brought Jack Leonard back to sing it against the ensemble interjections. It's all done in a crisp dance style. Tommy's best in quite a while and a strong entry.	88--89--87--88	
Sweet Adeline The same style is applied to the barbershop favorite and makes another neat dance side, if not quite as finished a product as is the topside.	82--84--80--82	

(Continued on page 86)

The Honor Roll of Popular Songwriters

By Jack Burton

No. 89—JAY GORNEY

If Ben Gorney hadn't been allergic to music lessons, his younger brother, Jay, might never have written the theme song of the depression, *Brother, Can You Spare a Dime?* or composed the score for *Stand Up and Cheer*, the film in which Shirley Temple skyrocketed to stardom at the age of six.

But Ben had interests other than music. He followed the bent of his father. The latter, a mechanical engineer, fled from Bialystok, Russia, with his family in 1906 to escape a pogrom and settled in Detroit, where for the next 40 years he helped Henry Ford "make a lady out of Lizzie." So Jay, then 10 years old, was handed down to Ben's music teacher, primarily to justify the purchase of a \$300 piano and make it other than a household ornament.

in bell-bottomed trousers at the Great Lakes Training Station, then returned to the University of Michigan to complete his law course. But after practicing for a year in Detroit, he fell under the spell of a modern Lorelei, Lady Fame of Tin Pan Alley, and joined the ranks of several other barristers who have renounced Blackstone for music.

At the outset of his Broadway career, Jay Gorney was saddled with a distasteful and needless chore—to improve the scores of two other young and unknown composers, George Gershwin and Cole Porter. The producers thought their songs were a bit too sophisticated. Jay didn't agree with them, but orders are orders and a fellow who is just breaking

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

The piano fitted Jay far better than Ben's outgrown clothes. He was a natural musician. After two years of instruction, he organized and directed the Cass Technical High School orchestra, and on entering the University of Michigan, formed a student band that played college dances under his leadership.

But in 1914, Jay Gorney's heart wasn't set on a musical career. He had legal aspirations and spent two years in law school before enlisting in the U. S. Navy. In the service he conducted one of John Philip Sousa's many bands

and had better carry them out—otherwise. Five years later, the songs Jay "improved" were smash hits as originally written.

In 1924, however, Jay Gorney was credited with the scores of two Broadway productions—*Top Hole* and *Vogues of 1924*. Three years later, his *Merry-Go-Round* introduced a new star in Libby Holman, whom the composer plucked out of the chorus to put more bounce in *Hogan's Alley*, a song originally intended for Marie Cahill. And with the advent of sound pictures, Paramount tagged Gorney to write numbers for

Album and LP Reviews

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

ALBUM	REVIEW	OPINION
AL JOLSON SOUVENIR ALBUM, VOL. 5 (1-10") Decca (33) DL-5314	buyers as well as for those who go for Glenn Miller-jetted swing arrangements.	70
GOD'S COUNTRY; Let's Go West Again; Some Chanted Evening; It All Depends On You; I Love You; Paris Wakes Up and Smiles; I'm Crying Just for You; In Our House.	JUKES Singles make good fare for campus boxes.	JOCKS An excellent dance collection.
KATHERINE DUNHAM AND ENSEMBLE: AFRO-CARIBBEAN SONGS AND RHYTHMS (1-10") Decca (33) DL-5251	Batucada; Solei Oh; Callate; Congo Moundong; Choucoune; Toitica La Negra; Aferincomon; Nago. The versatile Miss Dunham presents a program of authentic Haitian and Cuban music, ranging from a ceremonial hymn to the sun thru a voodoo cult song. She is featured singing in Portuguese, French patois and Spanish, either solo or in duet on four of the numbers, with other members of the ensemble handling vocals on the remaining numbers. Her voice is sweet, somewhat small, and she has a flair for the diom. Treatments run from some pretty aboriginal sounding things thru orthodox rumba and samba items. Salient feature is the rhythms, with a battery of congas, bongos, timbales, mamas, katas and segundos, claves, maracas, etc., under the trumpet, piano, bass and guitar. As anthropological source material, and as inviting listening and dancing music, this should do well in the more sophisticated marts. Reproduced from a 78 r.p.m. set for LP.	67
DICK HAYMES SINGS WITH HELEN FORREST (VOL. 1) (1-10") Decca (33) DL-5244	JUKES Not suitable.	JOCKS There's better Jolson on wax than this.
IN THE MOOD—Jerry Gray Ork (1-10") Decca (33) DL-5332	JUKES Not suitable.	JOCKS Rather tepid fare.
SARAH VAUGHAN SINGS (4-10") MGM (78) 71	My Kinda Love; Body and Soul; I Don't Stand a Ghost of a Chance; I've Got a Crush On You; You're Blame; A Hundred Years From Today; You're Not the Kind; I Can Make You Love Me. A splendid selection of standards ideally suited to the Vaughan pipes makes for an eminently listenable package. The sides are from the Musicraft catalog, cut some years back and subsequently acquired by MGM. The thrills is in fine voice throughout, and in the main, sticks to melody with a minimum of calisthenics. Her fans should be delighted.	75

SONGWRITERS COMING UP!

JAY GORNEY, Part II
In Subsequent Issues The Billboard Will Present

- SPENCER WILLIAMS
- MABEL WAYNE
- FRANK LOESSER
- JOAN WHITNEY AND ALEX KRAMER
- SAMMY STEPT
- CLIFF FRIEND
- SAMMY FAINE
- JOE BURKE

Helen Morgan and Gertrude Lawrence.

Then as now, Jay Gorney was constantly on the prowl for fresh, young, new talent. He found two of his early lyricists among the contributors to Franklin P. Adams's *The Conning Tower*. One signed his verses "Freckles" and the other "Yip," the pseudonyms of two present-day notables of Broadway and Hollywood—Howard Dietz and E. Y. Harburg. In 1932, when *Americana* was in rehearsal, he selected Rex Weber, an unknown who didn't even have an agent, to sing what proved to be the smash hit of the production, *Brother Can You Spare a Dime?* And when Jay went to the West Coast in 1933 to write original stories and musical scores for Fox pictures, he took a fancy to a little girl he saw in the lobby of a movie house and induced Lew Brown, the producer of *Stand Up and Cheer*, to give her an audition and screen test. Few if any talent scouts ever made a richer discovery. The moppet's name was Shirley Temple.

Ten years ago, Jay Gorney hit the talent jackpot in a big way when he wrote and produced *Meet the People* with Henry Myers and Edward Elisou. Out of the 300 people who appeared in the three editions of this topical revue, first produced on the West Coast and then brought to New York for a nine months' run, at least 40 rose from obscurity to stardom, the list of unknowns who later achieved headline billing including Jack Williams, Nanette Fabrey, Virginia O'Brien, June Haver, Fay McKenzie, Jan Clayton, Jack Guilford, Joey Faye, Peggy Ryan and Betty Garrett Parks.

And when *Touch and Go* opened on Broadway last October, Jay Gorney had another surprise showstopper in Nancy Andrews, whose previous professional experience had been limited to such intimate night spots as the Number One Fifth Avenue Bar.

Well grounded in stage and film production, Gorney is not wedded exclusively to his Steinway. He helps cast and stage his Broadway musicals. He also served as a Columbia picture producer in 1942 and 1943 when he supervised the shooting of the musical sequences in *Hey Rookie* and *Gay Senorita* as an associate of Irving Briskin, executive producer. And during World War II, he contributed songs and sketches to the radio programs sponsored by the Hollywood Writers' Mobilization Committee.

Jay Gorney takes his profession seriously, and believes that instead of taking what the theater and the films have to offer and calling it quits, it is his duty to give in return. As a consequence, he now acts as chairman of the musical play committee of the Dramatic Workshop and Technical Institute, chartered by the New York State Board of Education to provide instruction and laboratory courses in all phases of show business. More than 100 students are enrolled in the several courses offered, and the schedule calls for the production of one show a semester. The first of these productions, *These Are the Times*, had a score by Jay Gorney and was staged in May at the President Theater, West 48th Street, New York, under the direction of Jay and his wife Sandra, formerly Hollywood motion picture editor for *Pic* magazine.

"I'm like a doctor," is the way in which Jay Gorney justifies this extra-curricular activity. "I must continue to put into practice what I know or I'll get rusty. Also these stage-struck kids need encouragement. I needed it once, too, and got it. So now I'm giving it back as best I can."

Patently, the world of popular music is richer because Ben Gorney regarded that \$300 piano and his music teacher with open hostility.

(Continued next week)

A HIT RECORD!!!
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NAME COMPETISH GROWING IN N. Y.

LQ Deals for Sinatra, Miranda; Acts Favor Two-a-Night Policy

NEW YORK, April 14.—Competition for heavy names among local night clubs gives every sign of being stepped up in the immediate future.

The Latin Quarter, which uses solid single attractions on a when, as and if basis, has a deal going for Frank Sinatra and Carmen Miranda. The first probably will be locked up in the immediate future. The second is in the dicker stage.

The Sinatra date calls for a May 20 opening. The Carmen Miranda date is due to start June 10. Sophie Tucker is due at the LQ October 14.

The two-show-a-night policy of the LQ always places the club in a better bargaining position vis-a-vis the Copacabana, which has, in the past, always been the club that got the major names. This has been further intensified with the growth of TV. With TV making bids for names, the Copa with its three shows a night, becomes daily less interesting to name talent.

Money is, of course, always the

lure. But with most of the biggies in the higher tax brackets, money is no longer the chief bait. Working conditions now take first place. And two shows a night, instead of the customary three, now is very important.

Monte Proser's Cafe-Theater, now running with a package show, expects to shutter and reopen with a tab Mae West *Diamond Li'l* around mid-May. Whether or not this will constitute competition for the LQ remains to be seen.

Bill Miller's Riviera has its shows practically set for the summer. But again its two shows a night policy gives it the edge over the Copa. Spot is opening with Billy Daniels, follows with Danny Thomas, then comes Tony Martin, Jackie Miles and probably Lena Horne. The last named, a Copa regular, already has let it be known that she will not do three shows a night.

The Copa on the other hand has claimed all along that it was the third show which helped get it off the nut. It has persistently said that it intends to keep the third show.

Whether or not the LQ makes a successful bid for names, plus Bill Miller's ability to come up with solid attractions will lead to the Copa's changing its policy remains to be seen.

Sinatra Booked For Para Date

NEW YORK, April 14.—Frank Sinatra will go back into the Paramount Theater here April 25 for the first time since 1945. The date will be a two-weeker and will call for either of two packages to be part of his deal.

The first deal, calling for \$25,000 plus a split, will have Eileen Barton and the Joe Bushkin string group along with him. The second deal, still in the talking stage, calls for Dagmar (Jennie Lewis) to play the date.

The flicker will be *Her Forbidden Past*, with Ava Gardner.

FROM PIN-UPS TO MELLO DEARS

HOLLYWOOD, April 14.—Current crop of G.I.'s isn't being entertained by pin-up gals as was the case in World War II.

Two shows currently making the rounds under the USO banner are the Western Mello Dears and the *Memory Lane Revue*. Mello Dears is an ork composed entirely of grandmothers. *Memory Lane* group (20) is made up of ex-vaudevillians ranging in age from 50 to 92.

MID-MAN AGAIN

AGVA, Equity Want Say on Proser's 'Li'l'

NEW YORK, April 14.—Monte Proser, who's had his hands full of talent union hassles since he's opened his Cafe-Theater, is in for another bout before he brings in Mae West and her *Diamond Li'l*.

When the story of his dicker with Miss West got around, Equity notified Proser that he'd have to deal with it. The American Guild of Variety Artists also dashed off a letter to the same effect.

When Proser first opened with *Billion Dollar Baby*, Equity and AGVA both demanded jurisdiction. After an initial deal which called for chorus getting \$112.50 up to \$125 demanded by Equity, peace talks were held by the Associated Actors and Artistes of America, and AGVA got the nod. But the scale remained. Proser claimed the nut was murder, but he was tied to it. When *Billion Dollar Baby* left, AGVA put its scale into effect which called for \$75 for the kids in the line.

Now that *Li'l* is coming in, the same old battle between AGVA and Equity will probably find Proser in the middle, with both unions wanting the in.

Auditions for USO Talent To Be Held With Help of AGVA

All Applicants in Variety Field Must Prove Membership in Union

NEW YORK, April 14.—The preliminary steps to the hiring of talent for the United Service Organizations were taken last week in meetings between James Sauter, USO topper, Lawrence Phillips, also of the USO, and Henry Dunn, America Guild of Variety Artists boss.

To get performers in the variety field it was decided to hold auditions with AGVA assistance thruout the country in AGVA jurisdictions, before live audiences. USO bookers will be present at each audition and will make their choices accordingly. Audition dates will be announced later.

Unlike the last war, there will be closer supervision over AGVA membership of variety performers. All applicants for auditions will first have to prove AGVA membership.

Agents will be permitted to charge 5 per cent commissions and observe other rules to be set up

by the USO. If any agent violates these rules, he'll be disenfranchised by AGVA and all his acts will get automatic releases.

Plans are also under way to arrange an insurance program for performers used on USO.

Stem's 329G A New Low In Long Time

NEW YORK, April 14.—Holdovers and pleasant weather gave Stem presentation houses one of their worst weeks in a long time. The all-over take for the six combo theaters was \$329,000 against the previous week's \$402,000.

Radio City Music Hall (6,200 seats; average \$138,000) exited with \$112,000 for its Easter show and *Royal Wedding*. The new bill has *Father's Little Dividend* plus stagershow.

Roxy (6,000 seats; average \$72,000) did \$90,000 for its first week with Annamary Dickey, Sonny Howard, Jimmy Nelson and *I Can Get It for You Wholesale*.

Capitol (4,627 seats; average \$39,000) finished its two weeks with Russ Morgan's band, Marie MacDonald and *Soldiers Three* with \$29,000 after a \$47,000 opener. The new show has Gypsy Rose Lee and *Meet the Invisible Man*.

Paramount (3,654 seats; average \$60,000) drew \$55,000 for its third and last week with *Lemon Drop Kid*, Billy Eckstine and Hugo Winterhalter's band. Bill started with \$97,000 and went to \$88,000. The new show has Mel Torme, Larry Storch, Ray Anthony's ork and *Mating Season*.

Strand (2,700 seats; average \$57,000) finished its deucer with \$29,000 after a \$30,000 opener. The bill had Guy Mitchell, the Keane Sisters, Sonny Dunham's band and *Lullaby of Broadway*. The new show has Gordon MacRae, Buddy Lester, Tony Pastor's ork and *Only the Valiant*.

Palace (1,700 seats; average \$16,000) dropped to \$14,000 for show headed by Joe Jackson Jr., Jack LaRue and *Bedtime for Bozo*. The new show has Bob Howard, five other acts and *Lightning Strikes Twice*.

'Roaring '20's' Road Edition

CHICAGO, April 14.—The *Roarin' '20's*, an original storyline musical which made its debut at the Blackhawk Restaurant here April 11, 1950, completed its first full year at that spot with the announcement that a road company of the show is being formed to tour niteries, theaters and hotels.

Show, which played to 25,000 customers in its first month, chalked up 826 performances and a total attendance of more than 300,000, setting a new record for longevity in a local bistro.

Don Roth, Blackhawk topper, reported full houses during the anniversary week due to heavy flack, handled by John Thoma, in local newspapers and on radio and television.

Show was originally set for six weeks. It is skedded to remain at the Blackhawk indefinitely.

of planning shuttering moves without consideration of the American Guild of Variety Artists. Lack of an organized niteries ops' org has hampered county-niteries relations for years. AGVA is the sole weapon thru which clubs can air beefs with local leaders. Other cities have found such an org advantageous in dealings with civic officials and various unions.

Stewart Proposes AGVA Vote Check

HOLLYWOOD, April 14.—Nicky Stewart, local American Guild of Variety Artists member and head of the committee in favor of local autonomy, this week advised all AGVA members of steps in balloting which will insure a definite check system on individual ballots. All Guild members are urged to sign their stage name on both the ballot and the enclosed envelope, which will be mailed to national headquarters for tallying. In this way it will be possible for one branch to check the voting, should such measures become necessary in the event of a recount or a similar matter.

Ballots are currently in the mails concerning the change of the annual AGVA convention site from Los Angeles to a city east of the Mississippi. Voting will be announced May 4.

Close Carroll Club To Prep 60G Show

HOLLYWOOD, April 14.—Earl Carroll's Theater Restaurant will shutter Sunday (15) for approximately six weeks in order to prepare a reported \$60,000 revue-type production. Edwin Gale, talent chief for the nitery, is currently in the East seeking acts for the first Carroll show since its re-opening March 27.

Highlight of the second revue will be a colorful salute to the late Earl Carroll, costing a hefty \$12,000. A cast of 45 with a line of 24 goes into rehearsal soon.

Vaude in San Antonio

SAN ANTONIO, April 14.—Vaude made its reappearance April 9 after an absence of about a year, when the first of a series of shows was staged at the Alameda Theater, local Spanish language film house, owned and operated by G. A. Lucchese.

There will be three shows daily, at 3, 6 and 9. The opening show had Candy Candido, the Cycling Villenaves, Blair and Dean, the Troyans and Jeri Keever. Mel Winters and his band did the music.

Admission for the shows has been set at 60 cents for adults and 9 cents for kids. The screen program will feature the Spanish language film, *Nosotros los Muchachos*.

All shows will run for seven days.

How every phase of the amusement industry has increased its grosses vastly in the 10-year span between 1939 and 1948, as shown by United States census figures, is shown in a special article in this week's issue. The article, by Ben Atlas, Washington Bureau chief for The Billboard, starts on Page 1 and continues on Page 51.

Extra Added

Brief but important night club-vaudeville news

New York

Kitty Davis going back into action. She's taken over the Lounge and 21 Room of the Sea Gull Hotel, Miami Beach.

Phil Kastel had one eye removed in a New Orleans hospital and getting better.

Fran Warren may be on the Danny Thomas show at the Riviera.

Angle Lopez's Chateau Madrid starts Saturday and Sunday afternoon dancing sessions.

Xavier Cugat and package will open the Waldorf's Roof.

Diane Adrian's surprise smash at the Nassau British Colonial has started offers coming in.

She opens at Miami Beach Saxony Hotel May 11.

Paula Drake, now handled by Barron Polan, gets her first class job at the St. Regis.

Charlie Yates sailed for England with Bob Hope.

Havana clubs, those with gambling, are planning to stay open all summer and are trying to buy attractions.

Abby Greshler writes from the Coast, "Nobody has taken over my office. Fred Harris has been appointed my general manager in my New York office and Mr. Gamsa is working in conjunction with him."

The Hofbrau, Camden, N. J., burned down.

Shay Cogan's getting her first flicker chances. She just finished an Abbott and Costello film and gets three more later.

Fran Warren will do her first Coast cafe date when she opens at the Mocambo June 1.

Major talent agency doing a burn at a Washington, D. C., nitery bandleader who's booking their acts direct.

Laine and Keane Sisters on one bill at the Boston Latin Quarter May 20.

Benny Davis will write the music and lyrics for Bill Miller's Riviera show.

Rosalind Courtright's illness at the Cotillion Room put Larry Storch in to double from the Paramount.

Cincinnati:

Jackie Heller, slated to move into Al Morgan's Glenn Rendezvous, Newport, Ky., Tuesday (17), was forced to cancel, due to a nervous breakdown.

Heller is resting at his home in Pittsburgh.

The Patio, formerly Old Vienna, 'neath Carew Tower in the heart of the downtown district, winds up operation April 28 to make way for department store expansion.

Before the advent of the cabaret tax, the spot used acts and a band.

Sammy Leeds ork has been current there the past year.

Ruth Best has moved her booking office into larger quarters in the Union Central Building and has taken on two new associates in Wally Johnson, ork leader, and Seldon Reed, singer.

Carole Chappelle continues as an associate with the firm.

Art Tatum slated to take his jazz pianoistics into Artie Denner's Club Alexandria, Newport, Ky., late this month.

Business is off in over-the-river niteries as a result of the gaming slough occasioned by the recent Kefauver crime investigation.

London Palladium
(Monday, April 9)

Capacity, 2,422. Prices, 49 cents-\$2.03. Twice nightly shows. Moss Empires chain booker, Val Parnell. Chief of production department, Charles Henry. Press representative, John A. Carlsen. Show played by the Woolf Phillips Skyrockets ork.

Taking her bow after a 30-minute atomic act, Judy Garland tripped over her own feet, fell with a bump onto the stage, grinned, folded her arms and cracked, "You bowled me over!"

It was a fair exchange. From the minute the unfamiliarly plump figure edged onto the stage singing "It's a long, long way to Piccadilly. But at long last, here I am!", and segued into a rapid-fire medley of all the hits she'd made famous over here—Trolley Song, Me and My Gal, etc., she was in by a mile with everybody.

Using three mikes, wandering round the stage in an excess of energy which kept one hand nervously sweeping her hair out of her eyes, fidgeting with her bracelets, smoothing down her eyebrows, and occasionally breaking into a heavyweight version of what used to be her featherweight footwork, she banged her way over like a bulldozer.

"Gee, but I'm nervous" she gasped, taking a breath between songs. "Never mind, we love you just the same" came a voice from the balcony. "For the first time," said one veteran first-nighter, "here is a personality who is too big for the Palladium . . ."

Her supporting bill had a lot to thank her for, too. Max Bygraves, here for the third time with the same act, found this out to his delight. Fresh from the Prince of Wales in a new suit made of the same old material, he launched into his familiar piece with assurance. Maybe they've heard the lines before—but brother, what a performance! It was a triumph of personality over patter and except for Miss Garland's five-minute fanfare, got him the biggest hand of the night.

Following what seems to be his iron-clad pattern now, Parnell had packed the supporters with acts that might have doubled in any circus. The Bedini Troupe flung each other around with skillful abandon; Frances Duncan hung and swung from her trapeze with a double-jointed fury. Then came the weary wanderings of the paralytic Palladium girls. Where does Parnell find them? Same place Bygraves gets his gags, maybe?

Leigh Vance.

Night Club-Vaude Reviews

Mocambo, Hollywood
(Wednesday, April 4)

Capacity, 220. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$6,500. Estimated budget last show, \$3,000.

Only when you see an act as polished as the inimitable Joe E. Lewis do you realize entertainment in the full sense of the word. The vet gagster's initial bow at this plush nitery has resulted in turnaway biz. Lewis' previous Strip dates included Ciro's and the Trocadero.

Lewis waves, kicks, mimics and clown his way thru 30 minutes of solid nonsense, scoring with continuous guffaws and hefty mitting. He does a top-selling job on such material as a production of Rag Mop to the tune of a German lieder and operatic melodies. Lower the Neckline, Higher the Hooper, a TV ditty, registered. Lewis's lyrics to Student Prince cleftings didn't come up to his other material, but the silly connotations kept the audience happy.

Comic's subtle innuendoes hit the bullseye with this smart crowd. His Shadrack to Pimlico, accentuating his horse-playing attributes, was thoroly enjoyed. Lewis maintains a slick pace and keeps up a one-sided verbal tirade with his ace 88'er, Austin Mack, whose piano antics to Lewis's throaty vocals were an integral part of the act.

Eddie Oliver's ork backed for Lewis and cut fine terp tunes.

Joe Bleeden.

Casino de Paris, Paris
(Friday, April 6)

Capacity, 1,200. Price range, 57 cents to \$4.28. One show nightly at 8:45, and a Sunday matinee. Booking, non-exclusive. Produced by Henri Varna. Show played by Henri Poussigue and his house ork.

If the previous show here was billed as the "100,000,000 franc review," this present one should be doubled, since the costumes, sets and lighting are at least twice as lavish.

However, inversely, the present show is twice as bad. Running for almost three weary hours thru two acts, 40 scenes and seven ballets, even the gorgeous scenery gets tiresome.

Merging the French and English languages, Gay Paris has skits, dances, songs by The Boys of the Casino, The Sophisticated Ladies, The Mansfield Girls, The French Gentlemen, The Eight Show Girls and the Apollon's Boys. Thruout the show, ballet artists go thru their routines and milk for applause like a troupe of acrobats.

Tall, blond Mary Mead, American, who is the current star, isn't strong enough to hold that spot. She wears the luxurious costumes well, fits into the sets perfectly, but there the illusion ends. Her voice is small, her performance only adequate.

Nejla Ates, young, beautiful Turkish dancer, does an Oriental cooch that is outstanding. Joe and Joe, holdovers from the last show, got a few yocks with their animal dance.

A removal of about half the ballet numbers and an injection of comedy would improve the pace. Also, Mary Mead would do well to get herself some smarter singing material.

Art Rosett.

Radio City Music Hall, New York
(Thursday, April 12)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show by Raymond Paige's house ork.

The Music Hall stage layout, titled *Musicana*, has several stand-out items. Notable among these is a pooch, Nino the Wonder Dog, an English import who comes to these shores loaded with talent and touched with ham. Nino works alone—at least his trainer is not seen onstage and presumably directs from the wings. This technique creates the impression that the mutt, a fox terrier, carries the act all by himself. Sympathy is therefore spontaneous. And when the mutt walks on a ball around the vast stage, making the feat seem difficult and performing it faultlessly, he bowls the audience over. This is not all. He does the turn with giant balls and small ones, coming on from the wings to take his bows. By way of encore he does back somersaults, leaving the audience limp with the realization that they have witnessed a sterling performance by one of the greatest Continental hambones. Truly a canine John Barrymore in the great tradition.

Aside from the precise stepping of the Rockettes, Music Hall has a tasteful production number called *The Dancing Lesson*, wherein is depicted a ballet master putting his pupils thru basic routines. This is a delicate and lively sequence, with various pupils stepping forward to do solos. Staging here is exquisite, mirrors being used as background. A second production number, *The Grand Waltz*, with baritone Morley Meredith and soprano Ann Kopic, comes off well scenically but only fair musically. It is one of those "Beautiful Vienna" routines, redolent of champagne, the waltz and gemutlichkeit. The eyes of all concerned presumably well over with tears at the lush sentiment. Effective, tho, was the costuming and staging of the grand waltz scene, which is topped off by the work of ballerina Jane Laste.

In the deuce spot is Jacques Cordon, talented cyclist and juggler. He works on one wheel atop a small platform, handling clubs, balls, hats and other props while manipulating the wheel. Turn provided a good change of pace, coming after the opening ballet-master production.

Pic, *Father's Little Dividend*.
Paul Ackerman.

Blue Angel, New York
(Wednesday, April 11)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operators, Herbert Jacoby-Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated talent budget, \$2,000.

The cafe axiom, "have a strong comic and you have a strong show," applies to this one, even if the comic, Oliver Wakefield isn't a draw. The small classroom depends on word of mouth rather than paid ads, and Wakefield is interesting enough to get plenty of the former. A medium-sized chap with a walrus mustache and a British accent thick as yogurt, Wakefield's routine is hilarious in a chi-chi vein with lots of blue overtones. The basic format is akin to Irwin Corey, deliberate halting delivery, dropped sentences and double entendre. The audience howled.

Alice Pearce, doubling from *Gentlemen Prefer Blondes* and working with Marc Lawrence, has the same mad act that brought her to attention here the first time around. Her contrived insanities, quick takes and bits are as hilarious as ever.

Martha Davis, last caught here four-five years ago, has improved considerably. Her piano-voice routine is ideal for small rooms, whether she does standards or specials. Her tongue twister, *Susie*, is a natural for yocks.

Portia Nelson, slim girl singer, is adequate on voice, tho her routine could stand a lot of change. A straight diet of slow numbers and ballads with nothing in between isn't calculated to hold attention or add to a performer's stature.

Lester Crossley's trio does very nicely in its own spot.

Bill Smith.

Le Drap D'Or, Paris
(Friday, March 30)

Capacity, 200. Price policy, no cover; champagne, about \$12, is obligatory. Operator, Bernard Hilda. Booker, Tavel & Marouani. Estimated budget this show, \$2,000.

The decor of this club is so beautiful that the acts in the show are bound to play second fiddle, even if they're terrific.

Star of the layout is Bernard Hilda, who leads the band, sings in English and French, plays violin and kids with the customers. In the right class spot in New York he'd be a sensation.

The rest of the show stacks up well. The 20-year-old English juggler Woodrow (previously reviewed) doubles from the Bal Tabarin spectacle. Acrobatic dancer Violette Schmidt does fast and difficult stuff. The Paris Mimes, Hungarian trio of two guys and a gal, do novelty panto, song and dance; most original gimmick is their "freeze" into a series of satirical pictures from television and newsreels.

Headliner of the show, singer Irene Hilda, sister of the band leader, warms up a frosty audience with a participation bit via a hand mike, segues into a tumult Betty Hutton type number, does a song and hand-mirror routine that loosens up the coy ones and brings on brother Bernard for a fast hoofing bit.

Appearing with the Hilda band as vocalists are Jackie Kern and Sylvia Marsh, both over-shadowed by the maestro's warbling ability. Also on bill is the gypsy band of Voltis and Godolban, trading off with the 14-piece Hilda group.

Part of the lure of Le Drap d'Or is the elegance of the place. Champagne is served in huge silver and gold goblets on silver plates, and the decor is in royal red, blue and gold. Any owner of a Dior gown would feel right at home.

Art Rosett.

La Martinique, New York
(Thursday, April 12)

Capacity, 250. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Dario. Booking, non-exclusive. Estimated budget this show, \$4,500. Estimated budget last show, \$2,500.

Continued from page 3

striking, and her wide-brimmed leather hats to match are ditto. In most bits she wears elbow-length gloves, but in the one routine wherein she walks around among the tables and where the 82-year-old characteristics of her bare hands are most striking, she doesn't wear gloves.

She doesn't flash her one unsalable asset, her noted gams, until her fourth bit. When she does, the customer is impressed for the first time with the phenomenal degree of preservation which may occasionally be achieved on a human frame. Cleverly stockinged, her legs, in short, look great. As much cannot be said for her upper half. The science of the brassiere and foundation business being what it is, it would seem not unreasonable to assume a better job of upholstering the lady's neck-to-waistline area could be accomplished.

Obviously the show is, as it should be, a French show. But playing for Yank customers it could be considerably strengthened by insertion of at least a half dozen more English-spoken lines and scenes, preferably also a song or two. On the few occasions when English is used, the humor is of such a low grade that it would experience difficulty passing the censorship board of a third-rate burlesque house.

Withal, Mistinguette possesses, even in her later years, an undeniable magnetism. For the most part she held this typical first-night audience in the palm of her hands and repeatedly evoked yowls and cheers.

MacColl, as has been indicated, is about as good an emcee choice as could be produced. Carezio is a perfect foil, notably because he doesn't sing or dance well enough to contrast too shockingly with Mistinguette's feeble efforts. With some judicious trimming, with some real skill in pacing, a truly great show could be built around this old lady.

Capitol, New York
(Thursday, April 12)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily; five, week-ends. Loew chain booker, Sidney Piermont. Producer, Allan Zee. Show played by Nat Brandwynne's ork.

The new show is notable for the initial venture of Gypsy Rose Lee into a Stem presentation house. The advent of a strip act for the family trade was handled with good taste without detracting from its commercial value. The boys in the balconies had plenty to whistle at, and Miss Lee's chatter gave the act a sly fun-poking dignity of a classroom in comparative anthropology.

Like Josephine Baker, who recently closed at the Strand, Miss Lee also sports an elaborate, if not as lavish a wardrobe. She requires costume changes and, like Baker, throws flowers to the audience.

Works Two Spots

Miss Lee works in two spots. In her first she does a gown-draping act with three stacked girls, each in flesh colored tights with sequins in strategic points. Using her train, which consists of vari-colored long pieces of cloth, Miss Lee dresses each gal. To relieve the dress modeling one of the gals does a Dumb Dora act, while Miss Lee throws in gags for laughs which registered very well. In her next spot, Miss Lee did her stripper thinking-to-herself routine, originally done by her in *Stars and Garters*. The number was provocative enough to hold attention and finished big.

Sets were arranged for the date to permit a center entrance. A small draped cabin was erected on center stage with a ladder (not visible) in the rear leading to it. The band was placed on either side of the cabin.

The show started with Jessie, James and Cornell, a three-man acro-hoofing team who spun trays while dancing. Challenge numbers by each guy were particularly skillful. The boys work a lot like the Berry Brothers but are faster, better looking and do some great tricks.

Lawrence Brooks did a fine job with standards and show tunes, particularly his *Strange Music* out of *Song of Norway* in which he starred. A tall, husky, good looking, well-groomed chap with a genuine bary, Brooks made a solid impression.

Bob Williams did about 12 minutes to permit Miss Lee's costume change. His gleeful chortles as his dogs went thru tricks were as effective as ever.

Nat Brandwynne's band didn't get much chance to shine, tho in one stage number, well handled and produced, the band did a solid turn. The number, *Syncopated Clock*, was produced in black light, showing up Brandwynne's fingers on the Steinway. Fiddle bows were equally highlighted. To balance the effect, the brass section used blacklighted wands.

Pic, *Meet the Invisible Man*.
Bill Smith.

Strand, New York
(Tuesday, April 10)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five on week-ends. Warner chain booker, Harry Mayer. Show played by Tony Pastor ork.

Gordon MacRae, headliner on the current show, sold all the way. The baritone was in top form for *If and That Old Black Magic*. His medley of Al Jolson tunes, while done with Jolson's phrasing reminiscent of the late minstrel, maintained MacRae's own quality. Boy's chatter was most congenial, and his impersonations of Cagney, Bogart and Godfrey and his soft-shoe dance showed versatility as well as charm. But it was the pipes that stopped the house dead.

Buddy Lester got unstinted yocks. He pulled zany tricks out of all places, whether it was a trumpet, a comb, his jacket or his eye balls. He had a most effective running gag with his exasperated "gee!", tho on the whole he was funny without any gags. He finished big.

Tony Pastor's *When You're Smilin'* and *Making Whoopee* were as cute as the little man always is. Petite thrush Dolores Marvin with her coy styling made her three pop ballads seem a little different.

The comic dancing team of Grace and Nicco opened the show to plenty of giggles, tho an opening slot, working to a cool house, didn't put them to advantage. Nevertheless the team's rumba Arab routines were whimsically pleasing.

Pic, *Only the Valiant*.
Gene Plotnik.

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Paramount, New York

(Wednesday, April 11)

Capacity, 3,654. Price range, 55 cents-\$1.50. Five shows daily. Chain booker, Harry Levine. Show played by Ray Anthony's ork.

The components of the new spread at the Paramount follow the traditional ork-singer-comic-juggling act pattern. In this instance, the formula is applied to a group of above-average talents and the results are better than usual.

Sharing the headline billing are Ray Anthony's ork, one of the more conspicuous of the newer bands, and warbler Mel Torme. Both are Capitol recording artists and both made large use of recorded material for their turns. Torme, always a fine showman, has developed an even greater selling finesse. He wisely has added some additional slices of the theatrical to a singing act to create added entertainment and aural values. Lighting, pacing and Torme's flashy drum solo closing stack up to make Torme a first-rate entertainer. His imitations of crooning contemporaries provide a high spot.

Band's Very Busy

Anthony's band gets a lot more to do than does the average name crew. Most impressive and best received was a dance band interpretation of Richard Rodgers' Slaughter on 10th Avenue. The band also did Mr. Anthony's Boogie, Lullaby of Broadway (with a group vocal) and opened with Columbia, the Gem of the Ocean. The band plays everything, including the show backgrounds, with zest and conciseness.

Larry Storch, an extremely clever mimic and impressionist, ran down a good deal of familiar material but made this turn additionally pleasurable with a couple of fairly new routines. One is an opening take-off on the typical Latin dance act and the second is a funny bit built from the vocal pyrotechnics of Yma Sumac.

The Peiro Brothers are one of the best polished juggling acts in the business. The twosome is fast and flashy and makes an ideal opening act for this or any other theater.

Pic, The Mating Season. Hal Webman.

Chez Paree, Chicago

(Thursday, April 12)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget this show, \$9,500. Estimated budget last show, \$6,500.

Ropes went up at 7:30 opening night of the Dean Martin-Jerry Lewis package, and from indications, they will stay up during the three-week run of the show. Those who came to see the team got everything they expected, and some encores, with bedlam taking over from the moment Dick Stabile, musical director for the pair, relieved the regular batoneer, Cee Davidson. The boys begged off after an hour.

The performance was a typical Martin-Lewis routine, with some stuff old, some new, and some off the cuff. Muffled lines, forgotten lyrics and missed cues were all turned into heavy laughs, and no matter what mistakes occurred, the team could do no wrong.

Cover Whole Repertoire

They sang, danced, grimaced, gaped, gagged, threw in some impersonations, took over the orchestra and handed it back to Stabile in pieces, and worked thru the audience. Twice the pace changed—when Martin took a solo on three tunes, I Wonder Who's Kissing Her Now, There's No Tomorrow, and C'est Ci Bon—and when Lewis went into his punchy fighter routine.

As their closer, they went into a song and dance routine, finally getting off with ties off, shirts open at the throat and fans on their feet screaming for more.

The rest of the package is a pleaser, too. Helen O'Connell, making her nitery debut here, takes another step on the comeback trail. While most of her turn is done straight, she reverts to her old style on a medley of Embrace Me, All of Me, and Green Eyes. She opened with two pops and closed to a big hand with Arthur Murray Taught Me Dancing.

Barry and Estes, novelty dance duo, also got a good reception. Gal, in her acro turns, is excellent, while her partner handles an eccentric routine. Then the two go into a novelty number which carries them off.

Dorothy Dorben cut to one production number, based on a jungle theme, but excellent costuming and lighting, plus some good terp work by the line, make the turn a top opener. Cee Davidson and his ork provided their usual competent backing, with Stabile moving in for Martin and Lewis, bringing along his own pianist. Norman Weiser.

Lou Cohan, head of the Louis W. Cohan Agency, Chicago, last week added Ivan Charnoff to the org. Cohan will spend more time in New York with Jimmy Nelson, who is skedded for a Columbia Broadcasting System TV summer show.

Prince of Wales, London

(Monday, April 9)

Capacity, 1,136. Prices, 70 cents-\$2.03. Shows twice nightly. Moss Empires chain booker, Val Parnell. Chief of production, Charles Henry. Press representative, John A. Carlsen. Show played by the house ork under Bobby Howell.

Opening on the same night as Judy Garland took most of the edge off Nellie Lutcher's preem. But those who came were the real core of Lutcher's fans, who knew every word of the lyrics and sometimes got ahead of her in chanting them.

It was plain from the start that Miss Lutcher, draped in a striped green taffeta gown and flanked by George Duvivier (bass) and Earl Hyde (drums) was a "real gone gal." My Mother's Eyes; Hurry on Down, Baby; Alexander's Ragtime Band and a dozen more, proved it. Arched eyebrows, cool calculating eyes, wide white smile and slim slick fingers were the background for that amazing voice—now shrill, now coy. A real artist.

Supporting acts belied the tag of house being the Moss Empires second team and beat the Palladium point by point for almost every turn. Here were the Bontons, three agile and active Continental acrobats doing everything the Bedinis do across the road with just that degree more polish, and a pretty blond assistant as well. Here was Derek Roy, multi-voiced madcap who slugs away with such attack that, by the end of his twice-extended 30-minute act, he was still getting yocks. And here was Marie Louise swinging prettily with aplomb.

Find of the night was Saveen, a tall, smooth, mustachioed ventriloquist with a couple of new twists and a row of dummies who sidestep the usual wooden-faced Charlie McCarthy act and turn up with wan wistful faces and little-girl-lost voices.

Introducing Nellie was disk jockey Jack Jackson in a crazy routine with a trumpet and his impressions of a couple of tunes he made famous over here—including a scatterbrained skit on The Thing, which for the first time made the whole song seem possible. Leigh Vance.

Agents, AGVA

Continued from page 1

sharpshooters that if a club date for over \$25 comes up, they'll go out and do it themselves," said Dunn.

Under the terms of the proposed contract, the Three A's will arrange for a \$1,000 bond for each of its members thru a bonding arrangement. The latter will be used by AGVA to protect performers who don't get paid. Also, each Three A member will have to pay \$1 insurance per act per show. The dough will cover performers from the time they leave for a job until they get back home.

Burlesque Bits

By UNO

JESSICA ROGERS, while filling an engagement at the Melbourne Hotel, Miami, entertained Pat O'Neal and Mickey Jones, of the Beachcomber. "Top Banana," a title derived from burly, referring to the chief comic, has been applied to a new musical comedy which is skedded to start rehearsals April 30 with Phil Silvers in the lead. Paula Stone and Michael Sloane will produce. The opening is planned for early in June. Sammy Smith and Al LeRoy bowed into the Latin Quarter, New York, April 13 thru Harry Bestry and Dave Cohn after 15 weeks at the Rialto, Chicago, for Smith and four months at the Old Knick, Manhattan, for LeRoy. Billy (Scratch) Wallace, unbilled, was a sudden comic reinforcement for the Ferguson-Coleman unit at the Hudson, Union City, N. J., the week of April 1. Helen McPhail, severely injured in a recent auto crash, exited from the hospital April 7 and will convalesce in her home in Newark, N. J. Al Blank, harmonica player, closed a three-month engagement at Sherry-Frontenac Hotel, Miami Beach, Fla., to resume specialty appearances in Hirst houses. Lorna Rhodes, stripper, is new

at Club Nocturne, New York. Sally and her monkey opened April 19 at the Fox, Indianapolis, following a week at the Gayety, Detroit, thru Lou Miller.

TIRZA began a two-week stay April 16 at Ciro's, Philadelphia, thru Mike Frankel and Eddie Suez at \$1,500 per week. She opens April 30 for two weeks at the Copa, Baltimore. Her Coney Island (N. Y.) show this summer will include herself and four other girls headed by a fem importation from Paris. She'll use the remodeled theater she has tenanted with her Wine Bath the last 10 years. Bobb Lang and Gayle Page were feted by Mr. and Mrs. Zimmer Ablon at the latter's Swing Bar, Dayton, O., in appreciation for taking part in the Ablon radio program. Bob (Box-Car Benny) Nugent, after an absence of 15 years from burly, during which he managed Warner Bros. and Skouras movie houses in New Jersey and operated concessions in Keansberg, N. J., has returned to his former comedy roles. He just finished four weeks on the Ohio circuit for Jack Kane. Linda Scott, after a featured tour of the Hirst wheel, opened April 11 at Luigi

Hocus-Pocus

By BILL SACHS

JAY PALMER and Doreen, judging from English trade and press clippings, continue to bowl em over with their comedy magic in London and the English provinces. On April 16 they opened at the Empire Theater, Liverpool, Doreen's hometown, and where she appeared last as a child 30 years ago. Prior to hopping to Liverpool, Palmer and Doreen played two weeks at the Prince of Wales Theater, London, their first engagement in that city's West End. They have work to keep them in England until September. A new comedy twist in the act has Doreen's hair changing color five times during their performance. The blow-off has her walking off bald-headed. They recently recorded their act pattered in French and several other languages. The wrinkle is expected to open new fields for them.

Larry Weeks, juggling magician, typewrites from his native Brooklyn: "On a recent engagement in Philadelphia, made a quick visit to Mike Kanter's, Jack Chanin's, Ben's and Jimmy Killip's magic shops. At the last-named spot I ran into Ed Vorhees, who works with Killip on some magical ventures, and Mr. Turner, of the Arlane Novelty Company. Sat up all night in a gab session with Killip, who performs under the name of Chang Kuo Lao. Satan demonstrates each Tuesday and Thursday at Ben's Magic Shop." Hal Haviland, the paper-tearing magicker, has set his "Revue of Tomorrow" unit for another seven weeks, with Hart Fisher, of Chicago, replacing Hardeen Jr., on the magic end. Hardeen Jr. has returned to New York for RKO theater bookings.

Bob Nelson, of Nelson Enterprises, Columbus, O., is back at hard labor (?) after a several weeks' sojourn in Florida. During his Florida stay, Nelson appeared in a 20-minute interview on Art Green's show over WKAT, Miami Beach. He also scored a publicity break in the Miami Life dated March 24.

VIRGIL THE MAGICIAN has been set by Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, for a two-day stand, May 10-11, at the Henry Clay Auditorium, Lexington, Ky. The Randolphs, currently displaying their magical dexterity before the G.I.'s in Europe, postal from Vienna: "Half thru on this tour. Just had a ride on the "Third Man Theme" Ferris Wheel. It's big. We got air sick. Hate to leave Vienna. These people sure love magic." Landrus the Magician gave two full-evening shows recently at Jackson College, Jackson, Miss. Nevin V. Hoefert (Nevin the Magician), who has had his Valentine's Pet Parade on tour thru Alberta the last four weeks with an International Harvester unit, is back in the States with the act, with the turn slated to appear on the "Super Circus" TV show from Chicago next Sunday (22). Hoefert gives 'em his magic and trained birds and animals. On tour with the same Harvester show are Merchelle, contortionist; Steve Karr, accordionist, and Roberta, Mack and Robert, family acro act. Blackstone is slated to open Tuesday (17) at the Desert Inn, Las Vegas, Nev. Paul Duke is currently holding forth with his magic at the Shoreham Hotel, Washington. Prince Mendes heralds his talents and past performances in an at-

tractive new mailing piece going out to hotels, nitery ops, talent bookers and friends. The Cincinnati Art Museum played host Tuesday (17) to magicians in Cincy and environs at a dinner in the museum's cafeteria and an inspection tour of the museum itself, which boasts the largest collection of playing cards in the world, as well as an excellent collection of rare magic books. Ronald Haines, Norwood, O., magic dealer, had charge of arrangements. Jack and Anne Gwynne are back at their Chicago headquarters after a string of indoor dates, one of which included a hop from Corpus Christi, Tex., to Toronto, reminiscent of their old days in vaude, when the Gwynnes were known for their long jumps and long seasons. Gwynne has been contracted by the Boyle Woolfolk office, Chicago, to present his full-evening illusion show for one day at the Monticello, Ia., Fair late in August.

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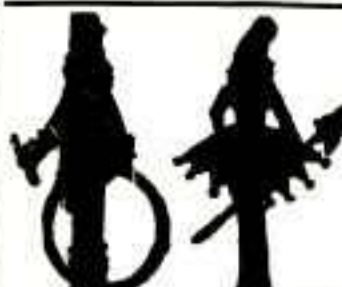
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BALLET THEATER STEPS OUT

French Pair Wow in Preem; Dollar "Concerto" Is Okay

NEW YORK, April 14.—The Ballet Theater teed off a four-week stand at the Met Opera House Monday (9) for an auspicious start. Opening bill comprised a nice balance of white,

modern and folk ballet, which include two preems.

The news of the evening was the Stem debut of a young French couple, Jean Rabilee and Nathalie Phillippart. The duo was paired in a somewhat macabre item by Jean Cocteau and Roland Pettit, *Le Jeune Homme et La Mort* (*The Young Man and Death*). Death's story line is simple and quite effective, despite its tragic twist. It concerns a lad in a Paris garret and a vixen who doesn't love him. She leads him on to hang himself. The girl, of course, is death and she comes back to take him away.

The ballet's impact, however, stems primarily from the brilliance of the two dancers, and it will be a smash success addition to the troupe's rep. Rabilee and his wife work together with expert smoothness, and the former's acrobatic pyrotechnics are amazing. The Ballet Theater is to be congratulated on bringing them here, and their opening night reception sign-posts a continued welcome.

The second preem, William Dollar's *Concerto*, patterned to Chopin's music, was classically pleasant. The troupe, with Alicia Alonso, Igor Youskevitch and Norma Vance in the lead spots, gave it a good projection. To one pew-sitter, however, it seemed over-long and Dollar's stepping designs repetitious.

Program opened with *Swan Lake*, with Mary Ellen Moylan dancing the queen and Youskevitch, her prince. Wind-up was the troupe's old favorite, *Rodeo*, featuring John Kriza and Jenny Workman.

In addition to opening night's *Death and Concerto*, the tulle-and-tighters will bow-in six other new items during their four-week stay at the Met. These include *The Thief Who Loved a Ghost*, *Les Demoiselles De La Nuit*, *L'Armour et Son Amour*, *Circo De Espana*, *Ensayo Sinfonico* and a new pas de deux. With so much new material added to its standard rep, all signs point to a hefty business for the troupe during the current stand. **Bob Francis.**

Hellzapoppin Suit a Poppin On Scene Gim

NEW YORK, April 14.—A \$50,000 damage action against Hellzapoppin Enterprises, Inc., brought by illusion expert Nicholas Dell came to light this week when a change of venue from Richmond, Va., to New York was granted by New York Supreme Court Justice O'Leary Cohalan.

Dell charges that the defendants breached a written agreement of March 22, 1950, granting them exclusive rights to the "Dell scenic transformation process," which he developed. The Hellzapoppin company also allegedly failed to give Dell program billing as agreed.

Dell claims the process was used in *Tsk, Tsk, Tsk, Patee* in San Diego in April, 1950, and in *Pardon Our French* in New York in October, 1950.

Equity Names Slate for June Election

NEW YORK, April 14.—Actors' Equity nominating committee has completed the regular slate to be voted upon by membership at the union's annual meeting June 1. The official candidates are as follows:

For recording secretary to serve one year, Richard Whorf; for council members to serve five years, Charles Campbell, Warren Coleman, Donald Cook, Wynne Gibson, Edith King, Ruth Matteson, Gerald Savory, Chester Stratton, Lee Tracy and Leigh Whipper; for council member to serve three years, Paul Kelly; for council member to serve one year, Enid Markey.

Little Theater Pact Helps Hwd. Houses

HOLLYWOOD, April 14.—New little theater pact here (*The Billboard*, April 14) has resulted in change of status for four local legit houses, previously termed little theaters. Las Palmas, Century, Ivar and El Patio are now out of the small house class. Of the foursome, the El Patio is shuttered.

Actors' Equity paper states that any theater whose maximum weekly gross is scaled above \$4,500 must be classified as a regular theater.

Miss Longwith To Open San Antonio School

SAN ANTONIO, April 14.—Jean Longwith, former director of the San Antonio Little Theater and the San Antonio Community Players, has returned to the city and will open a school of speech and dramatic arts.

Miss Longwith was one of the organizers of the Community Players and directed the group from 1942 to 1947, when it was merged with the Little Theater group and was director of this group for two years. Her local school will be known as Studio Theater.

How every phase of the amusement industry has increased its grosses vastly in the 10-year span between 1939 and 1948, as shown by United States census figures, is shown in a special article in this week's issue. The article, by Ben Atlas, Washington Bureau chief for *The Billboard*, starts on Page 1 and continues on Page 51.

BROADWAY SHOWLOG

Performances Thru April 14, 1951

DRAMAS

Affairs of State.....	9-25, '50	231
(Music Box)		
Bell, Book and Candle..	11-14, '50	175
(Barrymore)		
Billy Budd.....	3-3, '51	75
(Billmore)		
Darkness at Noon.....	1-13, '51	105
(Royale)		
Night Music.....	4-8, '51	8
(ANTA Playhouse)		
Romeo and Juliet.....	3-10, '51	41
(Broadhurst)		
Season in the Sun.....	9-28, '50	228
(Cort)		
Second Threshold.....	1-2, '51	130
(Morosco)		
Springtime for Henry....	3-13, '51	37
(Booth)		
The Autumn Garden.....	3-7, '51	45
(Coronet)		
The Country Girl.....	11-1, '50	179
(Lyceum)		
The Happy Time.....	1-24, '50	511
(Plymouth)		
The Moon, Is Blue.....	3-8, '51	44
(Henry Miller's)		
The Rose Tattoo.....	2-3, '51	81
(Martin Beck)		
Twentieth Century.....	12-24, '50	128
(Fulton)		

MUSICAL

Call Me Madam.....	10-12, '50	212
(Imperial)		
Gentlemen Prefer Blondes..	12-8, '49	564
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	163
(46th Street)		
Kiss Me, Kate.....	12-30, '48	946
(Schubert)		
Out of This World.....	12-21, '50	132
(Century)		
South Pacific.....	4-7, '48	760
(Majestic)		
The King and I.....	3-29, '51	20
(St. James)		

CLOSED

The Green Pastures.....	4-14, '51	36
(Broadway)		
(Opened 3-15, '51)		

COMING UP

(Week of April 15, 1951)		
Angels Kiss Me.....	4-17, '51	
(National)		
Make a Wish.....	4-18, '51	
(Winter Garden)		
A Tree Grows in Brooklyn..	4-19, '51	
(Alvin)		
The Long Days.....	4-20, '51	
(Empire)		

Record Entry Extends H'wd Play Tourney

HOLLYWOOD, April 14.—Record entry list in Pasadena Playhouse's 18th annual one-act play tourney has extended the usual three-day contest to eight days. Drama event will kick off Monday (16) when aspiring grease painters from 32 State high schools and seven local junior colleges invade the Playhouse. Previously, from 20 to 26 school reps competed, about one-third the current number.

Schools can present any one-act play they choose, providing it runs no longer than 40 minutes. Winners will receive plaques from Gov. Earl Warren, make-up kits and other dramatic equipment. Contesting groups will be guests at Playhouse performances of *Much Ado About Nothing*.

Summer Opera Sets Schedule

HOUSTON, April 14.—Summertime Light Opera Company will open at the Music Hall here June 11 with *The Desert Song*, according to Virginia Plunkett, director. This is to be followed by *Rosalie*, *Die Fledermaus* and *No, No, Nannette*.

The Metopera baritone, John Brownlee, will be back for his third season as stage director, and will appear in a featured spot in *Fledermaus*.

Patricia Bowman is set for *Rosalie* and Nina Olivette for *Nannette*. Clarissa, Indian dancer, will also be back this season. Others skedded for the roster are John Shanks, Kay Connor, Juliana Larson, Nancy Swinford and Louis Plummer Townsend. Frederick Fennell is musical director. Rehearsals start May 17.

Moss Briefs League of N. Y. Theaters On Brokers' Case for Ticket Distrib

NEW YORK, April 14.—Jesse Moss, attorney for New York Ticket Brokers, Inc., recently formed org of local ticket sellers, has compiled a pamphlet stating the brokers' case in regard to Stem ticket distribution. It will go out next week to all members of the League of New York Theaters, Actors' Equity Council and the members of the Ticket Code Authority.

Moss's brief is an outcome of the months-old beef of the brokers to the League for amendments to the ticket code for a fairer distribution of tickets. Obviously his argument is predicated on the premise that the ticket broker is a valuable asset to the theater.

Broker's Argument

Noting that current top admission prices make theater a luxury item and that sales reported to the League by brokers total 2,250,000 tickets, Moss points out a tendency of the last 10 years to restrict the

scope of brokers' sales. This, he claims, is despite the fact that brokers' customers are the backbone of regular theater patronage.

The keystone for improvement, according to his argument, lies in a firm allotment system, with protection for brokers on their quotas. Moss suggests that changes in allotments should be reviewed by the Code Authority and the policing of reported infringement be placed in the hands of the secretary of the League.

While taking no definite pro or con stand in regard to theater parties, the brief submits the suggestion that brokers be permitted to buy one-third of the house for any party. The producer thus gets all of his tickets sold, the audience gets a sprinkling of real theater-goers as well as the "theater party" type, and at least a part of the public can get into the theater on such nights.

The matter of subscription clubs,

Personality Notes

And Production Plans . . .

Gail Hillson, last summer's operator of the Marblehead Playhouse, is planning to put on 22 weeks of stock at the location formerly known as Billy Rose's Diamond Horseshoe. Having recently effected the deal with Rose, Miss Hillson expects to complete financial arrangements shortly. She has hired Albert Johnson to design the theater, which will have a stage facing the audience on three sides. Rose will operate the food and liquor concessions. It is understood that Miss Hillson will get an option on the lease of the Diamond Horseshoe after its September 30 expiration, provided she has then operated it for a certain length of time. . . . Samuel Taylor's adaptation of the French play, "Nina," by Andre Roussin, may have Gloria Swanson as its star when it opens on the Stem in October. The show will be produced by John C. Wilson, Gregory Ratoff and Hugh Beaumont. . . . Victor Wolfson is converting the F. Scott Fitzgerald short story, "A Diamond as Big as the Ritz," into a musical comedy book. Wolfson's script, "My Prince, My King," is making the rounds. . . . Unable to cope with the high operating costs involved in the lavish revival of "Romeo and Juliet," the management will conclude the show's run April 21 after 49 performances. . . . Cheryl Crawford is proceeding with preparations for the presentation of "Paint Your Wagon," the Alan Jay Lerner-Frederick Loewe musical, next October. Agnes de Mille will probably be commissioned to do the choreography and Oliver Smith the sets. . . . John Robert Lloyd will design the sets for "Stalag 17," the Don Bevan-Ed Trzcinski comedy-melo that Jose Ferrer is preparing for a May 8 opening. Lloyd's work was last seen on the Stem in "Touch and Go." He has also done work for the Metopera and video. . . . "Gramercy Ghost" will open at the Morosco April 26, that site being made available by the departure of "Second Threshold."

. . . Oscar Hammerstein II will be the director of brother Reginald Hammerstein's revival of "Music in the Air," which is scheduled to go into rehearsal August 10. Kitty Carlisle and Mimi Benzell are being considered for the leading fem role. . . . Jackie Cooper has been approached with a role in a forthcoming Lindsay-Crouse play tentatively entitled "Opus 9." Leland Hayward will present it next season, with rehearsals beginning in mid-August. . . . With "Seventeen" due to go into rehearsal next week, Ann Crowley is being considered for the fem lead. . . . When Rex Harrison and Lilli Palmer vacate the leading roles in "Bell, Book and Candle" June 2, they will be replaced by Robert Cummings and Joan Greenwood. The latter, a British film and legit actress of note, has not previously appeared on Broadway. Author-director John Van

Druten will recast the entire production when the new leads move in. . . . The American National Theater and Academy has decided not to include Peter Anderson's "The Shrike" in its current play series, tho they are understood to be willing to take it on next season. However, Jose Ferrer, who had offered to produce the play for ANTA, still owns the script and may yet present it himself. Apropos to Ferrer, he is scheduled to visit his native Puerto Rico Sunday (15) to address a joint session of the legislature at which time he will receive a scroll expressing Puerto Rico's pride in his achievements. . . . Among the backers for "Top Banana," the musical which will star Phil Silvers, are Louis Lofito, Anthony Farrell and Louis Lurie, West Coast financier. Producers Paula Stone, Michael Sloane and Irving Cohen expect rehearsals to begin in July, and tryouts will start in Philadelphia on Labor Day. Hy Kraft, who wrote the book for "Banana," has finally found a producer for his dramatization of F. Scott Fitzgerald's "The Last Tycoon." It's Sol Cornberg, who has not had producer credit on Broadway before. . . . Wolfgang Roth, the designer and currently design co-ordinator for the ANTA Play Series, last week celebrated his 25th anniversary in the theater. . . . With rehearsals of the road company of "Guys and Dolls" set to begin May 7, no definite casting commitments have yet been reported. However, it is understood that Cy Feuer has talked to Allan Jones about taking the Robert Alda role, and Jack Prince is considered a good contender for the part of Nicely-Nicely Johnson. The tour will begin at the Curran Theater, San Francisco, on June 4. Feuer and his partner, Ernie Martin, are still looking for a librettist for the musical they contemplate on the Paul Bunyan legend. . . . Albert H. Rosen and Lester Meyer in association with Lenore Tobin will next season present "Top Secret," a four-character comedy by Carl Leo. . . . "The Girl in Pink Tights" is the name of a musical that will probably reach the Stem next season, boasting a line-up of top-drawer creative talent in its production *(Continued on page 47)*

Coward Play To Mark Anni. Of W'port Silo

WESTPORT, Conn., April 14.—The Westport Country Playhouse, owned and operated by Lawrence Langner and Armina Marshall, will open its 1951 season on June 4, two weeks earlier than the usual summer tee-off.

The highlight of the season's program, marking the playhouse's 20th anniversary celebration, will be the presentation of the world premiere of Noel Coward's comedy, *South Sea Bubble*.

'Springtime' Holds Over in New York

NEW YORK, April 14.—Late week b-o. pick-up has given *Springtime for Henry* a new lease on life at the Booth. Despite good week-end trade, the Edward Everett Horton vehicle has done poor weekday business since its move from the Golden. Shuttering notice was set for tonight (14). However, with the co-operation of the Shuberts, who are reported particularly partial to the show, Henry's tenancy of the Booth will continue for at least two more weeks.

"Guardsman" Set for B'port Klein May 12

BRIDGEPORT, Conn., April 14.—*The Guardsman*, featuring Jeanette McDonald and Gene Raymond, will play the Klein Memorial here May 12 for two performances.

Booking of legitimate attractions into Bridgeport has been the slimmest in many years. The only attraction to play here this season was the break-in date of the ill fated *Not for Children*.

Broadway Opening

NIGHT MUSIC

(Opened Sunday, April 8)

ANTA Playhouse

A comedy by Clifford Odets. Staged by Peter Kass. Sets and lighting by Richard Burns. Costumes supervised by Ruth Morley. General manager, Oscar Olesen. Stage manager, Robert Simon. Press representative, Michael O'Shea. Presented by Robert Whitehead for the ANTA play series.

- Leutenant Mark Allen
Murph Paul Lambert
Steve Takis Leonard Barry
A. L. Rosenberger Rod Steiger
Fay Tucker Bette Grayson
Stagehand Paul Lambert
Beggar Michael V. Gazzo
A Girl Mildred Slavin
Gus Clarke Gordon
Sailor Joe Sargent
Mr. George Sidney Shertzer
Teddy Vincent Beck
Marty Stefan Gierasch
Dott Nance Robbins
Mr. Nichols Joe Balfour
Lily Joyce Barnett
Sleeping Man Michael V. Gazzo
Roy Herbert Gottlieb
Little Man Martin Greene
Al Michael Lewin
Mr. Tucker Hal Currier
Eddie Bellows Allan Derrick
Mr. Gilbert Clarke Gordon
Arnold Walter Landa

This reviewer hadn't much patience with Clifford Odet's Night Music back in 1940, when the latter was preaching a credo to post-depression youth for the long view toward human good-fellowship. The passing of 11 years has left American youth in an even worse slot, and a revival of Music only serves to point up its specious improbabilities. It wasn't a good play in the first place, and in the light of current conditions it has even less than the slight impact that the Group Theater was originally able to give it.

In the first place, Odet's yarn just isn't believable. His hero was and is about as brash, cantankerous and unlovely a character to be met in a lifetime of playgoing. He snarls, insults and maligns everybody. But Odets has a young girl fall in love with him at the drop of a hat and a beneficent detective follow him about like old dog tray, getting him out of self-indulged jams. It seems that both know that the lad's nastiness is only a cover-up for a feeling of insecurity and inconsequence, and that underneath he is all sweetness and light. Maybe so. But to an audience he is just an incredible stinker.

Sprawling Play

Even if a pewsitter can accept all this Odetsian mawkish nonsense and its numerous divergencies, Music just adds up to the fact that the dear dead days when social significance was hot as a pistol are out of step in 1951. Also, it yardsticks Odet's growth dramatically over the last decade to the point of writing something like the Country Girl.

Productionwise, however, this Equity Library Theater revival which ANTA has seen fit to sponsor under the aegis of Robert Whitehead is extremely effective in many ways. Also, it serves an excellent purpose in bringing actors and technicians who virtually are seldom seen in anything but experimental off-Broadway stints, to stem notice. If it does nothing else than make more people ELT conscious, it will have served a worthy cause, because the organization which is only permitted to do revivals for free has accomplished some fine things.

Peter Kass has staged a sprawling, somewhat Saroyanesque script with a deft approach to its wry comedy values and played down the more serious overtones, remembered in the original. Richard Burns has backgrounded it imaginatively with trick lighting which admirably suits its mood and requires only the barest essentials for set changes. Here are two hitherto hidden talents which Broadway can welcome.

On the performance side, obviously the three key principals have a row to hoe in following such original players as Elia Kazan, Jane Wyatt and Morris Carnovsky. Bette Grayson builds splendidly, after a slow start, as the little actress who falls in love so quickly and incredibly. Leonard Barry does not come off as happily as the furious hero. He begins and ends with all stops open and consequently has nowhere to go, when more is required of him. Rod Steiger, however, is a worthy successor to Carnovsky within the somewhat sticky confines of the detective role. There is likewise a good comedy contribution from Michael Lewin which only comes to life too belatedly for the play's good. The rest of the cast efforts

Out-of-Town Reviews

COURTIN' TIME

(Opened Monday, April 9)

Shubert Theater, Boston

A musical comedy. Book by William Roos from Eden Phillpotts' play "The Farmer's Wife." Lyrics and music by Jack Lawrence and Don Walker. Dances staged by George Balanchine. Scenery and lighting by Ralph Alswang. Costumes by Saul Bolanski. Staged by Alfred Drake. Robert Zeller, musical director. Michael Goldreyer, company general manager. Joseph Olney, stage manager. Press representative, Lewis Harmon. Presented by James Russo and Michael Ellis.

- Carl Stevens Theodore Uppman
Fred Lawson David E. Thomas
Cathy Rilling Gloria Hamilton
First Farmer Walter Brandin
Second Farmer Lawrence Weber
George Millins Peter Conlow
Samuel Rilling Lloyd Nolan
Nell Rilling Gloria Patrice
Harriet Hearn Effie Aiton
Mr. Hearn Joseph Sweeney
Araminta Billie Worth
Theresa Tapper Carmen Mathews
Louisa Windeatt Katherine Anderson
Larry Walton Earl William
Polly May Muth
Sadie Rosemary Kuhlmann
Millie Theodosia Tavener
Laura Mary O'Fallon
The Brat Patricia Poole

The same crop of rustic Americana that Oklahoma sowed successfully has been transplanted to Courtin' Time, a musical that might well be titled Matine. The outlines of the Rodgers and Hammerstein hit poke thru the bucolic high jinks of the current county fair—at times a blurred carbon of the preceding work, and at other times full of a New England flavor of its own.

Courtin' Time spells revision time as the show stands during its Hub run. The first act moves at such a leisurely pace that the action never really sparks until close to the middle of the book. The authors have concentrated in building up mood and atmosphere at the expense of conflict; when they start to develop their theme, matters are nearly at a standstill, altho they pick up rapidly.

Eden Phillpotts' popular farce of the early '20's, The Farmer's Wife, is the source of the plot and it is durable quantity as far as musical comedy scripts are concerned. A lusty farmer, feeling the goad of his foolish 40's, ignores the capable and willing housekeeper loitering around him for 10 years. He wants to sink into a marriage of convenience and chooses as the subject of his country passion three ladies of various temperaments. One is high spirited; a second concerned only with clothing the naked heathen of foreign missions; the third has too many aphrodisiac leanings plus a querulous father. Finally he realizes where his heart has been all the time.

It's as simple as all that and, when it is tightened up, should provide uncomplicated fun for Stem pew-sitters. The cast is bursting with informal good spirit and amiability. The score has been fashioned in city-slicker style. Masculinity and The Sensible Thing To Do spot clever, sophisticated lyrics. Some of the other numbers follow formula patterns, but Golden Moment, Fixin' for a Long, Hard Winter and I Do, He Doesn't look like clicks in the ballad class. George Balanchine's dances are really outstanding. Johnny Rides the Sky and Choose Your Partner revealing inventive imagination within a ballet scope. Lloyd Nolan carries the burden of the main stint as the Down East rustic who voted for Grover Cleveland in '84. Nolan's interpretation of the role is forthright. He sings in a bullfrog voice, dances with verve and extracts a great deal of humor from some basically unfunny lines. It is an auspicious return to the stage since the days of One Sunday Afternoon. The Nolan personality projects in friendly, unforced style.

Billie Worth and Carmen Mathews share honors on the distaff side. They have charm, good looks, magnetism and the ability to play in any shading desired. The other players and the chorus make it a pleasant holiday among the lavishly functional settings of Ralph Alswang, while the firm directorial hand of Alfred Drake has the grip of an old hand at the game. Bob Taylor.

vary from sound to slightly amateurish.

In sum, Music is a fine gesture to showcase some good talents. But as a play in 1940 it had no place in Broadway's competitive scheme of things—and it has less now. Bob Francis.

FLAHOOLEY

(Opened Monday, April 9)

Shubert Theater, New Haven, Conn.

A musical with book written and directed by E. Y. Harburg and Fred Saldy. Music by Sammy Fain. Lyrics by E. Y. Harburg. Dances and musical numbers staged by Helen Tamiris. Settings and lighting by Howard Bay. Costumes by David Frolkes. Musical director, Maurice Levine. Orchestrations by Ted Royal. Special material for Yma Sumac written by Moises Vivanco. General manager, John Yorke. Press representative, Wolfe Kaufman. Stage manager, Andy Anderson. Presented by Cheryl Crawford, in association with Harburg and Saldy.

- A March of Time Voice Edgar Thompson
Clyde Himself
Mirabelle Herself
Sandy Barbara Cook
Sylvester Jerome Courtland
Switchboard Operators Vicki Barrett, Jane Fischer, Laurel Shelby, Taft Towers, Urylee Leonard, Annalese Widman, K. T. Pettigrew, Edith Atwater
Board of Directors
Quimay Stanley Carlson
Peabody Ted Thurston
Evans Rowan Tudor
Farquarson Richard Temple
Lovingham Andrew Aprea
Hastings Edgar Thompson
Griselda Fay DeWitt
The Voice on the P. A. Taft Towers
B. G. Bigelow Ernest Truex
Miss Buckley Marilyn Ross
Clayfoot Trowbridge Rowan Tudor
Powel (The Younger Arab)
Nehemiah Persoff
El-Akbar (The Elder Arab) Louis Nye
Najla Yma Sumac
Buyers Lee Ballard, Ray Cook, Clifford Pearl, Franklin T. Syme, Laurel Shelby
Abou Ben Atom Irwin Corey
Elsa Bullinger Lulu Bates
Citizens of Capsulant Norval Tormsen, Ray Cook, Clifford Pearl, Sheldon Ossosky.
Doctor Smith Franklin T. Syme
Nurse Laurel Shelby
Flahooley Elizabeth Logue

SINGERS: Vicki Barrett, Carol Donn, Urylee Leonard, Laurel Shelby, Louis Shearer, Taft Towers, Andrew Aprea, John Anderson, Lewis Bolyard, Ray Cook, Clifford Pearl, Franklin T. Syme, Norval Tormsen, Edgar Thompson.

DANCERS: Sara Aman, Jane Fischer, Annalese Widman, Normand Maxon, Joe Nash, Sheldon Ossosky, James M. Tarbutton

Continued from page 3

is one name that can't be spelled backward.

In the meantime, a delegation straight out of the Arabian Nights (headed by Miss Sumac) brings in the original Aladdin's lamp to be fixed by the toy factory. It seems that the lamp has gone sour and won't produce a genie. The juvenile accidentally fixes the lamp and the genie then proceeds to foul things up in a well-intentioned manner.

The Bill Baird marionettes, offered in a very sumptuous setting, are extremely well received by an audience seasoned for puppets by TV, but somehow do not add to show or help in any way. While there is no doubt that the Baird dolls are extremely accomplished, it is evident that they would be better off as a unit, and not part of a musical.

The cast is well chosen and features many new faces who are appearing in a musical for the first time. Jerome Courtland and Barbara Cook, as the love interest, both offer excellent stints, and their vocalizing of the ballads are top-flight.

Three tunes are outstanding: Here's to Your Illusions, Who Says There Ain't No Santa Claus? and He's Only Wonderful.

Both the dancing and the settings are eye-filling, and the Misses Tamiris and Crawford have supplied a lavishness that will long be remembered.

In brief: Flahooley has a great chance to survive against the present competition, but not without much sharpening and repair work. The producers and the authors had better not rely too much on Aladdin's lamp.

Dramatic & Musical Routes

- Courtin' Time (Shubert) Boston. Diamond Lil, with Mae West (Geary) San Francisco.
Flahooley (Shubert) Philadelphia. Guardsman, The (Forrest) Philadelphia. Gramercy Ghost (Plymouth) Boston. Kiss Me, Kate (KRRT Radio Theater) Des Moines 18-21.
Man Who Corrupted Hadleyburg (Erianger) Philadelphia.
Member of the Wedding (Colonial) Boston. Mr. Roberts (Metropolitan) Seattle. Mr. Roberts (Lanier) Montgomery, Ala., 18; (Temple) Birmingham 19; (Roxy) Atlanta 20-21.
Moon Is Blue (Cass) Detroit 19-21. Oklahoma (Gayety) Washington. Peter Pan (American) St. Louis. South Pacific (Shubert) Chicago. Street Car Named Desire (Harris) Chicago.

THE KIDDERS

(Opened Wednesday, April 11)

Brattle Theater, Cambridge, Mass.

A "serious comedy" in three acts by Donald Ogden Stewart. Setting and lighting by Lester Polakov. Directed by Harold Clurman. Press representative, Howard Watson. Presented by the Brattle Theater Company in association with Robert Whitehead Productions. The cast:

- Agnes Potter Constance Ford
Taxi Driver Harold Grau
Chase Allen Theodore Newton
Jennie Hughes Jocelyn Brando
Dan Hughes Donald Murphy
Eddie Sanborn Arthur O'Connell
Steve Bucknell Paul Langton

Notable for its bitterness and disillusion rather than for any Stern potential, the Brattle Theater's latest trout bow turns out to be a pulpit from which Donald Ogden Stewart vents some cherished ideas by sermonizing rather than by implication.

Just what he is trying to say is slightly cloudy. He has gathered together as likely a crew of misfits and neurotics as one is likely to see on one stage at the same time. They run mostly to dipsomania and infidelity, but their main sin seems to be indulgence in dull talk. There is little compassion and a great deal of anger in their treatment; at times it is reminiscent of the early Odets, a man who has a great deal to say and yet, when he finishes, the hurt and the pain are the memorable qualities that overshadow writing a message to the world.

Set in the Midwest, the plot concerns a young maladjusted married couple and a frigid sister-in-law who is home to visit them between bedrooms where she advances her career. Together with the other inhabitants of the morass of fear and frustration that is the script, they cloak their real motives under the pat phrasing of "Really, I'm just kidding."

For two acts the sister toys with the idea of the validity of romantic love. Here and there, spurts of Stewart as a one-time wit light up the proceedings. The sister, however, inexperienced cynic that she is, goes right on toying. Finally her potty brother-in-law drags out his Army rifle in a flourish of melodramatics and solves the problem once and for all.

Jocelyn Brando makes the sister saddled with a drunken husband, a tortured, pathetic figure. Donald Murphy playing the alcoholic spouse is equally effective. Paul Langton is less intense as the one likeable person in the affair, and Constance Ford as the inconstant iceberg achieves many forceful moments. Kidders is an honest play that seems to be pointing out the basic values of decency and kindness, but by the time its idea is apparent, it has become a ragged modern morality. Bob Taylor

KEEP YOUR HEAD

(Opened Monday April 9)

Bermudiana Theater Club, Bermuda

A comedy by P. G. Wodehouse and E. P. Conkle. Staged by William Miles and his Berkshire Playhouse Company. Sets by Cleon Throckmorton. Costumes by Mrs. Forster Cooper. Stage manager, Howard Whitfield. Presented by the Bermuda Junior Service League in association with Maurice Calthorpe. The High Priest of Shinbinnyang

- The Rajah of Luang Ho Walter Plinge
Azim John Loder
Kitty John W. Austin
Flurry Casey Delirdre Owens
Connors Robert Snook
Pop Howard Whitfield
Joe Morgan Bryan Doyle
Della Tankerdine Howard Erskine
Constable Harrity Barbara Brady
Kendall Clark

The Marx Brothers might have done more for Mr Wodehouse's Keep Your Head than John Loder, John Austin and Howard Whitfield as the Borneo trio who are trying to get a head in the world—one missing from the high priest's collection and finally located on the lovely shoulders of an Irish colleen who runs an inn outside Dublin.

The colleen little suspects she is about to lose face—and head, too—when these three cut-ups offer to cure her headache.

A situation like this provides opportunity for slapstick, but Head is not Wodehouse at his best. With the pointing up of the slapstick element, the farce does have potentialities, but as it is, it misses the boat.

Wodehouse's plot, this time, is underdone and in need of more basting and gravy. John Loder strives valiantly

Foreign Review

WHO GOES THERE!

(Opened Wednesday, April 4)

Vaudeville Theater, London

A comedy by John Dighton. Staged by John Counsell. Set by Hal Henshaw. General manager, Stanley Brightman. Stage manager, Prudence Fitzgerald. Press representative, David Fairweather. Presented by Henry Sherek by arrangement with J. and R. Gatti, Ltd.

- Alex Cornwall Frances Rowe
Langley Trevor Feld
Miles Cornwall Nigel Patrick
Sir Ralph Cornwall H. G. Stoker
Guy Ashley Anthony Sharp
Arthur Crisp Victor Adams
Christina Deed Geraldine McEwan

In cold script this trifle about a minor foreign office philanderer who becomes awkwardly but innocently involved with an impish Irish servant girl would probably look trivial indeed. But the management showed great astuteness in reading between the lines, for the play turns out in performance to be an excellent evening's fun.

What it lacks in substance, it makes up for in sparkle. Dighton shows the same facility for an absurd situation and a neat line as he did in The Happiest Days of Your Life. He has chosen an original setting—one of the king's grace and favour houses in St. James's Palace, where the changing of the guard, the blare of the bands and the poppings in and out of lovelorn officers and sentries ensure a full measure of pandemonium.

Bachelor Doings

A gullible and extremely eligible bachelor is about to fly off to a new foreign office post in the Arctic when he discovers a stranger in the house; a quaint little servant girl who has followed her guardsman sweetheart all the way from Ireland and shadowed him so embarrassingly on sentry duty that he has seized the chance of a fainting fit to creep in and dump her in the lobby room.

In the process of trying to unravel her love tangle, the unsuspecting host falls in love himself with this impudently innocent chatterbox and spends most of the evening canceling and rebooking air passages as the prospects of settling with her somewhere sunnier than the Arctic advance and recede. His dilemma is understandable when the cause of it is played so brightly and prettily by Geraldine McEwan, making a most assured and altogether attractive West End debut after four years in repertory.

Nigel Patrick partners her with a performance of immaculate light comedy, giving every funny line full value. As his sister, Frances Rowe wards off with an irresistible smile the entreaties of a wooden headed guard officer (Anthony Sharp) who has been proposing to her dauntlessly for five years. Victor Adams shines with stupidity as an oafish kind of guardsman who mercifully belongs more to the stage than to the sentry box. Leigh Vance.

Sides and Asides

Continued from page 46

credits. Dubbed a romantic farce, it will have music by Sigmund Romberg, lyrics by Leo Robin, book by Jerome Chodorov and Joseph Fields and dances by Michael Kidd. The scene is New York after the Civil War. The producer has not yet been selected. Kurt Kasznar will leave the cast of "The Happy Time" April 28 to go to Hollywood to fulfill film commitments with MGM. Cleffer Horace Stewart next week auditions his all-Negro musical, "Happy Landing," with the hope of lining up backers.

with a stint as a jolly rajah, but he is just not a slapstick artist. The part could be a natural for Groucho Marx.

John Austin is completely miscast as the prime minister who accompanies the rajah on the beheading mission to Ireland.

The play includes a few good puns, a mild lampooning of the old-school-tie set and some digs at modern politics.

One of the play's best points is a vividly authentic set of the Irish inn by Cleon Throckmorton. It is an extremely effective showcase for the play's action. Lois Baur.

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MEYER SPOT PLUGS CLUB PARTY NIGHT

Pitch Made for Parents To Join Kids On Floor; Biz Off in Lenten Period

CINCINNATI, April 14.—A pair of Chicago shoe skates was the door prize for club party night, March 28 at the Lou-Meyer operated Price Hill Roller Rink here. C. V. (Cap) Sefferino, manager, announced the event several weeks in advance in a postcard mailing to members. Such events are held three times yearly at the rink and offer racing and contests among other special features. The postcard and 55 cents covers the cost of admission and skating.

At the same time Sefferino used the mailing to make a pitch for more adult trade for the rink and acquaint parents with its facilities and advantages. In a special message to parents of members he said: "We sincerely believe that we have won the respect of the parents of our community. Our rink is constantly and properly supervised. We do not permit any intoxicants in the building, we do not sell beer and we close our rink at a time set so that your children are on their way home by 11 p.m. We greatly appreciate your wonderful support and we do hope you will continue to feel that the Price Hill Rink is your home rink and, by the way, why don't you try skating with the youngsters some time. They would love that . . . the exercise will do you

good . . . and we would like to have you."

Sefferino said the message to parents was partly an effort to counteract some unfavorable local publicity recently in which newspapers erroneously linked the disappearance of several Cincinnati girls with roller skating.

Sefferino reported the rink did excellent business the night of February 14 when a queen of hearts contest, offering \$20 worth of candy and mixed nuts as prizes, was the attraction. With that exception, business was off during Lent, he said. Suburban Price Hill is predominantly Catholic and the Lenten season had a marked effect on business. During Lent Sefferino abstained from booking parties, on which the rink depends for a major portion of its business.

Shore, P'kway In N. Y. RSROA Speed Series

NEW YORK, April 14.—RSROA speedsters representing Shore Roller-drome, Asbury Park, N. J., and Eastern Parkway, Brooklyn, clash tonight as the first "world series" of the Metropolitan Inter-Rink Roller Racing League gets under way at Eastern Parkway. A second contest is scheduled for Saturday (21) at Shore with another, if required, at a neutral site one week later. Each meet will consist of four races for boys and four for girls.

Eastern, boasting four State champs and one regional winner, won the right to compete by finishing its regular Eastern section season with an unblemished record. Shore came thru Saturday (7) with a victory over Bay Ridge, Brooklyn, in a tie-breaking Western half playoff at New Dreamland, Newark, N. J.

3,600 Attend Gilbert Show

LODI, Calif., April 14.—Some 3,600 tickets were sold for the benefit skating show staged by Paul J. Gilbert, manager of Stockton Rollatorium, Friday (6) in the Grape and Wine Pavilion here in co-operation with civic organizations as a means of raising funds with which to provide a local Boy Scout building. Admission was \$1.25, tax included.

The Gilbert-directed show, *Skating Follies of 1951*, was sanctioned by the United States Amateur Roller Skating Association. Two hours were consumed in presenting the 24 acts, featuring some of California's best USARSA skaters. Among the principals were Barbara Ziem, Dolores Cummins, Gary Bradley, Myrtle Dell Espy, Elmer Frank, Kay and Dee Rigg, Barbara Allman, Shirley Hermance, Don Ryland, Carole Dempster, Jimmy Stephens, Ni Orsi, Shirley Sasselli, Marla Barrett, Larry Spada, Don Weaver and Hugh Campbell.

Lending a strong assist in making the show a success was a heavy advance publicity campaign, said Gilbert. Sponsors were able to crack newspapers of Lodi and surrounding towns with publicity stories, and Boy Scouts gave a hand in seeing that numerous posters were spotted about town. In addition, the show got a number of radio plugs.

Marriage on Skates

BOONE, Ia., April 14.—The Roller Palace here was the scene of a recent wedding, with the entire wedding party on skates. Principals were Janet Hurd and Glenn Mikesell, who met while skating at the rink.

Boulevard Club Grabs 1951 AOW Championship

ELIZABETH, N. J., April 14.—Repeating its success of 1943, Boulevard Arena Skating Club of Bayonne, N. J., skated off with top honors and the first leg of a new challenge trophy in the America on Wheels chain's 11th annual championships at Twin City Arena here March 26-30. Should the Bayonne club win two more times, the trophy will become its permanent possession. Last year the Twin City club carried off the trophy previously put up by AOW.

Climax of this year's event was a formal dinner dance given at the Military Park Hotel, Newark, N. J., free to all contestants. During the evening various medals and awards were presented to skaters by AOW General Manager William Schmitz.

Chain officials called the contests a huge success, reporting more than 300 contestants skating a full program in every phase of skating. To encourage interest in the sport, the management sent invitations to local schools and threw open the doors to both contestants and spectators. Elaborate souvenir programs also was distributed free.

In recognition of the fact that the nine clubs competing vary in size and degree of skating skill, AOW has adopted a handicap system in determining its championship club. Thus the Boulevard club, which won 35 points, had a total of 29.75 points after being handicapped, and the Twin City club, with a gross total of 125 points, finished second with a rating of 25.00. In third place was the Hackensack (N. J.) Arena club with a gross of 80 points and net of 22.4. Remainder of the clubs and the order in which they finished are: Mt. Vernon (N. Y.) Arena, 16.70; Alexandria (Va.) Arena, 14.95; Paterson (N. J.) Arena, 12.75; Capitol Arena, Trenton, N. J., 12.35; Bladensburg (Md.) Arena, 10.80, and National Arena, Washington, 1.3.

Individual first-place winners were:

Figures, juvenile girls, Dawn Brown, Capitol; juvenile boys, George Bonocore, Hackensack; novice ladies, Margie Adair, Capitol; novice men, David Freitag, Hackensack; intermediate ladies, Patricia Johnston, Twin City; intermediate men, James Chobanian, Hackensack; junior ladies, Lee Reed, Boulevard; junior men, Jack Frank, Twin City; senior ladies, Charlotte Ludwig, Twin City; senior men, Jude Cull, Twin City.

Dancing, juveniles, Susan Cole and George Bonocore, Hackensack; novices, Irene Schneider and Edgar Swinney, Bladensburg; intermediates, Joan Finger and Robert Paulsen, Mt. Vernon; juniors, Ruth Schulte and John Haddad, Twin City; seniors, Jeanne Tiedemann and Nicholas Covino, Mt. Vernon.

Pairs, juveniles, Thresa Colaso and Emanuel Commandatore, Boulevard; novices, Joan Hobeck and Edward Swartz,

Cranbrook Arena Icery Plan Nixed

CRANBROOK, B. C., April 14.—The steel controller's refusal to authorize purchase by the city of second-hand pipe has dashed hopes for the installation of an artificial ice plant in Cranbrook Memorial arena here.

Local Gyro Club had raised \$5,000 toward the ice plant. Possibility is that the club will turn over the money to provide for completion of hardwood flooring in the arena for non-winter use.

Ice Carnival Debuts Grande Prairie Arena

GRANDE PRAIRIE, Alta., April 14.—A locally produced ice carnival marked official opening of Grande Prairie's \$80,000 arena, a memorial to soldiers who died in two wars.

Arena has already been used for skating, hockey and curling and will be used for other athletic events and agricultural displays.

Sgro in at Sunbury

SUNBURY, Pa., April 14.—R. M. Spangler, operator of Rolling Green Park here, has leased the resort's roller rink to James Sgro. A plastic floor was recently installed in the rink. The park opens its season of Sunday operation April 15, switches to week-end business in mid-May and goes to daily operation May 26.

Alexandria; intermediates, Patricia Johnston and William Theigen, Twin City; juniors, Ruth Schulte and John Haddad, Twin City; seniors, Charlotte Ludwig and Jude Cull, Twin City; senior ladies, Mary Leashey and Charlotte Ludwig, Twin City; senior men, John Haddad and Jude Cull, Twin City; novice ladies, Marcella Maurer and Doris Williams, Twin City.

Speed, juvenile girls, Alice Betler, Twin City; juvenile boys, Raymond Musser, Hackensack; novice girls, Adele March, Paterson; novice boys, Edward Blackley, Hackensack; intermediate girls, Arlene McKeon, Hackensack; intermediate boys, John Bernhard, Alexandria; junior girls, Mary Thompson, Bladensburg; junior men, Donald Phillips, Hackensack; senior ladies, Marie Grosso, Mt. Vernon; senior men, Edward Horan, Twin City; five-mile team relay, Edward Swenson and Burton Speed, Hackensack.

Fours, intermediates, Marcella Maurer, Frieda Shalhoub, Bernard Jast and Edward Montefante, Twin City; seniors, Charlotte Ludwig, Mary Leashey, Jude Cull and John Callahan, Twin City.

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Roadshow Rep

GEORGE BUNDY, chairman of the board of H. & A. Selmer, Inc., musical instrument manufacturer of Elkhart, Ind., whose death of a heart attack in that city April 5 was reported in last week's Final Curtain, was considered an authority on showboat lore. In 1903 he played clarinet with the Swallow & Markle Showboat band on the Ohio and Mississippi rivers. After three years of showboating Bundy played in circus bands and with rep companies before settling in Indianapolis. Bundy met **Alexandre Selmer** in the Hoosier Capitol and the latter took an interest in Bundy. Selmer's brother **Henri** was making clarinets and mouthpieces in Paris and orders were rolling in to Alexandre from all parts of the country. Late in 1910 Selmer returned to Paris, leaving young Bundy in charge of the American business. At the same time Bundy was playing in theaters and doing phonograph recording around New York. In 1917 the supply of French instruments was virtually cut off because of World War I, but Bundy managed to keep the business going by taking on an agency for American made goods. He also cut his salary to \$25 a week and added to the firm's limited capital from his theater and recording earnings. He played clarinet with the 35-piece pit orchestra at the Century Theater, New York, once acclaimed the finest in America. It wasn't long after until the firm had 60 employees, and in 1927 Bundy moved the wholesale end of the business to Elkhart, Ind. He and family moved to Elkhart at that time, but in 1935 they returned to New York. During the past 15 years Bundy spent much of his time promoting the cause of music generally. He served on the Music War Council during World War II. He was one of the organizers of the American Music Conference, a non-profit organization. He also was an official in the National Association of Musical Merchandise Wholesalers. One of Bundy's proudest experiences was receiving the Army-Navy E award on behalf of his Jesse French piano division at New Castle, Ind., during World War II. The day he died he spent with company officials discussing business matters to be taken up on a trip he was to make to France April 18. Bundy is survived by his widow, Irene Schanel, and two sons, George Jr. and Frank. Burial was at Nassau Knolls, Manhasset, L. I., N. Y., April 9.

BRUNK'S COMEDIANS, under management of **Henry L. Brunk**, have completed arrangements to open their season in Boise City, Okla., April 26. Rehearsals get under way in that

city April 19. Following its opening stand, the show will jump directly to Colorado for the summer. Current plans call for the season to end in Texas on Thanksgiving Day. Show will play three-night and week stands and will carry 23 people, Brunk says. **Jack Vivian** again will handle the advance. Mr. and Mrs. Brunk left Dallas, where they wintered, for Boise City April 8. . . . **K. W. Lemmon**, currently marking his 38th year in show business, recently closed a six-month engagement playing organ at an Allen, Mich., restaurant and cocktail bar. He plans to spend a week on his farm near Hillsdale, Mich., and then will begin rehearsals with the **Toby and Ora Slout Players**, making his sixth season with that org. He has the orchestra and banners on the show, while his wife, **Frances**, has the concessions. . . . **Sun's Players**, who are in their sixth week of a circle out of Oelwin, Ia., will close May 15 to open under canvas. Manager **Jess Sund** reports that business has been good despite the fact that the unit has encountered much snow. **Dot Sund** says that the under-canvas cast will include **Carl Park, Ted Dearlinger, Flossie Smith, Trixie Maskew, Ken Stuart** and **Ray and Bernice Zarlinton**.

RECENT ARRIVALS in Lakewood, Fla., after a three-month trip from Missouri, were **Mr. and Mrs. R. A. Trell**. They played about 70 dates in the Show Me State with their costume and novelty show. They plan to remain in Florida about a month and then work their way back North. They will return to a platform show for their summer trek. . . . The **Curtis Family Show** is using **E. F. Hannan's** "Ah, There, Professor" as a feature in Eastern Washington to good returns. . . . **Jasper Jackson Players**, Negro org, are playing sponsor dates around Vicksburg, Miss., to good business. . . . **Allan Leonard** reports from Chisholm, Minn., that his feature pic show is working to satisfactory results. He's also carrying a line of religious pix which have been going well.

JAMES E. CLEGG writes from Toronto asking for the roster of the Irene Myers Stock Company, 10-20-30 org that toured the county during the early part of the century. . . . **Connie Evans** reports from Biloxi, Miss., that his small-cast Minstrel Show has been playing to good business in that sector. Currently playing sponsor dates, the unit will tour Louisiana this spring and summer. . . . **Wilbur Denning** has been in Oregon since last fall with his one-man show.

Washington Once-Over

By BEN ATLAS

Continued from page 2
recording of a barbershop quartet of himself, **Burl Ives**, **Groucho Marx** and **Gen. David Sarnoff**.

It's Gonna Get Tougher Before It Improves . . .

NPA is quietly planning to stiffen its ban on amusement construction. That's the word relayed by agency officials after a closed-door conference this week with spokesmen for Theater Owners of America. NPA intends to get tough in handling hardship appeals. There's talk, too, that the control order will be revised to wipe out the present exemption of amusement construction up to \$5,000 worth annually.

Fair Traders Under High Court Eye . . .

Fair trade acts of the various States and federal government are on the spot in a case now before Supreme Court. Challenged as invalid is a provision binding an entire trade to price practices even the tradefolk don't sign agreement. Outcome of the case will have wide impact on amusement industry, particularly on prices of radio sets, TV and phono players.

They Like Pubservers, Want More on Video . . .

Time magazine got 113,000 letters applauding its telecasts of Kefauver crime hearings, Sen. **William D. Benton** (D., Conn.) told the Senate yesterday (13) as he introduced a resolution proposing a congressional study of TV to see how it can best be used for "educational and public service benefits." The flood of letters was biggest ever received by Time on any subject. Sen. **Charles Tobey** (R., N. H.), star figure in the telecasts, got 15,000 letters from fans within a couple of weeks after the hearings. . . . A Senate foreign relations subcommittee is mulling treaty renewals with several countries involving double taxation of professional entertainers. **Stephen J. McCormick**, former WOL operations chief and radio-TV chief at National Production Authority, has been named radio branch chief in public affairs office of Federal Civil Defense Administration. . . . Census Bureau's official tally this week of 1948 business census shows amusement service industries rolling up phenomenal gains in receipts since last previous business census in 1939. Increases ran from three to six times higher over the nine-year span.

Paris Peeks

By ART ROSETT

Continued from page 2
to depend on a gate coming from the French people. "All my entertainment is slanted for the tourists and the rich French, and that's why my shows make money," he said. So, with the cost of living continuing its spiraling ever upwards, no crystal-ball gazer has appeared on the horizon to say where it will end, or what will happen. Suffice to say, the outlook for the future is a pessimistic one, especially as pertains to the entertainment business and the people of France.

Radiodiffusion Francaise In Economy Drive . . .

Radiodiffusion Francaise in an economy drive last week, abandoned all direct radio broadcasting to the United States and Latin America. A news and propaganda effort, which had lasted six years and at its peak two years ago employed 20 or more Americans and an equal number of Frenchmen, ended with a last English language short-wave news transmission from Paris at 5:30 p.m. Friday night. The only French radio programs now available in America are a 15-minute daily emission in French beamed at Canada and recorded music and variety programs which are mailed across the Atlantic.

Hilda Sims, young American actress of **Anna Lucasta** fame, starts rehearsals this week in London in a new **Tom Arnold** and **Basil Dean** production, **Hassan**. The show is scheduled to open in the West End of London May 7. The play is part of the Festival of Britain. . . . The Theater of the American Students and Artists' Center held tryouts this week for its forthcoming production of **Robert Sherwood's The Petrified Forest**. . . . **Peg-Leg Bates** left the **Cirque Medrano** where he was appearing in the **Hollywood Rhythm Extravaganza** to open April 23 at the **Prince of Wales Theater** with the **Bob Hope** show.

London Dispatch

By LEIGH VANCE

Continued from page 2
low-priced British turns to balance his inflated dollar-drawing American stars, snatched him for a two-week stand at the **Prince of Wales** and a four-week one with **Judy Garland** at the **Palladium**. With no time to try out his new gags, **Bygraves** walked on with his year-old act, got a severe drubbing from the same critics who hailed him 12 months back.

Formby to West End At \$4,000 Weekly . . .

The same dearth of vaudeville and musical talent brings pawky, straggle-toothed comedian **George Formby** into the West End for the first time in his career. A razor-edged division, centered around **Birmingham**, sharply divides British audience reaction. South of the line they will go for smooth sophisticated top-hat and tails stuff, north of it they just yawn and yell for more custard pies. For years **Formby** has been topping the bills in the "corn belt," now gets his first West End break in a \$120,000 musical, **Zip Goes a Million**. Lyrics are by **Eric Mascwitz**, music by **George Ponsford**. **Backer** is **Emile Littler**, who put on **Annie Get Your Gun** over here. **George's** weekly rake-off is \$4,200.

'Madwoman,' 'Consul' Fold With Losses . . .

Closing. **The Mad Woman of Chaillot** after a two-month West End run. **Bernard Delfont**, who presented it, rented the **St. James Theater** from **Sir Laurence Olivier**, estimates weekly loss at around \$9,800. . . . **Gian-Carlo Menotti's** opera, **The Consul**, reprised last week by **Olivier** after notice of closing upped takes, is to fold after all April 21. "I like it, you like it, everybody likes it—but not enough people went," cracked **Olivier**.

Drivin' 'Round the Drive-Ins

CONSTRUCTION on the new **Sky-Vue Drive-In Theater** at **Torrington, Conn.**, is nearing completion. **Vincent Youmatz**, formerly with the **Rogers Corner Drive-In Theater**, **New Hartford, Conn.**, is building the project, with a late spring opening scheduled. . . . **Louis B. Rogow**, of **Hartford**, and **Frank M. McWeeney Jr.**, of **Waterbury, Conn.**, have reopened their 800-car capacity **Pine Drive-In** at **Waterbury**. **McWeeney**, general manager, said the lot can be cleared of all cars in 13 minutes because of the special parking arrangements. **East Windsor, Conn.**, **Drive-In Theater**, owned and operated by the **Kupchunos brothers** and **Peter Kostek**, has reopened for

the 1951 season. **Paul S. Purdy**, film buyer, booker and advertising manager, said that the concession area has been rebuilt to offer the maximum of service with a minimum of waiting.

LANSING Drive-In Theater, **Lansing, Mich.**, passed out souvenirs of the spot at its opening of the season April 6. . . . **Frank Stuart**, veteran Detroit theater manager, has been named manager of the new **Belair Drive-In**, only one inside the **Motor City**. He succeeded the late **Edward Reagan**. . . . Any doubts that **Round Hill Drive-In Theater**, **Springfield, Mass.**, had received approval of the **National Production Authority** were set at rest April 2 by **Lincoln B. Iloff**, acting manager of the local **NPA** office. His investigation, prompted by the contention of **Peter G. Ellis**, that the theater interests had no authority to build, revealed that the necessary approval had been issued by the **NPA** office in **Washington** last December 22, with the provision that work on the project was to be under way within 120 days from that date. **Joseph Levine**, president of the theater company, said that construction of the theater will be under way this week.

Billboard Backstage

By JOE CSIDA

Continued from page 2
the junket should almost end in the lazy, irresponsible atmosphere of the **Riviera**. And somehow, in the five weeks of the trip, these guys had seen much of what had just happened, and harbingers of what they all hoped would happen from then on.

They had looked upon the ruins of the city of **London**, and the infinitely greater wreckage of the **German cities**. They saw gutted and flame-blackened **Yank tanks**, and an overturned **German staff car** with a couple of rusted **Nazi helmets**, on the fringe of the bulge. They saw the **Pope** and a classroom full of displaced children, mostly **Poles**, in a little town near **Frankfurt**.

That was **August, 1945** and this is **April, 1951** and in the almost six years since the group came home, we have all gone back nearly all the way whence we came. The group was the **American Broadcasting mission** an annual reunion, concurrent with the **radio-TV convention**. That will be **Sunday night**.

Clair, Joe Ream, Judge Miller, Bill Hedges, Mark Woods, Col. Harry Wilder, Bob Swezey, Leonard Reinsch, John Fetzer, Martin Campbell, Morrie Novik, Ed Kirby, Sol Taishoff, Abel Green, Jack Alicoate . . . lift the glasses high. Let's drink to it. We may still make it . . . and let's sing **Swezey's** favorite song again: " . . . We're poor little lambs who have lost our way . . . Baa, Baa, Baa. . . ."

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The Final Curtain

CASTLE—Isadore H., 58, former carnival eat and drink stand operator, April 7 in Miami. (Details in Carnival Department.)

CHALMERS—Eliza J., 76, retired secretary of Motion Picture World, recently at Greenwich, Conn.

COGBURN—Mrs. Lily S., 66, music instructor and mother of B. H. (Red) Cogburn, pianist and organist, March 28 in Greenwood (S.C.) Hospital. She also leaves another son, Sgt. W. M. Cogburn, stationed in Japan.

CROUGHTON—Amy, 71, movie and music reviewer for The Rochester Times-Union, April 10 in Rochester, N. Y.

ELLIOTT—Frank E., 32, owner of the carnival bearing his name, March 29 in a Halifax, N. S., hospital. (Details in the Carnival Department.)

In Loving Memory Of CAMILLE (LA VILLA) FLECKLES

Who Passed On
April 19, 1946

Not in cruelty, not in wrath,
The Reaper came that day;
"Twas an Angel visited the
Green Earth"
And took the Flowers away.

ETHEL ROBINSON

EMERY—Benjamin F., 89, circus troupier for over 50 years, April 4 at the Hayworth Nursing Home, Creston, Ia. He had been with the Ringling, Van-Amberg, Sells-Floto, Yankee-Robinson, Wallace Bros., and Hagenbeck circuses, and for several years operated a glass-blowing act. Survived by two sisters, Mrs. Del Davis, Winter-set, Ia.; Mrs. Jane Kimbrell, Modesto, Calif., and a brother, John, in Montana.

GENTRY—Mrs. Philomena, 50, mother of Betty Pasco, circus performer, and mother-in-law of Tonio Alvarado, performer and circus operator, March 31 in Frankfort, Ill. She also leaves another daughter, Mary Rose Pasco, and four sons, Kenny, Donnie, Fred and Leroy. Burial in Locust Hill Cemetery, Evansville, Ind.

GOLDING—Samuel, 65, former juggler in the act known as Redford and Winchester, April 11 in Atlantic City. The act played for 40 years on the old Keith and Orpheum circuits in this country and on the leading vaude circuits in Europe and Australia. Survived by a brother, Morris. Burial in Philadelphia.

HAMILTON—Lois Scott, former night club, vaude and outdoor show performer, known as Lois (Buddie) Scott, April 8 in Chicago. She leaves a son, Vernon F. Scott, and a brother, Stanley. Burial in St. Luke's Cemetery, Chicago.

HAMILTON—Robert B., 25, son of the late Robert Hamilton, for many years a theater manager in Connecticut for Warner Bros., April 4 in an auto accident at Foxboro, Mass.

HARRISON—Morton L., 97, theater violinist and for 35 years director of the orchestra at the Opera House, St. John, N. B., April 6 in that city. He was active as a musician until he retired at 90. Survived by one sister. Services and burial in St. John April 9.

HEMSLEY—Harry, British radio and TV performer who specialized in imitating children, April 8 in London. He was active in radio for almost 30 years and appeared in variety halls around 1900.

"For God Shall Bring Every Work
Unto Judgment"
IN MEMORIAM
Ezra (Earl) Ketring
April 16, 1947
FLORENCE & GENE

KETROW—William, 77, veteran circus owner, April 8 at his home in Miami of a heart attack. Active in the outdoor field for some 50 years, he retired in 1948. Survived by his widow, Maude; daughter, Mary Ellen O'Rear, and two sons, William Jr. and Frank. Burial in Southern Memorial Cemetery, North Miami. (Further details in Circus Department.)

KOLDOFSKY—Adolph, 46, violinist and modern music authority, April 8 in Los Angeles. Born in London he was a pupil of Yeasey and Sevcik and had played with Wanda Landowska, harpsichordist. He was first violinist of the Hart House String Quartet of Toronto and later concertmaster and assistant baton of the Vancouver Symphony. His most recent work was as staff violinist at RKO. He was best known for his research on the music of Karl Philipp Emanuel Bach. His widow, Gwendolyn Williams; mother, and two sisters and seven brothers survive. Burial in Rose-dale Cemetery, Los Angeles.

LATHAM—Hope, (Mrs. Louise Brega Kemper) retired stage actress and wife of Collin Kemper, former partner in the New York producers' team of Wagenhals and Kemper, at her home in Bronxville, N. Y., April 10. She was in the New York theater from 1900 to 1911, appearing in "Seven Days," "Paid in Full," "Salvation Nell"

and other plays. Her husband's last production was "The Bat." She was part owner of the show.

LINDSAY—Harold F., secretary of Upper Peninsula State Fair, Escanaba, Mich., April 9, from cancer. He had managed the fair for a decade. Survived by his widow and three daughters.

LOEBEL—Dr. Hans C., 76, former actor and director of the German Theater of St. Louis, April 12 at his home in San Antonio. Loebel at one time was property manager at the Grand Opera House and Summer Opera in Cincinnati. Burial in Vine Street Cemetery, Cincinnati, April 16.

MOULE—Thomas D., manager of the Princess and Comique theater, Detroit, at the turn of the century, and at one time assistant to the president of Kinema Color Company, April 9 in Altadena, Calif. He was with the Kunsky & Caille (subsequently King-Trendle) Circuit in Detroit for about 20 years in an executive capacity, and in 1934 he bought the Plaza Theater in Detroit. Later he formed the Moule & Newman Circuit, in which he was active until he retired in 1944. Survived by his widow and two children. Burial in Altadena.

MURPHY—Mrs. L. F., wife of Pat Murphy, general manager of the Long Beach, Calif., Amusement Company, Nu-Pike operators, April 6 in that city following a long illness. Her husband, parents, a daughter and two brothers survive. Interment April 10 in Compton, Calif.

O'TOOLE—Larry, 42, artist and set designer for Boston's Metropolitan Theater, April 10 at Rockport, Mass. Survived by his widow, a son and a daughter.

PEABODY—Clarence J., old-time road show owner-operator, April 5 in Jacksonville, Fla. Survived by his widow, Lotie, and a daughter, Mrs. Christina Harris, Jacksonville. Burial in that city.

QUARLES—John H., 46, general manager of Station WRGA, Rome, Ga., since 1932, April 7 in that city. He was named president of the station last year. Survived by his widow.

REKART—William, 74, father of Arthur F. Rekart, chief engineer at Station KXOK, St. Louis, April 10 at his home in Ottoville, O.

RICHARDS—Renee, 34, wife of Danny Richards, night club comic and emcee, formerly with Milt Britton's band, March 21 in Hollywood. She also leaves a nine-year-old son, Danny Jr., radio, TV and picture actor.

SCOTT—Alveta Helen, 68, mother of Harriet Lewis, whose husband, Nate Lewis, is equestrian director of Polack Bros. Eastern Unit, March 21 in Hollywood. She also leaves her husband, Dr. Eldorado Scott; two other daughters, Heien and Marion, with Universal Studios, Hollywood, and a granddaughter, Kay Scott, MGM starlet. Burial in Hollywood Cemetery.

STREET—Doc Leon, 70, veteran pitcher, March 31 at his home in Hot Springs. Survived by his widow, Elsie; three stepsons and a brother, Frank, Kansas City, Mo. Burial in Showmen's Rest, Hot Springs.

THORBUS—Florence C., 75, former legit actress, April 9 in Los Angeles, where she made her home for 48 years. Survived by her husband, Ralph B. Interment in Hollywood Cemetery, Hollywood.

TRAMPE—Charles W., 61, in Columbus Hospital, Milwaukee, April 10, following a long illness. A pioneer in the film industry in Wisconsin, he was prominent in Hollywood picture production circles. He came to the United States from Germany in 1892. He was president of Monogram-Midwest Film Company, Inc., and Film Service, Inc., for a quarter of a century. A member of the Variety Club, Milwaukee chapter, he was active in all its charitable functions and drives. He also held membership in Milwaukee Athletic Club and Elks Club. Survived by his widow, Frieda; two sons, Ray W., and Oliver C.; a daughter, Lorraine; one brother, Herman A., and a sister, Mrs. Anna Tews. Burial in Wanderer's Rest Cemetery, Milwaukee, April 13.

UHRICH—F. E., 60, judge of horse shows and retired trainer, April 4 in Uhrichsville, O., of a coronary occlusion. Burial in Gnad-nhuetten Cemetery, Uhrichsville.

VAN—James F., 52, former entertainer, March 25 in a Fort Worth hospital. Survived by his widow, Christine; a son, B. J., and a sister, Mrs. George Brimmer. Burial in San Antonio.

VICTORIA—Vesta (Mrs. Victoria Terry), 77, once a top English vaudeville name, April 7 in London. She was the daughter of Joe Lawrence, old-time English variety performer noted as a head-standing comic. She first appeared in London variety shows in the early 1890's and soon afterward introduced "Daddy Wouldn't Buy Me a Bow Wow," which proved a quick hit. She went to New York in 1904, and the tune received the same acclaim there. In 1905 she added "It's All Right in the Summer Time," another hit. Her biggest click was the song, "Waiting at the Church," first sung by her in 1906 and well-received at Hammerstein's Victoria, the Palace and other Gotham theaters. She married Herbert Terry, son of English actor Edward Terry, in 1912, but they were divorced in 1926.

WALDO—Harold B., 79, former radio editor of "The Hartford Times," April 5 in Hartford, Conn.

WALSH—Harry F., 70, former orchestra leader and music

teacher, April 6 in Yonkers, N. Y. Survived by his widow, a daughter, and a sister.

WHITE—Edgar T., 62, owner-operator of the Port Colborne (Ont.) Arena, in that city recently. Survived by his widow, Ann; a son, Maynard, and a sister, Mrs. Caroline M. Lang.

Marriages

FILIA-MADIGAN—Domenic Filia and Joyce Madigan, singer, April 8 in Bridgeport, Conn.

WARWICK-McELHONE—William Paul Warwick, exec of the Warwick & Legler ad agency, New York, and Eloise McElhone, radio and television emcee, April 6 in New York.

Births

DOMIAN—A son, Alfred, to Mr. and Mrs. Alfred Domian in Bridgeport, Conn., March 28. Father is manager of the Loew-Globe Theater in that city.

LEYDEN—A son to Mr. and Mrs. Bill Leyden April 7 in Hollywood. Father is an early-morning disk jockey at Station KPWB there.

MULLER—A son to Mr. and Mrs. Wayne Muller April 11 in Glendale, Calif. Father is account exec at Station KIEV, Glendale.

NESSLER—A daughter, Lewanna Lynn, to Mr. and Mrs. James E. Nessler March 12. Father, a ride and concession operator, is the son of B. V. Nessler, owner of Nessler's Shows.

Divorces

DEHN—Ginny Simms, radio and vaude singer, from Hyatt Dehn March 12 in Los Angeles.

McINTYRE—Marilyn Maxwell, actress-singer, from Anders N. McIntyre March 22 in Los Angeles.

MINNELL—Judy Garland, film star, from Vincente Minnelli, pic director, March 22 in Los Angeles.

FRAGER—Janis Carter, pic actress, from Carl Prager, New York musical director, March 14 in Los Angeles.

RANDALL—Margaret Randall, former actress and daughter of film exec Hal Roach, from Robert Randall, Western actor known as Robert Livingston, March 28 in Los Angeles.

ROSLING—Vladimir Rosling, pic director, from Vickie Campbell, English music hall and radio singer, March 20 in Los Angeles.

RYAN—Marguerite Chapman, pic actress, from G. Bentley Ryan March 9 in Los Angeles.

Great Lanza

Continued from page 3

able evidence of the film's great box-office potential, for the disks have created a ready-made audience.

As if inspired by the life of the man he portrays, Lanza's film creation of Caruso is convincing. Ann Blyth competently plays the great tenor's beautiful and sympathetic wife. Dorothy Kirsten as Soprano Louise Heggar is equally fine as prima donna and friend of the Carusos. Edward Franz as the Metopera's great director, Giulio Gatti-Casazza, turns in a noteworthy performance, as does Carl Benton Reid in the role of Mrs. Caruso's unforgiving father.

As in all filmed bios, the screenplay does not faithfully follow fact. This, however, does not impair the picture's enjoyment, for much that time has attributed to Caruso is in the realm of legend. Screenwriters Sonya Levien and William Ludwig, therefore, can be forgiven their occasional preference of fancy to fact. In the film, Caruso as a boy worked as a miller. Actually, young Caruso worked as an apprentice to a mechanical engineer. According to the pic, Caruso dies suddenly on stage without wife or friends having any forewarning of his malady. Actually, Caruso had suffered voice failure during the Met's 1909 season and had to cancel all engagements to return to Europe for a throat operation. Death in the film comes on the Met stage. Caruso died in his native Naples.

CASE HISTORY (2)

Young Gals and Old Torture Chic's Ear

Continued from page 3

seek" gag. I am on the stage with my hands over my eyes and Chic runs down into the orchestra to hide. I have to keep saying, "Are you ready?" And he keeps giggling back, "Not ready yet!" All the time he is sneaking up the aisle and suddenly plops down in some lady's lap and shouts, "Now I'm ready!" This is very silly, but it always causes much laughter because ladies are usually surprised to get a lapful of Chic.

So Chic runs up the aisle this Wednesday afternoon. Maybe the light is bad or he does not use his usual sound judgment, because he picks out an old character in a high collar with ruching around it who looks like a cross between a female vigilante and Queen Elizabeth smelling something bad.

"I'm ready!" he yells, and, bingo, he sits right down on her. The old battle-axe is surprised all right. She sounds off like an air-raid siren. But she's ready, too, because Chic lets out a bellow that drowns out all the laughs. It turns out she has hauled off and belted him on his sore ear.

"Here we go again," whispers the new girl. And she is right.

Naturally, I never tell Chic that he has the constitution of an elephant. It would mean the end of a beautiful friendship. He'd probably walk out on me and retire to his farm and his antiques. And then where would I be?

And speaking of antiques, those are Chic's other passion. His health obviously comes first, but he spends almost as much on them as he does on medication. And that, brother, is spending! Of course, he still thinks Chippendale is a dance team, and Duncan Phyfe something that you play with a drum, but he has picked up some real museum pieces of early Grand Rapids. But connoisseur that he is, I'm sure he'd swap the choicest item in the lot for a new remedy for athlete's foot.

No, I would not have Chic any other way than he is, just a delicate flower and a bundle of nerves. I would miss that anguished wail of "Why in hell does it always have to happen to me!" So I never say to him, "You look good tonight." But a mild, "Tsk, tsk, you've got to take better care of yourself, boy," works on him like a quart of new blood.

Sometimes you can kid him a

little, if you do it very gently, like at Christmas time last year when we agree not to give each other any present. I wait until the finale of the Christmas day matinee and hand him a big box all done up in holly and ribbons. The whole company crowds up to see. My partner is a sentimental guy.

"Ole," he says, all upset, "this ain't right. You know I don't buy you anything."

"Forget it, pal," I say. "It is just a little remembrance for your dressing room—a thought you can keep with you the year around."

So he begins tearing off the tissue paper and I am ready to run when he shakes out a 10-foot purple banner. It has big, white block letters on it and they spell out: "My Health Comes First!"

"Now, that's awful pretty," says Chic, very serious.

And believe it or not, it's hanging on the wall of his dressing room right now.

We did have a little trouble a couple of months ago. He decides that he will take out some more life insurance. Of course, I have to go with him while he gets himself examined. Then he begins to suffer exquisitely. He is certain that he has everything from ulcers to yellow jaundice, and is on the phone every day hoping to hear the worst. We all suffer with him.

Then a letter comes from the insurance company.

"How bad is it?" I ask, all choked up.

"They have accepted me," he says, dolefully. "Look, the dope says here that I have the physique of a Shubert juvenile. It is an outrage. He is confusing me with two other guys. I will not have it!"

But that night, when we are working out on the stage, Chic opens his mouth to laugh and his bridgework falls into the footlights. It is too bad that we have not thought of this before, because the audience seems to find it very funny.

"Hey," I ad lib, "what are you doing? Going to pieces on me after all these years?"

After the show I hear him singing in his room. He is no longer depressed.

"What's up?" I shout. "Your horse come in?"

"No," he yells back, happily, "but I got to get to the dentist in the morning."

Hollywood's Red Jigsaw

Continued from page 1

movie actress Anne Revere, radio writer Sam Moore and writer Harold Buchman. Among others slated to testify are actors John Garfield and Jose Ferrer. Chairman John S. Wood is sticking to his ban on coverage by TV, and has extended the ban to radio and newsreel cameras.

Collins's Scorer

The most brow-raising testimony of the week was that by film writer Collins, who gave the committee a sordid picture of protocol and pressure methods used by Communists to influence creative operations in filmdom. Asserting he attended "about 5,000 hours" of meetings as a Communist from 1938 thru 1947, Collins gave these reasons as the Communist party's interest is infiltrating Hollywood: "To influence the content of films where possible; to stop, to abate anti-Communist films; to tap what they felt would be a lucrative source for party funds, and because the party thought it would be advantageous and easy to use a concentration of partially frustrated creative people."

Collins described the reorganization of the Screen Writers' Guild in the late 1930's under guidance of V. J. Jerome, and he said that altho non-Communists belonged to the reconstituted Guild, Reds dominated it until the first House Un-American Activities Committee hearing on Hollywood in 1947. Talking freely and matter-of-factly, Collins named Budd Schulberg along with writer-director-producer Robert Rossen as former party members. He said he personally knew that five of the "Hollywood 10," jailed for contempt when they refused to testify before the House Committee in 1947, had been Communists. He named John Howard Lawson as probably the leading Communist

in the film capital, and he also named fellow writers Ring Lardner Jr., Albert Maltz, Sam Ornitz and Lester Cole. Others named by Collins included his former screen-writing partner, Paul Jarrico, writers Gordon Kahn, Waldo Salt and his wife, Ambur Leonardo Bercovi, Abe Polonski, Martin Berkeley, director Frank Tuttle, John Bright, Herbert Blanche and his wife.

Collins estimated there were several hundred Communists in Hollywood at the peak of wartime membership, but he voiced belief that about a fourth have broken from the party in varying degrees ranging from friendly to unfriendly. He said that while Hollywood Communists were generally under gentle discipline, they sometimes were brought sharply to party order. He urged the committee to make sharp distinction between actual Communist membership and participation in what may be labeled Communist-front groups. "There's the strongest difference between being a Communist and belonging to three or four groups," he said, "because for a great deal of time the Communists were associated with almost every liberal group in the United States." He also urged the committee to consider just when a person belonged to a "front" group.

Mrs. Rosenberg identified as Reds several persons already named by Collins. Screen writer Jarrico denounced Collins as having perjured himself on the stand, but he declined to amplify. Actors Victor Killian and Fred Graff refused to say whether they had been issued Communist party cards. Waldo Salt, screen writer, refused to testify whether he is a Communist, saying, "I disapprove of this entire tendency of government by quiz show."

OUTDOOR UNITS FEWER BUT GROSSES INCREASE

Carnies, Circuses Drop From '39 To '48 as All \$\$ Tabs Go Higher

• Continued from page 1

reau's final official report. This category includes dance bands, orchestras and entertainers hired for restaurants, niteries, radio, TV, private dances and all other fee or contract-basis work.

The number of bands, orks and entertainers covered in the 1948 census totaled 2,026, compared with 550 in 1939. The 1948 payroll totaled \$17,066,000, against \$3,654,000 in 1939. Paid employees in this field numbered 10,335 in 1948, over triple the number in 1939.

Legit and Opera

Also rolling up one of the most whopping increases in receipts in the span of the two censuses were theaters and theatrical producers, exclusive of motion picture houses.

The category of theaters and theatrical producers, as defined by Census, includes legit theaters, opera houses and stock. This industry also includes services "connected with theatrical production, such as theatrical and radio em-

Bill Holland Inks Pact With Sweeney-White

MIAMI, April 14.—Bill Holland, winner of the 1949 Indianapolis 500-mile Decoration Day race and second in three of the other classics, has signed a contract to compete at fairs for National Speedways, Inc. Al Sweeney, who with Gaylord White, heads Speedways, signed for the race org.

Under pact's terms, Holland will race big cars exclusively for Sweeney and White this year, starting at Missouri State Fair, Sedalia, in August. Prior to joining National Speedways, Holland will compete in Eastern stock car races for Bill France.

Holland is the second 500-winner to race under the National Speedway colors. Kelly Petillo competed in 1949.

Hamid-Morton Again Set in Quebec City

NEW YORK, April 14.—The Hamid-Morton Circus will go back into Quebec City this year after an absence of several years, it was announced here this week at the offices of the George A. Hamid & Son agency. The dates are May 31 thru June 4.

Show is set for the new coliseum on the fairgrounds. The date gives the circus its third major stand in Canada, the others being Montreal and Ottawa. The Quebec date is the finale, after which the show will kill a week to make the jump to Richmond, Va., where it will stage an annual date under the auspices of the police department in the ball park.

The Quebec City date, considered a plum, was set by Herman Blumenfeld, of the Hamid firm.

Lajoie, Robinson Set Two Thrill Units for '51 Tour

TORONTO, April 14.—Charles Lajoie and Mitch Robinson, co-owners of the Congress of Hollywood Daredevils, all-Canadian thrill show, will come out with two units this year, Tommy McClure, official of the show, announced.

The new unit will tour the maritimes and Quebec, while the No. 1 unit will play dates in Western Canada, returning to Ontario for the fall tobacco and fair season. Both will open May 5, one in Shawinigan Falls, P. Q., with the Western org at Ottawa.

A five-town racing circuit for modified stocks will also be operated by Lajoie and Robinson this year, according to McClure. The circuit, to be managed by Buttercup Pierce, will operate in the maritime province at St. John, Sidney, Bridgewater, Moncton and Halifax. All drivers will be Canadian and all spots will be sponsored. Trudy Munro, daughter of Bill Munro, composer of *When My Baby Smiles at Me*, is among the women drivers.

ployment agencies, booking agencies, scenery and other theatrical equipment service, and ticket agencies." Total receipts in this industry soared to \$144,283,000 in 1948 from \$32,461,000 in 1939, while the number of establishments climbed to 1,426 in 1948 from 231 in 1939. The payroll rose to \$56,803,000 in 1948 from \$11,459,000 in 1939, and paid employees numbered 5,316 in the latest census, compared to 1,236 in the previous one.

Movies

In the category of movie theaters, 1948 receipts totaled \$1,614,282,000. This included \$1,566,890,000 from regular motion picture theaters, \$46,838,000 from drive-in movie theaters, and \$54,000 from portable theaters. In the 1939 census, only regular movie theaters were shown in the category, with drive-in and portable theaters bundled.

(Continued on page 54)

Pittera Group Slates Major Expo Shows

NEW YORK, April 14.—Fred Pittera & Associates, expo promotional firm which today winds up the week-long staging of the National Exhibition of Haiti here, will open the New England Exposition of Progress in Mechanics Building, Boston, May 5, for a seven-day run.

The Boston show, sponsored by the Homebuilders' Association of Greater Boston in co-operation with *The Boston Herald* and *The Boston Traveler*, will feature an armed forces show, nightly radio quiz show, a variety of contests and Bob Edwards, singing emcee, formerly with radio's *Winner Take All* and *Cavalcade of Stars*. Station WHDH is co-operating. General admission is 75 cents, but 500,000 half-rate tickets have been distributed.

Next major event on the Pittera schedule will be the Fair of Italy, slated for Grand Central Palace here, May 30-June 14. This event, which has the backing of the Italian government and many of that nation's top industrialists, has been worked on for two years.

MUSCLE MEN MEET

Acrobats To Combat Reds, Help Defense

WASHINGTON, April 14.—To fight Communism and increase "the public's patriotic fervor" will be their most important aim, the National Society of Acrobats and Aerialists announced at the wind-up of a convention here last week.

George A. Hamid, NSAA prexy, declared that to further this aim, the Society has agreed to reinstate the "flag finish" custom for all acts, and is ready to offer its services to the Defense Department in the training of troops. Hamid, prexy of Atlantic City Steel Pier and New Jersey State Fair, a co-owner of the Hamid-Morton Circus and head of his own talent agency, declared that "the acrobat is ready to serve his country in any way and to follow the footsteps of other performers who have enjoyed high standing positions in national affairs, committees, governmental appointments and the like."

Patriotic Wind-Up

Stressing the importance of the "flag finish," a recently discarded custom of closing the show with a flourish of U. S. flags by the performers to the accompaniment of patriotic music, Hamid said NSAA delegates agreed on the urgency for universal revival of this traditional wind-up, partic-

Operetta Top Takes Buster At St. Pete

ST. PETERSBURG, Fla., April 14.—The big top of the St. Petersburg Operetta was leveled by a storm Monday (2) in the third mishap to strike under-canvas theaters here in recent weeks. Inez Smith, wardrobe mistress, and an expressman who was delivering a package were injured by falling poles.

The \$40,000 tent theater was guyed out to concrete blocks. Wind got under the canvas and folded it. Damage to the 1,600-seat top was estimated at several thousand dollars.

Earlier, the Music Circus, under-canvas production, folded because of weak business during cold weather. Three weeks ago the tent used by the Pinellas Players here was destroyed by fire.

Ringling Biz Ahead of '49, Trailing '50

Loss of Holidays Hurts, But Take Is Called Okay

NEW YORK, April 14.—An accelerated interest in purchasing ducats for the Big Show heartened Ringling Bros.' circus execs this week. After a sluggish start, indications now are that the gross for the 33-day (65 performance) run at Madison Square Garden will top 1949, a very good year, but trail 1950 when a record handle was registered.

The Big Show tomorrow rounds out its first 12 days. Week-end matinees have been at near-capacity and sellouts are virtually assured for the Saturday-Sunday afternoon sessions thruout the run. Most other matinees have pulled strong houses, and the night shows, without the hordes of moppets to boost the gate, have been okay.

Gross to date is considered particularly good in view of the fact that the circus missed all of the Easter holidays this year, a period that customarily contributes some of the best grosses of the run since all moppets are on school holidays. Last year the show dates included the entire Easter holiday period. In

(Continued on page 59)

Olsen-Johnson May Join Cole After Chicago

3 Trucks Moving Props; Train Use Held to Minimum

• Continued from page 1

Cole operation. A source close to Wirtz indicated the deal already may be set.

William Horstman, circus veepee, neither confirmed nor denied the report. He went only as far as to say Olsen and Johnson wouldn't be with the show in Chicago.

One reason they won't come on until after the stand here is that the comics are nothing new to the Chi Stadium trade, having launched their arena-type production in the building a few seasons ago. The comedians shelved efforts to sustain the arena show not long after the Stadium stand and have been casting about for the proper place to go to work.

Team Played Fairs

Neither has cloaked his desire to go outdoors rather than buck the high costs and headaches connected with a Broadway show. They have appeared at a number of the top fairs, chief among them

(Continued on page 59)

Harold Lindsay, Escanaba Fair Manager, Dies

ESCANABA, Mich., April 14.—Funeral services were held here Wednesday (11) for Harold P. Lindsay, 51, secretary-manager of Upper Peninsula State Fair since 1940. He died in his home here Sunday (8) following several months illness. In addition to his fair activities Lindsay was owner of the Cloverland Paper Company here. A native of Escanaba, he was a graduate of the University of Michigan and a former professor of economics at Buena Vista College, Storm Lake, Ia.

From 1925 to 1942, he served as secretary of the Escanaba Chamber of Commerce. Active in fraternal and civic affairs, Lindsay was a member of the American Legion, the 40 and 8, Delta Lodge 195, FAM, Escanaba Rotary Club and a past exalted ruler of BPOE, No. 354.

He is survived by his widow, Myrtle; three daughters, Joan Susan and Martha; one sister, Mrs. Francis Atkins, Akron; an aunt, Mrs. Herbert J. Rushton, Escanaba, and an uncle, Charles Payne, Nahma, Mich.

Big Cars Draw Overflow Crowd At Reading, Pa.

READING, Pa., April 14.—Near-perfect weather brought an overflow crowd to the Reading Fairgrounds last Sunday (8) to see big cars races promoted by Sam Nunis. The meet was the first of several scheduled for the local track.

Bill Schindler, of Freeport, L. I., won the feature. Other participating drivers included Troy Ruttman, Tommy Hinnershitz, and Johnny Parsons.

Russ Moyer, Reading Fair publicist, handled the promotion.

required in their performance, the need for high precision and quick understanding. The industry, he said, now represents a total investment of \$450,000,000, employs 275,000 people.

Hamid said the NSAA is ready to place its services at the disposal of the Defense Department. NSAA, he said, is planning to discuss this with officials at the Pentagon after a suitable plan has been drawn up. Thirty delegates were on hand for the sessions at the Statler Hotel here.

Winkley Pacts Arlington Downs For Three Years

MINNEAPOLIS, April 14.—Frank Winkley, auto race promoter with headquarters here, this week closed a three-year lease to stage all motorized events at Arlington Downs, the mile and sixteenth track halfway between Dallas and Fort Worth.

Winkley disclosed that he plans to stage seven events at the famous track this season, spacing the events about a month apart and opening with a 250-mile stock car auto race. In addition to stock car and big car races he plans to present motorcycle races at the Texas track.

A paid crowd of 5,000 attended Winkley's first speed event of the season, a 100-mile stock car race, at the Louisiana State Fair grounds, Shreveport, La., Sunday (8). Weather was ideal. Jim Wainwright, Shreveport driver, was the winner.

Karland To Supply Acts for Hampton Used Car Showing

HAMPTON, Va., April 14.—C. S. Karland has been contracted to supply acts for the Hampton Used Car Exposition and Circus to be held in the Armory and on surrounding grounds May 28-June 2 under American Legion auspices.

Patrons will be provided with reserve seat tickets so that they may view exhibits and return to the Armory to see the circus acts, which will be presented hourly.

Used car dealers from most of the Tidewater section have requested exhibit space, and many novel advertising features will be offered, officials state. Karland will present a calliope contest in which the audience participates, with merchants offering prizes to people who play the instrument best.

Cancer Experts Issue Warning on Fluorescent Lights

CAMBRIDGE, Mass., April 14.—A warning that handling broken fluorescent lighting tubes with bare hands can cause cancer of the bones has been issued by three doctors at Massachusetts General Hospital and Harvard University here.

Drs. M. B. Hoaglund, R. S. Grier and M. B. Hood recently discovered thru experiment that beryllium compounds similar to those used in fluorescent lighting cause animal cancers. New fluorescent light tubes, however, are said not to contain beryllium.

BULGY, The Whale

A First Attraction with the moppet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

Two passenger capacity, sturdy alloy cast cars and simplicity of control assure a high grossing, economical, long life.

Phone, wire or write for additional details about this sensational money winning ride.

Proven BEST by Performance TEST



Salem Oregon

Originators and manufacturers of the Octopus, Rolloplane, Flyplane, Rockplane, Midge-a-Racer and Bulgy

CLOSE-UPS: PAUL EAGLES

RB Promotion Chief Sprouted in Feed Biz

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By TOM O'CONNELL

AT A QUICK TAKE, there would seem to be little connection between the feed business and one of alfresco amusement's largest operations, but in the case of Paul Eagles, Ringling Bros. and Barnum & Bailey's new promotion manager, hay and grain led the way to a top post with the Big One.

In his new capacity, the 57-year-old Paul is filling a position held down last season by the late Waldo T. Tupper. As general agent, Tupper not only routed the circus but had charge of block ticket and bulk performance sales. Upon his death, F. A. (Babe) Boudinot was named general agent, and Paul was assigned the specific chores of promotion head about a month before the start of the season.

The hay and grain connection came about when Paul's family moved from his birthplace, Thayer, Kan., to Los Angeles when Paul was three. He remembers Thayer as a town of 500 population and says that on a visit there a few



PAUL EAGLES

years ago its size had neither grown nor diminished. In Thayer, his mother's people kept a general store.

Supplied Circuses

His father, the late Alvin Eagles, opened a hay and grain emporium on the West Coast, and thruout the

(Continued on page 70)

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢. Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as \$1. In Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

Light Weight BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.

Set Numbered Ping Pong Balls... \$15.00
Replacements, Numbered Balls, ea... \$40
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25

Middieweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow... 2.00
Per 100... 1.50
3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/4" diam. Red or Green Plastics, M... 1.50

Adv. Display Posters, size 24x36, Ea... 15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4 inch dia., 1/2 inch dia., 1800 to lb.; larger size, 3/8 dia., 1000 to lb. Either size, lb... 45

Airrite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢. Send for illustrated circular. For 135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted immediate delivery.

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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 13. The complete list of Fair dates was published in the issue dated April 7. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

COLORADO

Longmont—Boulder Co. Fair Assn. Aug. 16-18. T. G. Thompson.

CONNECTICUT

Durham—Middlesex Co. 4-H Fair. Aug. 17-18. Joan C. Hubbard, Middletown, Conn. North Stonington—New London Co. 4-H Fair. Aug. 31-Sept. 1. June Rainville, Norwichtown.

South Woodstock—Woodstock Fair. Sept. 1-3. Donald B. Williams, R. 3, Putnam, Conn.

IDAHO

Cambridge—Washington Co. Fair Assn. Aug. 24-26. Buck Howland. New Plymouth—Payette Co. Fair. Aug. 16-18. John E. Wagner.

Ririe—Jefferson Co. Fair. Aug. 31-Sept. 1. Carl M. Shaner.

ILLINOIS

Melvin—Ford Co. Fair of Melvin. Sept. 5-8. C. D. Thompson. Moline—Rock Island Co. Fair Assn. Latter part of Aug. Ray Fuller.

New Windsor—New Windsor Fair Assn. Aug. 15-17. Lynn L. Keim. Woodstock—McHenry Co. Fair Assn. July 26-29. W. H. Tammeus.

INDIANA

Angola—Town, Farm & Home Expo. July 23-28. Bill Goodwin. Boswell—Benton Co. Fair. Aug. 22-24. Lendall Lowman, Earl Park, Ind.

Fairview—Fairview Farmers' Fair. Aug. 15-18. Earl R. Furnish, Bennington, Ind. Kentland—Newton Co. Fair. Sept. 3-7. A. M. Schuh.

Scottsburg—Scott Co. Fair Assn. Aug. 1-3. J. T. West. Wabash—Wabash Co. 4-H Fair. Aug. 21-25. Dale J. Miller.

KANSAS

Burden—Eastern Cowley Co. Fair. Aug. 15-17. Dick Alexander. Cottonwood Falls—Chase Co. Fair & Agr. Soc. Aug. 23-25. Fred J. Arnold.

Girard—Crawford Co. Fair Assn. Aug. 22-25. Marvin Green. Iola—Allen Co. Fair Assn. Aug. 27-Sept. 1. Orville Kretzmeier.

Overbrook—Overbrook Osage Co. Fair Assn. Aug. 23-25. Emery E. Fager. Pratt—Pratt Co. Fair Assn. Aug. 9-11. Mrs. H. O. Fitzsimmons.

Stafford—Stafford Co. Fair. Aug. 1-4. Arthur B. Harzmann.

KENTUCKY

Campbellsville—Taylor Co. Fair Assn. Aug. 8-11. Turner Harding. Falmouth—Falmouth Fair. Aug. 15-18. Mrs. Nelson Breeze.

Pulton—West Ky.-Tenn. Fair. July 25-28. F. A. Homra. Greensburg—Green Co. Fair. Sept. 20-22. John H. Ewing Jr. Greenup—Greenup Co. Fair. Sept. 20-22. Agnes Miller.

Hartford—Ohio Co. Fair. Sept. 6-8. J. R. Russell. Lawrenceburg—Am. Legion Lawrenceburg Fair. July 17-21. John Talbott. Marion—Crittenden Co. Fair. Aug. 30-Sept. 1. L. W. Henry. Mayfield—Purchase District Fair. Aug. 14-17. M. W. Hartsfield. Owenton—Owen Co. Fair. July 25-28. A. T. Mills.

MAINE

Cornish—Cornish Agr. Assn. Aug. 21-25. Rita B. Pendexter. Topsham—Topsham Fair. Oct. 8-13. Emery W. Booker, Brunswick, Me.

MICHIGAN

Alpena—Alpena Co. Agr. Soc. Aug. 30-Sept. 3. C. N. Standen, Lachine, Mich. Atlanta—Montgomery Co. 4-H Fair. Aug. 23-25. Evelyn G. Sherwood.

MINNESOTA

Ada—Norman Co. Agr. Soc. June 30-July 4. A. K. Tvedten. Arlington—Sibley Co. Agr. Assn. Aug. 9-12. Louis Kill.

Baudette—Lake of the Woods Co. Fair Assn. Aug. 22-24. L. L. Wonsler. Bird Island—Renville Co. Fair. Sept. 10-12. Harold Baumgartner.

Caledonia—Houston Co. Agr. Soc. Aug. 30-Sept. 1. Merle O. Almo. Cannon Falls—Cannon Valley Fair Assn. July 2-4. R. J. Goodwin.

Hopkins—Hennepin Co. Fair. July 20-22. Mike W. Zipoy. Howard Lake—Wright Co. Fair. Aug. 9-12. Paul Eddy.

Litchfield—Meecker Co. Fair. Aug. 15-17. John Sheay. Little Falls—Morrison Co. Fair. Aug. 10-12. D. T. Sargeant.

Nevis—Hubbard Co. Agr. Assn. Aug. 28-30. Darwin L. Erickson. Pillager—Cass Co. Agr. Soc. Aug. 16-18. Charles Eligen.

Rochester—Olmsted Co. Agr. Soc. Aug. 1-5. Gordon E. Reynolds. Rush City—Chicago Co. Fair. Aug. 6-8. George W. Larson, North Branch, Minn.

Saint James—Watsonwan Co. Fair Assn. Aug. 24-26. Hubert Ransom. Sauk Centre—Stearns Co. Agr. Assn. July 26-29. S. O. Aaker.

Window—Cottonwood Co. Agr. Soc. Aug. 20-22. William Palm. Zumbrota—Goodhue Co. Agr. Soc. Aug. 23-26. A. E. Collinge Jr.

MISSOURI

Fredericktown—Madison Co. Fair. Aug. 17-18. M. R. Ward.

MONTANA

Deer Lodge—Powell Co. Fair. Aug. 24-26. Ted Rule. Glasgow—Valley Co. Fair. Aug. 28-30. Stephen J. Urs.

(Continued on page 56)

HOW ABOUT A NEW BIG ELI Wheel for 1951!

Are you considering a new Wheel for your Park or Show for the coming season? NOW is the time to be thinking about it.

At the present time a limited number of BIG ELI Wheels are available for 1951 shipment. Just how long this situation will prevail we do not know. Present world conditions may prohibit future wheel manufacture. Give a BIG ELI Consideration NOW.

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Portable or park type Kiddie Ferris Wheels and Airplane Rides still available. Complete Fire Truck Trailer Rides, \$1995. Conventional and Streamliner Train Rides. Don't wait until sold out. Price Low! Quality High!


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DAY & NIGHT SERVICE
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CASH WITH ORDER PRICES... 10M, \$10.50... ADDITIONAL 10M's AT SAME ORDER, \$2.50
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL... \$2.50
EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Most Show Name of Place, Established price, Tax and Total. Must be Collectively Numbered from 1 up from your Last Number



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One slightly used Little Skipper Kiddie Ride, capacity 20, located in Oregon... \$2,000.00

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FULFILLING advance predictions, the Ringling Bros and Barnum & Bailey Circus auspiciously opened its 1951 season in New York's Madison Square Garden on Wednesday night, April 4, to the acclaim of the press and the instantaneous approval of children of all ages.

Mightier than ever, from come-in to finale, this year's Big Show is circus all the way. New York, the traditional barometer of big top business, indicates continuing success during the forthcoming coast-to-coast tour of The Greatest Show on Earth.

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Set No.	Flag Size	Penant Size	Price
4	4 1/2' x 4 1/2'	3 1/4' x 8'	\$ 40
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TROPICAL (FIT) HELMETS \$1.25 EA.

BUCKETS COLLAPSIBLE CANVAS CAMP \$98

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TARPAULINS WATERPROOF FIRE RESISTANT MILKED PROOF

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Expert operators available for large shows! Full insurance carried on all operated displays!

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RICH BROS. FIREWORKS CO. DEPT. B-1 BOX 154 SIOUX FALLS, SOUTH DAKOTA

See Poppers for all your Popcorn Needs!

We still have new poppers available for as low as \$175, but equipment is becoming hard to get, so act now! Supplies now on hand for popcorn, candy apples, floss and snowballs—don't be caught short next season—order today!

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POPPERS SUPPLY CO., Inc., of Phila. 1211 NORTH 2ND ST. GARfield 6-1616 PHILADELPHIA 22, PA.

Outdoor Units Fewer But Grosses Increase

Continued from page 51

dled in with several other items in a miscellaneous category. Portable theaters are defined as "establishments primarily engaged in the itinerant exhibition of motion pictures with portable projection and sound equipment." In the 1939 census, receipts from regular movie houses were shown as totaling \$673,045,000.

Coin Machines

Coin-operated amusement device services registered \$99,191,000 in receipts in the 1948 census. In the 1939 census, this category was included in "miscellaneous amusement services" and consequently no comparable figure can be shown. Shown separately as an additional item in both censuses, tho, is the category of coin-operated machine rental and repair services. Receipts in this category totaled \$50,500,000 in 1948, compared with \$30,576,000 in 1939. Operators of coin-operated merchandise and vending machines are not tabulated separately in either of the censuses, but are included with numerous others in a general category of "retail trade."

The 1948 census showed the number of establishments in coin-operated amusement device services running at 2,447, with a pay roll of \$20,232,000, 7,265 employees, and 2,596 active employers. The pay roll of coin-operated machine rental and repair services totaled \$10,061,000 in 1948, compared to \$5,852,000 in the 1939 census. An unusual feature of this category was a decline in the number of employees from 4,381 in 1939 to 3,623 in 1948, and the number of establishments fell from 1,554 in 1939 to 1,302 in 1948. Active operators of these establishments totaled 1,391 in 1948, compared to 1,606 in 1939.

Rides, Games, Etc.

Receipts from amusement devices reached \$24,400,000 in 1948, compared to \$7,314,000 in the previous business census. Amusement devices include such items as Carousels, Ferris Wheels, games of skill and chance. When these devices are located in amusement parks as concessions, they are included in the category of "amusement parks." Receipts in amusement parks totaled \$42,048,000 in the 1948 census, a big jump from the 1939 figure of \$10,123,000.

The number of amusement devices rose to 1,604 in 1948 from 1,093 in 1939, and pay rolls soared to \$4,703,000 in 1948 from 1,504 in 1939, while paid employees numbered 1,096 in 1948 compared to 543 in 1939.

Amusement parks totaled 368 in 1948, compared to 245 in the previous business census, while pay rolls soared to \$12,997,000 in 1948 from \$2,997,000 in 1939. The number of employees was 2,708 in 1948, compared to 1,114 in 1939, and active operators totaled 270 in 1948 as against 148 in 1939. Other amusements reported in Census are:

Shooting galleries: \$1,586,000 receipts in 1948, compared to \$850,000 in 1939; 181 establishments in 1948, a decline from 324 in 1939; pay rolls of \$339,000 in 1948, as against \$160,000 in 1939; 139 paid employees in 1948, and 181 in the previous business census; 140 operators in 1948, a drop from 255 in 1939.

Mainly Outdoor

Miscellaneous amusement and recreation services (amusement and recreation service not elsewhere classified, such as carnivals, circuses, exhibitions, domino parlors and pony tracks): \$96,107,000 in 1948, compared to \$70,751,000 in 1939; 1,708 establishments in 1948, a decline from 2,294 in 1939; \$28,858,000 pay roll in 1948, against \$20,862,000 in 1939; 10,118 paid employees in 1948, compared to 7,908 in 1939; 1,587 active proprietors in 1948, as against 1,969 in 1939.

Skating rinks: \$21,919,000 receipts in 1948, a jump from 8,243,000 in 1939; 1,424 establishments in 1948, compared to 1,193 in 1939; \$5,283,000 pay roll in 1948, as against \$2,144,000 in 1939; 4,783 paid employees in 1948, compared to 3,839 in 1939. Of these totals, the following are for roller skating rinks: \$18,475,000 receipts in 1949, compared to \$6,550,000 in 1939; 1,382 establishments in 1948, compared to 1,134 in 1939; \$4,254,000 pay roll in 1948, as against \$1,641,000 in 1939; 4,042 paid employees in 1948, compared to 3,172 in 1939.

Swimming pools: \$7,338,000 receipts in 1948, compared to \$2,815,000 in 1939; 499 establishments in 1948, compared to 668 in 1939; \$1,838,000 pay roll in 1948, a climb from \$712,000 in 1939; 444 paid employees in 1948, an increase from 311 in 1939.

Dance halls, studios and schools (public dance halls or ballrooms catering to the general public): \$37,205,000 receipts in 1948, a climb from \$14,156,000 in 1939; 1,074 establishments in 1948, a drop from 2,191 in 1939; \$9,870,000 pay roll in 1948, compared to \$4,498,000 in 1939; 8,597 paid employees in 1948, and 8,388 in 1939.

Race tracks: \$187,905,000 receipts in 1948, a jump of nearly four times from the 1939 total of \$44,485,000; 198 establishments in 1948 against 92 in 1939; \$35,538,000 pay roll in 1948, compared to \$8,164,000 in 1939; 7,615 paid employees in 1948, as against 3,468 in 1939. Of these totals, receipts at automobile race tracks aggregated \$8,515,000 in 1948, compared to \$978,000 in 1939; 112 auto race tracks in 1948, as against 36 in 1939. Also \$17,046,000 receipts in dog race tracks in 1948, compared to \$2,775,000 in 1939; 15 dog race tracks in 1948, and 11 in 1939. Also, \$162,244,000 receipts in horse race track operations in 1948 compared to \$40,732,000 in 1939; 71 horse race tracks in 1948, 45 in 1939.

Beaches, Sports

Bathing beaches: \$4,78,000 receipts in 1948, compared to \$1,994,000 in 1939; 261 establishments in 1948, a drop from 344 in 1939; \$1,104,000 pay roll in 1948, up from \$534,000 in 1939; 200 paid employees in 1948, 192 in 1939.

Sports promoters and commercial operators (stadiums, athletic fields, baseball and football clubs): \$193,333,000 receipts in 1948, 6,518 establishments, \$57,553,000 pay roll, 17,196 paid employees, and 5,869 active proprietors. The 1939 business census did not classify this category separately, and consequently there are no comparable figures.

Bowling alleys, billiard and pool parlors: \$204,125,000 in 1948, compared to \$87,450,000 in 1939; 14,166 establishments in 1948, a drop from 17,644 in 1939; pay roll of \$64,315,000 in 1948, up from \$23,239,000 in 1939; 76,543 paid employees in 1948, as against 53,028 in 1939.

L. Aylesworth Leaves Beatty; Davis Stricken

LOS ANGELES, April 14. — Two staffers were lost to the Clyde Beatty Circus recently. Leonard Aylesworth, lot superintendent, closed and returned to his home because of illness. Red Larkins, manager part of last season, was named to replace Aylesworth.

George Davis, veteran cookhouse superintendent, suffered a heart attack and was forced to remain in a hospital. He is expected to rejoin the circus. Both men left the show before it reached Los Angeles.

Better weather led to easier moves and better business on the second half of the show's Westward trek. Good houses were scored at El Paso, Tex. (31-1), and Phoenix, Ariz. (3). At Tucson, Ariz. (2), Beatty played to two straw houses despite a late arrival.

Terrell Jacobs Ends Indoor Trek

BLUFFTON, Ind., April 14. — Terrell Jacobs' Indoor Circus recently closed its season here to three full houses under 4-H Club auspices. George Williams was committee chairman and equestrian director. Acts with the show were Jacobs' lions, Harry Haag and his elephant, Walter Jennier's seal; Joe Hodgini's dogs and pony and the Lehmbek Sisters.

Producing Clown Billy Burke was supported by Gene Lewis, George Barnaby and Bob Helvie. Charles Gable was superintendent of props and Nick Ouelette, superintendent of rigging. John Hoffman was animal boss.

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Linon, pantomime rope walker, and **Emil Pallenberg Sr.** and his bears, were in the talent lineup at the annual sports show at the Iowa State Fairgrounds, Des Moines. **Bill Brown** emceed.

Earl Graham, juggler, jumped from New York to Little Rock for a few days' visit with his mother, **Mrs. Jewel Graham**, former wire and trapeze performer, who recently celebrated her 77th birthday. Earl left Thursday (5) for Detroit and Chicago to fill contracted club and television dates. **Isaac Gomez** has formed a new troupe called the Five Titans, acro act, which is being booked by the Ernie Young office, Chicago. Gomez's wife, **Alyce**, is manager and owner of the troupe.

K. L. Kais, who features an electrical routine, is headed for engagements in Phoenix, Ariz., after a lengthy stay in California.

Great Cepler Family, high wire, has been signed to play City Park Stadium, Crossett, Ark., the week of May 29. . . . **Chico-Dell Le Clair**, who has his Trained Monkey Show working indoor dates in the Pacific Northwest, has been booked into Cleveland's Zoo for 15 weeks beginning May 27.

Malikova, high wire, and **Roland Tiebor's** seals, with **Francis Hogan**, are playing the Circo Loyal Americano in Puerto Rico, booked thru Pan American Agency, Cleveland. Agency also has booked **Gutis Troupe** for 28 weeks with a circus in Peru and Chile. . . . **Anchia Troupe**, teeterboard, and the **Sanchez Sisters**, bounding rope and web, are with Rogers Bros.' Circus this year.

Bob McElroy, ventriloquist, was a recent Chicago visitor, heading for indoor dates in Memphis and Moline, Ill. . . . **Judy and Jeanette**, aerial; **Del-Rae**, sway pole, and **Sensational Williams**, sway pole, have been booked into Williams-grove Park, Mechanicsburg, Pa., by Cooke and Rose.

Leo Couture, high diver, will be in the attraction line-up at the 1951 Pacific National Sportsman's Show, May 16-23, Vancouver, B. C. Others will include **Sharky the Seal** and **Frank Peloquin**, log roller.

Peepay Ringens, bicycle high-dive, was the subject of a full-page story in the magazine section of the April 1 issue of the Miami Sunday News, with pictures of both he and **Mrs. Ringens**. Ringens is getting around with the aid of crutches following injuries suffered in a fall last August in New Orleans. His Miami farm consists of a series of concrete tanks filled with gravel and a 16,000-gallon tank from which a solution of plant nutrients are pumped to the plants, a method of soilless farming.

Mr. and Mrs. Alexander Dobritch, of the Aerial Dobritch flying troupe, and **Stig Olsen**, of **The Vikings**, hand-balancing duo, held a reunion party in Chicago's Devonshire Hotel Tuesday night (10). The acts, which had appeared together countless times in Germany and Sweden, had not seen each other in close to 10 years. While in Chicago, **Alexander Dobritch** reported his act has been booked for 21 weeks of outdoor dates by **George A. Hamid & Son**.

Happy Maxwell, clown, has signed for the season with **B. Ward Beam's** auto thrill show and will open with the org June 3, at Goshen, N. Y. Booking was handled thru the Charles Zemater office, Chicago. . . . **The Hermanos Williams Trio**, hand balancing and tumbling, closed at the Saxony Hotel, Miami Beach, Sunday (8). . . . **Novak and Faye**, comedy knockabout, will play a Rochester, Minn., convention April 21. **Smetonas**, wire act, are set for a week at the Springfield, Mo., food show to start April 16. Both bookings were handled thru Ernie Young, Chicago.

Out in the Open

Ad agency head **Ben Smith** and execs of the Farmer Boy Popcorn Company were thrilled recently when **Ken Murray** used a skit on their product which included one of their popping units on his TV show.

Mr. and Mrs. Charles Zemater and son, **Jack**, of the Chicago agency, returned to Chicago recently after a four-week California vacation. . . . **Billy Blencoe**, of the Globe Poster Company, Chicago, is still at home resting after his recent illness.

William T. Twell has been appointed promotional director of Dreamland, Kenova, W. Va., reports **Fred J. Salem**, Dreamland president.

Irving Rosenthal, co-owner with his brother, **Jack**, of Palisades (N. J.) Park, tells in the June issue of Stag magazine how they rose from selling sand pails at Coney Island over 40 years ago to operation of a top funspot.

Promoter **Jake Kedenburg** is having his troubles at Dexter Park, Woodhaven, Queens. Scheduled stock car races were nixed by the weatherman Sunday (1) for the third week in a row. The one-third mile macadam track, broken up by frost, was ripped out when it was found impossible to do an adequate repair job. Another attempt at racing, contingent on the installation of a new track, was scheduled for April 8.

Bill de L'horbe, of National Amusement Device Company and **Bill Wendler**, of Allan Herschell Company, Inc., were Sunday (1) visitors to Rockaways' (N. Y.) Playland. The riders also made a general tour of other Long Island amusement establishments. Others who dropped by at the park Sunday were **James Kyrimes Jr.**, of the Coney Island ride operating family, and **Ted Cott**, general manager of WNBC and WNBT, who showed up with his two children. **A. Joseph Geist**, park president, gave Cott personal instruction at a shooting gallery.

Cal Swalm has received delivery in San Diego, Calif., of a kiddie fire truck purchased from the Overland Amusement Company. Swalm, who has been in promotional work, plans to use it to bally food market openings and other events. It also will be used on independent midways at fairs. Upon arrival Swalm cooperated with the San Diego Fire Department and had the miniature fire engine photographed beside the real engine as a part of Fire Prevention Week promotion.

Billy Powell was tendered a surprise birthday party by his wife, **Gee Gee Powell**, in **Mrs. Vates Cunningham's** trailer in Greenville, S. C., recently. Guests included **Mr. and Mrs. George Engesser** and **Roxy Engesser**.

Guests at the Dallas home of **Mr. and Mrs. J. Lusk** recently were **Mr. and Mrs. Ted Steichen** and family. Ted has the food commissary at Minnesota State Fair, St. Paul. **J. W. Grant MacEwan**, honorary president of the Western Canada Fairs Association and dean of agriculture at the University of Manitoba, Winnipeg, has agreed to let his name go before a liberal nominating convention which will chose a candidate for a forthcoming by-election. . . . **Ian M. McConnan**, a director of the Regina (Sask.) Exhibition Association and manager of a packing plant in Regina, has been transferred by the packing company to Prince Albert, Sask.

Charles E. Parry, secretary-manager of Lethbridge (Alta.) and District Exhibition and Rodeo, has moved to Lethbridge from his farm and dairy southeast of the city.

Thad Ricks Monday (16) took over as publicity chief of State Fair of Texas, Dallas. He returned to Dallas from Indianapolis where he had been in the public relations section of the national headquarters of the American Legion.

Beatty-AGVA Pact Grants Wage Boosts

Singles Assured \$85 Minimum Pay; Include Insurance

LOS ANGELES, April 14.—A two-year contract governing performers with the Clyde Beatty Circus was signed here Tuesday (10) with the American Guild of Variety Artists. Pact gives the performers an increase in minimum pay and pay for extra shows. It provides insurance, but waives accidental coverage in California, where it is provided by the State's workmen's compensation act. Representing the circus were **W. M. Moore**, general agent; **George Smith**, manager, and **William Petty**, secretary-treasurer. **James Kelly** signed for AGVA.

The contract, signed for the second year in succession, is the standard agreement with outdoor shows. Pact deviates only in California. However, outside of the State, Beatty agrees to provide comparable protection in the case of accidents as that which his personnel receives working within the State.

New Scale

Under the new scale the minimum pay for singles is upped from \$65 to \$85. Doubles are to draw base pay of \$150; trios, \$195, and quartets, \$250. Performers are to work 14 shows a week with pay of 1/14 of the weekly scale for each extra performance. Actors also are to receive maintenance during show lay-offs and are not to be docked for occasional performances missed.

Under the new contract, which provides for renegotiation on or before February 1, 1953, all existing contracts, if less favorable, are to be modified on the basis of the new pay scales. None of the acts is to work as independent contractors and all must be AGVA members.

The pact prohibits televising of any performance without written permission from AGVA. This does not cover back-yard interviews, which are permitted.

AGVA member performers are given the \$500 death benefit by virtue of their cards. The Guild points out that this is important as some of them are unable to obtain insurance or carry it because of costly premiums.

Stevens Act Delayed

IDABEL, Okla., April 14.—Stevens Bros.' Circus still was without two acts from Mexico when it played here recently. The performers reportedly were delayed at the border.

Business here was light. **George Bell's** five-piece band and the Stevens elephant were highlights.



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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: San Antonio, Tex.
- All Fairs: (Pair) Humble, Tex., 25-28.
- American Bazaar: (62d & Kingsessing Ave.) Philadelphia, Pa.; Essington 23-28.
- American Beauty: DeSoto, Mo.
- American Eagle: Houka, Miss.
- A. M. P.: Martinsville, Va., 21-28.
- Baker United: Kokomo, Ind., 19-28.
- Beam's Attrs.: Windber, Pa., 26-May 5.
- Becht, Lee: (Colerain & Spring Grove Avenues) Cincinnati, O.
- Big Four Am.: Du Quoin, Ill., 20-28.
- Big State: Marble Falls, Tex.
- Blue Grass: Owensboro, Ky., 19-28.
- Bogle, F. C.: Pittsburg, Kan.
- Borderland: Marfa, Tex.
- Buck, O. C.: Troy, N. Y., 19-28.
- Burdick's: Goldthwaite, Tex.
- Burke, Harry: Laplace, La.
- Burkhart: Pocatamos, Ark.
- Capital City: Barnesville, Ga.
- Capital City Am.: Indianapolis, Ind., 19-28.
- Cavalcade of Amusements: Mobile, Ala., 21-28.
- Central States: Great Bend, Kan.; Russell 23-28.
- Continental: Poughkeepsie, N. Y.
- Crafts Expo.: Taft, Calif., 17-22.
- Davis Am. Co.: Eugene, Ore., May 1-5.

- Del-Mar: Hillsville, Pa., 23-28.
- Delta Am.: Brooklyn, Miss., 21-28.
- Deluxe: Chicopee, Mass., 20-28.
- Dixie Expo: Biscoe, N. C.
- Down River Am. Co.: Wayne, Mich.
- Drew, James H.: Marmet, W. Va.; Ashland, Ky., 23-28.
- Dumont: Frederick, Md.
- Dyer's Greater: Anguilla, Miss.
- Fidler United: East St. Louis, Ill.; Granite City 23-28.
- Franklin, Don: El Campo, Tex.
- Garrett, Gary: Winnemucca, Nev.; Marsing, Idaho, 25-28.
- Gatto Am.: Paterson, N. J.; Wellington 23-28.
- G. & B. Rides: Mason City, W. Va.; Ripley 23-28.
- Gem City: Tullahoma, Tenn.
- Gentsch, J. A.: Natchez, Miss.
- Georgia Am.: Toccoa, Ga.
- Gladstone Expo.: Dawson Springs, Ky.
- Gold Bond: Creve Coeur, Ill., 19-29.
- Gold Medal: Knoxville, Tenn.
- Golden Nugget: Ashford, Ariz., 16-18.
- Seligman 19-22; Kingman 25-29.
- Golden Rule: Lawnside, N. J., 19-28.
- Graceland Greater Shows: Gray, Ga., this week.
- Grand American: Jonesboro, Ark.
- Granite State: Manchester, N. H.
- Great Zenith: Providence, R. I.
- Grove's Greater: Kentwood, La.
- Hannum, Morris: Harrisburg, Pa., 21-28.
- Happy Attrs.: Chillicothe, O.; Newark 23-28.
- Harrison Greater: Beaufort, N. C.
- Heart of Texas: Crane, Tex.
- Heller's Acme: Bergenfield, N. J.
- Heth, L. J.: North Birmingham, Ala., 20-28.
- Hill's Greater: Amarillo, Tex.
- Hottle, Buff: Baton Rouge, La.
- Inland: Winona, Mo.; Willow Springs 23-28.
- Interstate: Maryville, Tenn.
- J. & B.: Brodnax, Va.
- Jollytime: Boykins, Va., 20-28.
- Kile, Floyd O.: Jackson, La.; Albany 23-28.
- LaCross: Kingston, N. Y.
- Lewis, Ted: Bristol, Pa., 23-28.
- Lone Star Shows: Thompson, Ga., this week.
- Magic Empire: West Point, Miss.; Aberdeen 23-28.
- Mighty Page: Rocky Mount, N. C.
- Migrothy, Curly: McCool, Miss.
- Manning, Ross: Essex, Md.
- Marion Greater: Esqueland, S. C.
- Marks, John H.: South Richmond, Va.
- Meeker's: Yakima, Wash., 21-28.
- Midway of Mirth: Carlinville, Ill.
- Mighty Hamontree: Sweetwater, Tenn.
- Mighty Hooster State: Columbus, Ind., 16-28.
- Model: Duncan, Okla.
- Moore's Southwestern: Palestine, Tex.; Sherman 23-28.
- Mount City No. 2: Morrilton, Ark.
- Nessler Greater: Flora, Ill., 23-28.
- New Wonderland Shows: Opening South Hill, Va., April 23.
- North American Circus Midway: Marginsburg, W. Va.; Newark, Del., 23-28.
- Oklahoma Expo.: Dierks, Ark.
- Page: Elkton, Ky.
- Page Bros.: Springfield, Tenn.; Huntingdon 23-28.
- Peck Am.: Starkville, Miss.
- Penn Premier: Cambridge, Md.; Chester, Pa., 23-28.
- Playtime: Concord, N. H.
- Powelson: Chillicothe, O.
- Prel's Broadway: Durham, N. C.; Richmond, Va., 23-28.
- Ritter's United: Glendora, Calif.
- Robertson & Caler: Macon, Ga.
- Royal Crown: Nashville, Tenn.
- Royal Duke: Lynchburg, Va.
- San Valley: Athens, La.
- Schafer's Just for Fun: New Boston, Tex.
- Siebrand Bros.: El Paso, Tex.
- Smith, George Clyde: Conemaugh, Pa., 26-May 5.
- Snapp Greater: Nevada, Mo.
- Southern Valley: Texarkana, Ark.
- Stephens, C. A.: Winder, Ga.
- Strates, James E.: Wilmington, Del.
- Sunset Am. Co.: Excelsior Springs, Mo., 19-28.
- Tennessee Valley Amuse.: Elkton, Ky., this week; Russell, Ky., next.
- Tinsley, Johnny T.: Rockmart, Ga.
- Thomas Joyland: Williamson, W. Va.
- Tidwell, T. J.: Amarillo, Tex.
- Tri-State: Heavener, Okla.
- Tivoli Expo.: Stuttgart, Ark.; Russellville 23-28.
- 20th Century: Ponca City, Okla.; Wichita, Kan., 23-28.
- Twin City: Pine Bluff, Ark., 21-28.
- United Expo.: Greggton, Tex.; Tyler 23-28.
- Victory Expo.: Eunice, N. M.
- Virginia Greater: Salisbury, Md.; Milford, Del., 23-28.
- Vivona Bros.: Crum Lynne, Pa.; Perth Amboy, N. J., 23-28.
- Vogt's Southern: San Antonio, Tex.
- Wade, W. G.: Springfield, O.
- Wallace & Murray: Gaffney, S. C.; Lincoln, N. C., 23-28.
- West Coast: San Jose, Calif.; Richmond 24-29.
- Wilson Greater: Albuquerque Baretas Center, N. M., 20-29.
- Wolfe Am.: Roxboro, N. C.; Gastonia 19-24.
- World of Mirth: Washington, D. C., 26-May 5.
- World of Pleasure: Wyandotte, Mich., 19-28.
- Yager United: Glendon, Mo.

Fair Dates

Continued from page 52

- Kalspell—Northwest Montana Fair. Sept. 12-14. H. J. Kilpatrick.
- NEBRASKA**
- Fullerton—Nance Co. Fair. Aug. 13-16. E. M. Black.
- NEW HAMPSHIRE**
- Northwood—Northwood Fair Assn. Aug. 17-19. Hugh J. Prestley.
- NEW JERSEY**
- Dunhams Corner, E. Brunswick Tp.—Middlesex Co. Fair. Aug. 22-25. Fred C. Heyl, New Brunswick.
- Mount Holly—Mt. Holly Garden State Fair. Sept. 3-8. Samuel Burgdorf, 5816 Cedar Ave., Phila., Pa.
- Paulsboro—Gloucester Co. Fair Assn. Sept. 3-6. Raymond R. Riley, R.D. 2, Bridge-ton.
- Wildwood—Cape May Co. 4-H Fair. Aug. 6-7. Louise Moore, Cape May C. H., N. J.

NEW YORK

- Canandaigua—Ontario Co. Agr. Soc. Aug. 1-4. Fred J. Howes, Ionia, N. Y.
- Little Valley—Cattaraugus Co. Agr. Soc. Aug. 28-Sept. 1. James W. Watson.
- Malone—Franklin Co. Agr. Soc. Aug. 20-25. H. Bernard Kelley.
- Plattsburg—Clinton Co. Agr. Assn. Aug. 13-18. Mrs. Jane O. Lanigan.
- Waterloo—Seneca Co. Agr. Soc. Aug. 14-18. George E. Collins.

NORTH DAKOTA

- Forman—Sargent Co. Fair Assn. Sept. 3-5. Beth Wucherpfennig.
- Grand Forks—Grand Forks State Fair. July 23-28. Ralph Lynch.

PENNSYLVANIA

- Claysburg—Greenfield Tp. Farm Products Show. Sept. 13-15. Kermit B. Wright.
- Doylstown—Bucks Co. Fair. July 30-Aug. 4. Samuel Burgdorf, 5816 Cedar Ave., Philadelphia.
- Harford—Harford Agr. Soc. Sept. 6-8. Elton Robbins.
- Cookport—Green Tp. Fair Assn. Sept. 12-15. J. D. Joiner, R.D. 2, Barnesboro, Pa.
- New Stanton—Stanton Community Fair. Aug. 29-Sept. 1. Ralph C. Foust Sr., R. 1, Hunkers, Pa.
- Shanksville—Stony Creek Community Fair. Sept. 12-15. Mrs. Milton Lowry.
- Trotter—Dunbar Tp. Community Fair. Sept. 12-15. Kenneth Mowry, Leisenring, Pa.
- Wind Ridge—Jacktown Fair. Aug. 28-30. Floyd Campbell.
- Youngville—Youngville Community Fair Assn. Sept. 5-8. Mrs. Rose M. Aberg.

SOUTH DAKOTA

- Clear Lake—Deuel Co. Fair Assn. Aug. 17-19. E. O. Hawley, Brandt, S. D.
- Edgemont—Fall River Co. Fair. Sept. 2-3. J. H. Cole.

TENNESSEE

- Covington—Tipton Co. Fair Assn. Sept. 20-24. Stanley Shoaf.
- Gallatin—Sumner Co. Fair. Aug. 15-18. R. M. Reese Jr.
- Kingsport—East Tenn. District Fair. Aug. 21-25. A. B. Coleman.
- Pikeville—Bledsoe Co. Fair Assn. Sept. 13-15. Randal S. Burns.

VIRGINIA

- Bland—Bland Co. Fair, Sept. 6-8. T. E. Malory.
- Waverly—Sussex Co. Fair. Sept. 11-15. Phillip Harcum.
- Weirwood—Weirwood Fair. Aug. 14-18. Walton P. Jefferson, Cape Charles, Va.

WISCONSIN

- Crandon—Forest Co. Agr. Soc. Aug. 16-19. Lester Grandine, Argonne, Wis.
- Lancaster—Grant Co. Agr. Soc. Aug. 23-26. A. S. DeBuhr.

WYOMING

- Basin—Big Horn Co. Fair. Aug. 19-21. Dr. M. B. Walker.
- Lusk—Niobrara Co. Fair. Aug. 17-19. Dr. Walter E. Reckling.
- Newcastle—Weston Co. Fair. Aug. 27-28. Garth D. Percival.
- Riverton—Fremont Co. Fair. Aug. 23-25. W. L. Duncan, Lander, Wyo.
- Sundance—Crook Co. Fair. Aug. 17-19. Dorothy Swiford, Moorcroft, Wyo.

Fergus Falls, Minn., Expands Fun Zone

FERGUS FALLS, Minn., April 14.—Otter Tail County Fair, here has enlarged its midway and doubled the size of its automobile parking lot for this year's fair, Knute Hanson, secretary, announced.

Other plant improvements include a new 4-H exhibit building and more space for the annual's machinery displays.

Showbiz Metals

Continued from page 3

ducts will get whatever civilian-allotted copper, aluminum and steel is left after List A's requirements are met in any given quarterly period. On List B are included home radio and TV sets, pianos, organs, musical instruments and parts, vending and amusement machines, signs and advertising displays, games and toys, passenger cars, household refrigerators and auto trailers.

NPA Administrator Manley Fleischmann, in outlining the plan, said it will be kept flexible to suit the nation's "dual economy," and he said it is intended to insure defense production but that "civilian production is encouraged rather than discouraged." CMP, he said, for the time being "will be limited to defense production and to a relatively few special programs for production of vitally needed defense supporting items."

"Thus," he said, "while exact information is not yet complete, the present program for defense and defense supporting production will not require the whole supply of basic controlled materials. There will be in fact a substantial balance of steel, copper and aluminum available for nondefense use. This 'balance of materials, after allotments under CMP will be available for nondefense production. A rough balance between supply and demand for the remainder will be preserved by using other NPA orders, such as 'M' or limitation orders to reduce less essential civilian production and assure that a proportionate amount of materials will be available for civilian business, large or small."

Forms, operating instructions and final official lists will be made available by May 1, Fleischmann said.

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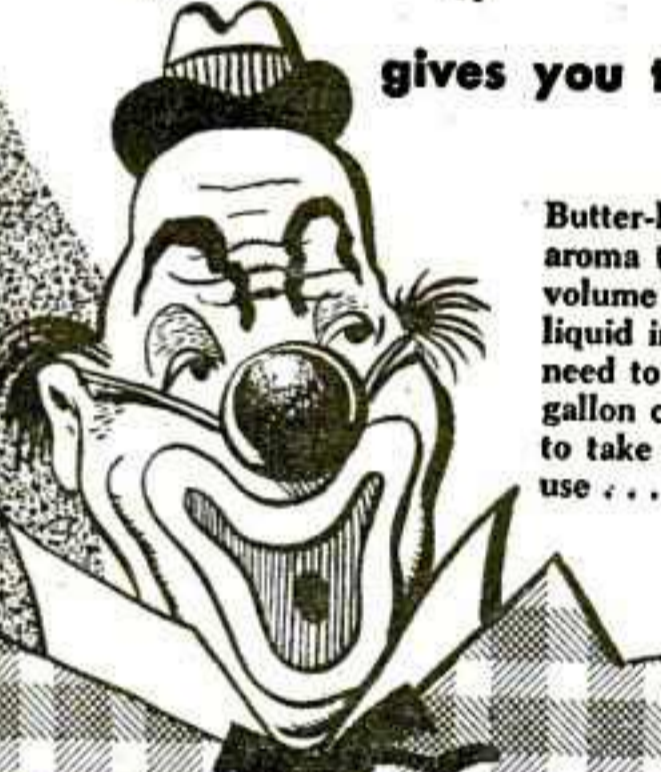
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- Cole & Walters: Thomas, Okla., 16; Selling, 17; Fairview 18; Okeene 19; Crescent 20; Marshall 21; Billings 22; Medford 23; Caldwell, Kan., 24; Wellington 25.
- Cole Bros.: (Stadium) Chicago, Ill., 20-May 6.
- Davenport, Orrin: Eveleth, Minn., 16-21; Duluth 23-28.
- Gainesville Community: Gainesville, Tex., 18-20; Garland, 26-27.
- Hagen Bros.: Bartlesville, Okla., 16; Pryor 17; Vinita 18; Miami 19; Neosho, Mo., 20; Springfield 21.
- Hagan-Wallace: Bay Minette, Ala., 16; Plomaton 17; Georgiana 18; Ft. Deposit 19; Brantley 20; Luverne 21; Opp 22; Enterprise 24; Elba 25; Samson 26; Geneva 27; Slocumb 28.
- Hamid-Morton: Altoona, Pa., 16-21.
- Kelly, Al G., & Miller Bros.: Antlers, Okla., 22.
- Kelly-Morris: Harrisburg, Ill., 23; Herrin, 24; Murphysboro 25; Havana 26-27.
- King Bros.: Johnson City, Tenn., 16; Elizabethton 17; Morrilton 18; Kingsport 19; Harlan, Ky., 20; Cumberland 21; Hazard 23.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Ameri-Congo Combined Animal Circus: Talbotton, Ga., 19.
- Ice Capades of 1951 (Will Rogers Memorial Coliseum) Fort Worth, Tex., 20-24; (Sam Houston Coliseum) Houston 25-29.
- Ice Follies of 1951 (Arena) Minneapolis, Minn., 16-22.

Hyped King Org Draws Straw Biz At Macon Opener

Ops See Big Year for Tents; Injury Puts Lucio on Sideline

MACON, Ga., April 14.—King Bros.' Circus opened its 1951 season to a whopping day's business here Saturday (7), despite heavy rain, and showed an organization that reflected more-than-usual outlay for equipment and additions.

Lucio Cristiani, co-owner and star rider, was injured during dress rehearsal Friday (6) and, altho he worked two shows on opening day, was out of the night performance.

A wet, dreary morning saw a two-thirds house present for a special 10:30 a.m. children's show. The regular matinee was straggled to the ring curbs. A near-capacity crowd braved heavy rain at night. A host of civic leaders and officials, including Mayor Lewis Wilson, who blew the starting whistle, occupied a special section at the matinee. Rains halted about the time the night performance was over, and the tear-down and jump to Athens, Ga., were made without difficulty.

New Acts, Animals

New to the show this season are Hugo Zaccini, cannon act; the Sabatini casting act; Del Moral Troupe, aerial and web display; and an enlarged menagerie. In the menagerie were the giraffe, which last year was a pit attraction, and 12 elephants, the King 1950 herd of seven being augmented by Norma Davenport's five-bull act. The show also opened with a new big top and a number of new staffers. The date here, under Elks Club auspices, marked the first of King Bros.' new policy of playing only sponsored engagements. Executives said they believed the big business in the face of rain showed value of the system.

Co-owners Floyd King and Cristiani said the larger outlay for this edition of the show was made in anticipation of a banner year for outdoor circuses. All equipment and costumes were in top appearance. There was no manpower shortage.

Missing from the performance on the first day was Daviso and Louise Cristiani's perch act, be-

Rogers Biz Up At. Ga. Stand

TIFTON, Ga., April 14.—Business for Rogers Bros.' Circus made an upswing as the show moved into Georgia after a series of Florida stands. The show played to two near-capacity houses here Wednesday (11) under Shrine auspices.

At Tallahassee, Fla., Monday (9) Rogers had a half-house matinee and three-quarters night house, and at Lake City, Fla., Saturday (7) business was about the same. Rain hurt at Lake City.

Owner-Manager Si Rubens has been filling a number of extra posts, including those of announcer, equestrian director, props, butcher and concert tickets, in addition to his regular duties.

Robinson Ops Add R-B Props

SARASOTA, Fla., April 14.—Don Robinson Ameri-Congo Circus, owned by Howard Ingram and Eddie Billetti, acquired two truck loads of props from Ringling-Barnum in preparation for its opening at Pelham, Ga., Sunday (15). Painters, who worked on Ringling equipment, also decorated the Don Robinson trucks, which are yellow and red with blue lettering.

About 10 semi-trailer trucks were readied at Don Robinson's quarters here. Additional rolling stock reportedly will be added at the show's first stand, where performers are joining.

cause of the latter's recent illness. Ortans Cristiani's acrobatic number and Norma Davenport's elephant act will be out of the show for the first few weeks.

Program

Display 1—Opening spec; 2—Tom Paris Trio, acrobats; 3—Jorge and Manuel, Freddy Canistrelli Troupe, unsupported ladders, and Barragan Troupe; 4—small elephants, Margie, Shirley and Babe; 5—Clown Atomic Bomb stunt; 6—Del Moral Troupe, perch; 7—pony drills and Prof. Tate's dogs; 8—Clown Hair-Growing Machine; 9—Cloud swings, June Cristiani and Jane King, and Emanuel Barragan; 10—Concert announcement.

Display 11—Sabatini Troupe, casting act, with Rene, Max and June Sabatini; 12—Clowns, Moon Rocket; 13—Leaps over elephants; 14—Liberty horse troupe worked by Oscar Cristiani; 15—Aerial and web production number with Maria, Luisa and Pacheco Moral, Jane King, June Sabatini, Bonnie Paris, Sue Tezano, Peggy Tate, Corky Cristiani; 16—The Great Truzzi, juggler; 17—Cristiani Family, riders, with Lucio, Oscar, Daviso, Belmonte, Mugadore, June and Corky Cristiani; 18—large elephant act, worked by June Cristiani; 19—Clown walkaround; 20—Hugo Zaccini cannon act.

Staff

King and Cristiani, owners; Arnold F. Maley, treasurer; Paul M. Conaway, general counsel; David Fineman, legal adviser; James M. Salter and Paul Forrester, contracting agents; Ora A. Parks, general press agent; Earl De Gloppe, contracting press agent; Frank Decker and Juley Holt, story men; Fred Yost, schools; Oscar Cristiani, equestrian director; Harry Thomas, announcer and radio; A. Lee Hinckley, (Continued on page 59)

R-B Mulling New AGVA Talent Pact

NEW YORK, April 14.—Altho American Guild of Variety Artists and the Ringling-Barnum circus reportedly remained on amiable terms this week, an AGVA representative said that the union still had no signed contract with the show.

However, he maintained there was no question that R-B executives knew they would have to ink a pact eventually. He said signatures would be obtained shortly. Altho still declining to reveal terms of the contract, he called erroneous earlier reports that show principals would get \$85, a \$60 minimum for chorus and an arrangement that would provide an extra \$25 per week during R-B's Madison Square Garden run. Latter proviso supposedly was included because the

NO FEAR OF WAR

R-B Imports Culled From Many European Enterprises

By TOM O'CONNELL

NEW YORK, April 14.—Connecting thread in conversations of most of the Ringling-Barnum talent imports this season is the opinion that Europeans, while eschewing a Pollyanna attitude, are not afflicted with war jitters.

Of all the new arrivals, juggler Veronica Martell is the only one without previous circus background. She worked variety halls and cabarets on the Continent and was spotted by R-B Prexy John Ringling North at the China Theater, Stockholm. The Irish lass said show business on the Continent was the same as always—plenty of work for good acts. She dismissed the notion of war nerves.

Conelly, who does a man in the moon, came to Ringling-Barnum via Kroner, Williams, Apollo and Franz Althoff circuses, with which he worked thruout Germany. As with other new arrivals, he experienced no difficulty in moving

'50 BOOKS SELL AT FULL PRICE

SARASOTA, Fla., April 14.—Now it can be told. While Paramount Pictures was filming *The Greatest Show on Earth* here recently the picture prop department found need for some circus program booklets. C. A. Sonnenberg, rep for Ringling program publisher, revealed he could supply a number of the 1950 edition—at 25 cents per copy. Paramount's prop man balked but finally came up with the full road price for three dozen outdated books.

William Ketrow Dies in Miami; Had Kay Bros.

MIAMI, April 14.—William R. Peters Sr., 77, known professionally as William Ketrow, died here Sunday (8). He was a lifelong showman and former owner of Kay Bros.' Circus. Funeral services were conducted here Wednesday (11).

A native of Anderson, Ind., Peters moved here in 1933. More than 40 years ago he began operation of tent shows. In 1906 he had Ketrow's Vaudeville Shows under canvas. The following season he had Ketrow's Okay Show, a combination circus and movie outfit, and he also was a partner in Ketrow & Walters' United Shows.

Started Circus

He was co-owner of the Ketrow & Trover Show in 1913 and 1914. He started Kay Bros.' Circus in 1918 and continued as owner until 1938. He also had a show called Ketrow Bros.' Shows. About 10 years ago he had Ketrow's Renfro Valley hillbilly show under canvas. He retired from the road in 1948 and recently had maintained a part in show business thru the rental of tents.

Surviving are his widow, Mrs. Maude E. Peters, and two sons, all of Miami. One son, Frank E. Peters, owner of Ketrow's Animal Oddities, is now on the road. The other is William R. Peters Jr., a performer. A brother, Frank, died last October.

Peters was a member of Miami Showmen's Association and the Shrine.

circus does not furnish room and board here.

Lawyers for both sides are examining the pact, AGVA's man said. Still to be chosen was a city in which disputes that might arise could be arbitrated. Union rep did not expect any trouble over the signing of Ringling-Barnum's numerous foreign imports.

from East to West zones of that country and was seen by North in the Western sector. Conelly reported but fair biz in Germany and laid the blame to high taxes. He was prevented from appearing here opening night because his props had not arrived. Conelly barely managed to make the opening date due to a passport snafu. After applying for one last October, permission for him to come to America was not granted until Monday (2). He immediately planned to New York.

Europe Biz NSG

Christy's Gorilla Duo has worked all over France and thru pre-war Germany, where they trouped with the Circus Busch. Male spokesman for the pair said business was none too good in Europe but found no undue concern over war. The act's background also is strong on variety hall work.

Imported from the Spanish Riding School of Vienna was Franz

Mills Draws Capacity At Columbus Debut

Org Fetes Press, Sponsors, Friends At Annual Dinner in Deshler-Wallick

By CHARLEY WIRTH

COLUMBUS, O., April 14.—Mills Bros.' Circus launched its 1951 season at Ohio State Fairgrounds this afternoon, with a full house in attendance. Tent seats 5,000. Weather was chilly and the grounds muddy. This year's 12th edition has the earmarks of a winner. As expected, there were a few rough spots presentation-wise but after a few days the kinks should be ironed out.

For the seventh consecutive year the 42d Rainbow Division Veterans sponsored the show. Proceeds go to the Chillicothe, O., Veterans' Hospital. James F. Hurd, acting head of the vets, died this morning of a heart attack.

As has been its custom, the show will play sponsored dates thruout the season. Org, headed by Jack and Jake Mills, makes an impressive appearance. Big top is 130 with three 40s, with 12-foot side walls; menagerie, 60 with three 30s; Side Show, 50 with two 20s; dressing room, 20 by 40; cook-house, 30 by 60; marquee, big show, 30 by 30; Side Show marquee, 20 by 30; special marquee between menagerie and big top, 20 by 20.

The performance given in three rings represents a good combination of acts and includes several European importations. Equestrian Director Bert Wallace does a smart job. Robert Mills' 12-piece band provides first-rate music. Program here ran an hour and 50 minutes. Mayme Ward has done a swell job on new, flashy wardrobe. Show has 24 head of horses and 6 bulls.

Prices are \$1.50 general admission, 90 cents for children and \$1.50 for reserves.

700 at Banquet

About 700 attended the management's annual banquet this afternoon for press and radio representatives, members of sponsoring committees, circus fans and friends in the Grand Ballroom of the Deshler-Wallick Hotel. State and city officials also attended. Robert H. Wolfe, co-publisher of *The Columbus Dispatch*, was honorary banquet chairman, with Johnny Jones, *Dispatch* columnist, toastmaster.

Guests included Ted Brown, Ohio secretary of state; Murray Powers, managing editor, *The Akron Beacon Journal*; S. T. Jessop, president, U. S. Tent & Awning Company; Floyd E. Gooding, Floyd E. Gooding Amusement Company; Thomas M. Gregory, a past president of the Circus Fans Association; Don Fosgate, Cecil Scott, Frank Longley and Wilson Shinkle, circus fans, and Dixie Williams, author; members of the Terrell Jacobs Ring of Circus Model Builders; Walter L. Main

Tent, CFA, Uhrichsville, O., and Division No. 1, Circus Historical Society.

Norman Banks, in the second grade at East School, Lancaster, O., and ringmaster of the school's recent amateur circus, was an honored guest at the circus with his parents and five teachers, and blew the whistle at both performances. Members of the Terrell Jacobs Ring of Western Pennsylvania, Circus Model Builders, presented membership plaques to Jack, Jake and Harry Mills. William Watson made the presentations. The Circus Historical Society's Division No. 1 (Ohio, Indiana and Michigan) held its spring round-up at the opening. A detailed review of the program and personnel will appear in next week's issue.

Hamid-Morton Scores Biggest Harrisburg Biz

HARRISBURG, Pa., April 14.—Hamid-Morton Circus played to more than 83,000 persons here (2-7), giving the Shrine date the best score of its four-year history. Crowds on closing day were a full matinee and a night house of 7,000, unusually large for Saturday here. The date was signed for 1952.

Wednesday (4), most members of the Pennsylvania Legislature attended the show as guests of the general chairman, who also is secretary for an association of contractors.

Newspaper and radio plugs were hefty. A columnist for *The Evening News* caught the show in Buffalo during the previous week and published a review in Harrisburg which Bob Morton, show owner, had reproduced for distribution to Shrine committees in many parts of the nation. *The Sunday Patriot-News* carried two stories with eight-column headlines, and each edition of the papers carried circus plugs at the top of Page 1 daily. Radio stations WHP, WHGB, WKBO and WCMB gave spots and recordings, and WCMB aired a 30-minute interview show from the circus each day.

The date was promoted by Vernon L. McCreavy, who was assisted by his wife until March 20, when she was called to her home because of the death of her father and illness of her mother.

Cole-Walters Gets K-M Aid

HUGO, Okla., April 14.—Cole & Walters Circus has experienced a shortage of canvases and Kelly-Miller men have been helping out and training employees. Jimmy Hamiter is among those loaned to Cole & Walters. Charles Cuthbert, Kelly-Miller bandmaster, is assisting Cole & Walters' agent, Tom McLaughlin. Both will return for the April 22 opening of Kelly-Miller.

A Mexican act scheduled to join Cole & Walters has been delayed at the border. The performance, unusually heavy in talent for shows of comparable size, is presented with two rings and a stage. The stage is removed for the four-elephant finale.

Bocklich Frames Org For California Deals

SACRAMENTO, April 14.—Equipment of Robson Bros.' Circus has been purchased by Sam Bocklich, of Sacramento, who will retitile it Joey Doakes One-Ring Circus. He is booking it for one-day stands in Northern California.

The performance will be built around a dog act and will include clowns, magician and animals. Bocklich plans to sell it to shopping centers with a ticket tie-in and to stage it as a children's circus.

Dressing Room Gossip

Rogers Bros.

In St. Augustine, Fla., show day and dated a Warner Bros. film company shooting an epic at the old Fort St. Augustine. Movie stunt men visitors included Jackie Williams, Slim Talbert and George Bell. George Penny worked with them in Hollywood. Harry Villeponteaux, who at one time made his home in Jacksonville, met friends and relatives upon arrival. Mrs. Ida Beach and Mr. and Mrs. Bob Turner were among the visitors. Harry's wife's sister, Mrs. Kirby Winters, will remain on the show for several weeks.

Making the hospital show in Jacksonville were Happy Davis, Sonny Morales, Dime and Trudy Wilson, Eva Vasque, Peggy Sylvestre, Lou Walton, Eddie Doucette, Charlie Browley, Carlos Ricci, Chester Grant, Ancharia Trio, Ida May Kerley, Felix Morales, Harris Duo and Doc Coombs.

Vivian Reeh features a break-away bar in the cloud swing number. Jackie Tolliver is working in the Morales's trampoline. Larry Carlton painted over 200 banners for the Jacksonville date. Frank Ketrow, and Herb Mace, SAA, were among visitors. Boots Callie renewed old acquaintances or the lot in Jacksonville.

Line-up of Skinny Goe's band includes Jess Waldon and Eddie Hardie, trumpets; Andy Anderson and Fred Maseoe, trombones; baritone, Charlie Fournier; bass, Eddie Doman; calliope, Frank Ballon; drums, James Johnson.—BILLY BARTON.

Ringling-Barnum

Opening night was one of our biggest, most gala openings, with just about every famous name present, representing Broadway, TV, radio and Hollywood. We all tried to catch the special acts by the guests between our own numbers. Some rode elephants or carriages, took part in specialties or sang and talked their specialties. Show ran extra long that night, but it was enjoyed by all and the stars had a lot of fun backstage, many of them renewing old acquaintances with their circus friends. Cecil B. DeMille and his Hollywood crew spent a few days with the show, taking in opening night and lining up more shots to be filmed later. DeMille viewed a lot of the show from his special platform near the bandstand. Dorothy Jenkins, Paramount designer, had a big time when she took part in the spec.

Television is keeping a lot of the show people busy. Felix Adler and the Chaludis girls were on *Broadway Open House* and Jimmy Armstrong and Jackie Gerlich were on *Manhattan Spotlight*. Radio broadcasts are also using a lot of the clowns and stars. Willie Krause was the victim of a freak accident opening night and the result was a broken finger which will keep him out of the show for a while.

New book, *The Ringlings, Wizards of the Circus*, by Alvin F. Harlowe, is good and interesting reading. Takes you from the childhood of the Ringlings up to the present day. Many acts and circus people thru those years are mentioned. Word has been received from Angli and Ugo Bogino in Italy that they named their son Jimmy Genevieve. They kept their promise to Genevieve McCarthy to name their offspring for her even tho it was a boy. We were all happy to see our good friend Father Sullivan who visited with us for a few days. Mary (Mike) Kovar is with us again as our nurse and many have been up to see her for the usual Garden cold. Announcer Dave Murphy has his own specially erected platform near the entrance where he makes all the act announcements. Side Show is getting a very big play with outstanding acts.

Visitors: Barbette, Blackie Nye, Mr. Mann, Mrs. Esse Forrester O'Brien, Mr. and Mrs. Ira Millette, daughter, Penny, and granddaughter; Carl and Carla Walenda, Mary and Helen Jacobson, Moe Berg, Joe Menchen, Mr. and Mrs. Jim Tomlinson, Mr. and Mrs. Jim Northridge, Mary Lou Mader and son; Betty and Elmer Santana, Adrianna and Lopez, Charley Borza, Bernard and Ingrid Zenner, Mary Seifert and grandson, Tommy; Joe Lynch, Virgil and Patty Kist and daughter, Lu and Paul Arley, Paul McGuinness, Mars Bennett, Mrs. Deirs and Ed Kennedy.—MARY JANE MILLER.

Cole & Walters

Billy Stiles left for his home in White Bluffs, Tenn. From there he goes to Sarasota, Fla., to open with Don Robinson Circus. Corp. Gene Czapsky visited Phyllis Lazella. Mr. and Mrs. Ross McKay, Malvern, Kan., are visiting and the latter is buying for the cookhouse in the absence of Helen Walters, who is visiting her nephew in New York. Billy Reynolds purchased a ringtail monkey. Tom and Tiny Twist and Doris and Wally Ross visited Hagan Circus at Lawton, Okla.

Johnny McLaughlin joined with pit show. Les Clure, Side Show boss canvasser, is assisted by Pete Peterson and Arthur DeWitt. Sally Burnett, of Sunset Amusement Company, visited Zora Blair.—MILDRED URBES

Clyde Beatty

The jump from Phoenix to Los Angeles was made in good time. Opening day in L. A. found most everyone going or coming from the television or radio studios, as Norman and Shirley Carroll have made arrangements for 108 spots. Dorothy Herbert and Joe and Della Ryan have joined with their dog acts for the Los Angeles engagement. As we are using the Washington and Hill Street lot, the folks are making the Cornhusker their hangout. We have had a break in the weather. Business also has improved.

Jack Gibson, boss of ring stock, celebrated his birthday and was serenaded by the ladies of the dressing room. Anne Larkins and Harold Hall have been on the sick list but are improving. Harry Golub flew from Mexico City to L. A. found the Pacific Coast Showmen's Association attending a night performance in a body. They gave a buffet luncheon for the personnel at their clubrooms on Monday night after the show. Ray Rodman was kicked by a horse, breaking three ribs, but is able to be back on the job.

Archie Hindon is enjoying this stand, as it is his home and he can spend some time with his family. George Perkins, Carl Webkes, Eddie Emerson, Huey Kyle, Dick Lewis and Ben Saunders have joined clown alley for this stand. The writer was presented with a canary and cage. Harold Voise, please note. Visitors: Charles and Irma Arley; Grace, Gracie, Poodles and Nana Hanneford; Parley Baer, Joe and Anna Metcalf, Doodles DeMarrs, C. W. and Pauline Webb, Mr. and Mrs. Lem Beeler, Mark Anthony, Bobby Kay, Art Larue, Julie and Clara West, Frank DeRue, Elizabeth Clark, Percy Clark, Mr. and Mrs. Fred Rinler, Mickey Rooney, Ann Sheridan, Bob and Ova Thornton, Carlos and Etta Careon and Vern Goodrich.—LAURENCE CROSS.

Polack Eastern

Personnel is preparing for outdoor dates. Hanel is playing the piano in the auditoriums. George Lino-Salle is making clown props. Edyth Boyd does an organ jive number in the overture. The Great Arturo, high wire, celebrated his 30th year as a performer Easter Sunday. It also marked the 45th anniversary of his father, who was with the Barnum show in 1914. Janet Chuckel purchased another trotter, making three now in her racing stable in Philadelphia. She also has a new monk and a new pony named Wimpia in the show.

Sylvania Downes celebrated her 17th birthday at Clarksburg, W. Va. Visitors included Al Hyman, en route to Washington; Jimmy McGee, going to Fairmont, W. Va., for King Bros.; Raymond Duke, in advance of Barr Bros.' Circus. Samuel and Ruth Merandi gave their annual spaghetti dinner to some of the personnel. Speedy Greenburg joined with novelties. Jack Lanham came over from Tunnelton, representing the circus fans from that area.—HENRY KYES.

Capell Bros.

Show opened at McAlester, Okla., March 29 and despite high winds and cold weather, a full house was on hand. Ork was there two days and tent was filled at all performances. Big top personnel includes Norma and Dorothy Capell, Kitty and Leon Snyder, Pastel Troupe, Mr. and Mrs. Jimmy Conners; the Dunns and daughter, Pat; Willie Clark and Tige Hale's band. Among visitors were Art Miller, Ben Davenport, Dorrie Miller, Mr. and Mrs. Scott Lamb, Mr. and Mrs. Butch Cohn, Ione Stevens, Mr. and Mrs. Jack Delmar, Johnny Stevens and Don McIntosh.—BARBARA and TERRY CAPELL.

Circo Loyal

The show is in its second week and still selling out nightly. Two shows are given on Thursdays. London's Midgets are with the show. Bruno Zacchini joined last week. Tibor's Seals, worked by Hogan, arrived from New York. Jerome Loyal left for New Orleans and will rejoin shortly.

The new big top and marquee make outstanding flash. Visitors were Dr. Philip Robinson and his daughter, Phyllis, James Harrington and his lions will be in the new program. Eddie Pederro Jr. keeps the show moving at a fast pace.—JAMES HARRINGTON.

Under the Marquee

Don C. MacIver, magician and lecturer, has returned from a five-month tour of Hawaiian Islands with **Pete Kortes's** Side Show on the E. K. Fernandez Shows. He reports a satisfactory jaunt. After resting at home in Tunnelton, W. Va., a few weeks, MacIver opens at Belmont Park, Montreal, making his fourth season with Kortes. He formerly was a magician and lecturer on the Ringling Side Show.

Don C. Hayman, of Uniontown, Pa., joined Clyde Beatty Circus to do press and radio work until end of the Los Angeles stand. Hayman came on at Corsicando, Tex.

Veo D. Powers and his dogs and monkeys are working school dates at Warren and Erie, Pa.

Bozo Ward, pantomime clown, after a season in night spots with his four-people duet, is joining North American Circus as feature and producing clown.

Appearing with the **Buck Lucas** unit at the March 30-31 Interstate Circus at Saginaw, Mich., were **Faith King's** dogs and ponies; **Larry Duane and Dee**, whips and knives, and **Lucas' Liberty Horses**.

Tad Coriell, of the Coriell Troupe, will be a feature with Zallee Bros. Circus when it opens April 23 in Danvers, Ill. Coriell will present his head slide. Rogers Bros.' Circus played to two-thirds matinee and night houses March 24 in Clearwater, Fla., reports **George F. Cable**. . . **W. M. Armand** reports that he resigned March 30 as general sales promotion manager of the Horne Bros.' Circus.

Harold M. Kilpatrick, former billposter with Sparks, Tim McCoy, Downie Bros. and other circuses, and who has been a t. b. patient at Black Mountain, N. C., Sanatorium for the past four years, writes that he was discharged from the hospital recently and is at his home, 114 West Texas Avenue, Bessemer City, N. C.

Bozo Lamont will be in clown alley on King Bros.' Circus. He reports he lost in his recent race for the mayor's post at Decorah, Ia., but that the campaign gained publicity for his clowning.

Harry Simpson of Camden, O., has resigned as editor of the *Circus Historical Society* publication, *Bandwagon*, and has been succeeded by **Robert King**, Richmond, Ind., whose wife, **Agnes King**, will be active in editing the publication. **Bob Lorraine** will be producing clown on the De-Kohl Hippodrome Shows.

George Green, formerly with med shows, circuses and in vaude, has a model railroad circus displayed at East Liverpool, O., and is working on a model of a truck show.

Dave Friedman, of Charlotte, N. C., caught Biller Bros.' opening at Camden, S. C., Friday (6).

A baby elephant, part of a large number of animals being added this year, arrived at the Hawthorn-Celligody farm's zoo near Chicago last week.

England's **Bertram Mills Circus** opened its outdoor season Wednesday (4).

Bruce M. Souther was elected president of the **Hunter Castle Tent of CFA**. The group includes fans from Utica and New Hartford, N. Y.

The **Buzzie Potts Ring of Circus Model Builders** will display their miniatures at the home of **William Machado**, New Bedford, Mass., in July.

Tom Arnold, English circus impresario, was in New York last week on a talent hunt and to catch Ringling-Barnum's opening date at Madison Square Garden. He visited Boston Friday (6) before leaving the country for home.

Herbert Weber and **Chatita Escalante** played the Sports and Home Show, Springfield, Ill.

Madame Gillette, breakaway act on Ringling some years ago, returned to the business this year with Hagan-Wallace Circus where she and her daughter do cloud swings. She closes the show with her breakaway. . . **George Keller's** wild animal act closed with **Frank Wirth's Shrine** show in Hartford, Conn., Saturday (7). Act plays **Polack Bros.** April 9-20 date at Akron. . . **Jimmy Karro** and **Harry Greer**, son of **Joe Greer**, left the **Diamond O Buffalo Ranch** Wednesday (4) to join King Bros' Circus at Macon, Ga.

Mabel and Swede Johnson, **Ida Barton**, **Harry Villeponteau** and **Pauline and George Penny**, all of the Rogers show, visited **Dub Dugan**, **Eddie and Woodsy Mullins**, **Dorothy Hill**, **Billy Sheets**, **Zeek LaMont**, the **Newmans**, the **Geddises** and **Mat Lawrish**, all of the Hagen-Wallace Circus. The Rogers people were guests at the Hagan-Wallace cookhouse and report an all-new show. Hagan-Wallace canvas is white with orange trim.

Office of **Ethel Robinson**, outdoor booker and talent scout for **Polack Bros.' Circus**, was festooned with flowers and greeting cards Friday (6) on the occasion of her 70th birthday anniversary.

Frank Patton, promoter for Hagan Bros.' Circus last year, is in Detroit until April 21 working advance on the **Ted Mack** amateur show, which opens April 26 at Olympia.

Visitors at the premier of **Wallace & Clark Circus Sunday (1)** at **Elsinor, Calif.**, included **Claude and Pauline Webb**, former owners of **Russell Bros.**; **Joe B. Webb**, formerly with **Seal Bros.**; the **George Emersons** of **Metro-Goldwyn-Mayer**; **Barney Unrath**, formerly of **Schell Bros.**; **Christie Boykin**, sister of **Bob (Bonham) Stevens**; **Dixie Landicino**, **Peggy Waddell**, **George Perkins**, **Peggy Parker**, **Bill Dietrich**, the **John Strongs**, **Betty Escalante**, the **Percy Merrills**, the **Mike Tshudys**, **Bob Lorraine**, **Mark Anthony**, **Red Powell**, the **Petersons** and **Bobby Kay**.

Magazine of **Park East**, the magazine dedicated to Gotham doings and reminiscent of the **New Yorker**, records that **Yul Brynner**, now starring in the Broadway stage hit, "The King and I," worked with the **Cirque d'Hiver** in Paris for several years as an aerialist and clown. The same issue carried three pages of pix on the circus coming to New York but close inspection reveals that the photos were shot during last year's Ringling-Barnum run.

Delbosq Family and **Serenado**, their musical wonder horse, go to **San Francisco** Police show after playing **Shrine** circuses in **Tacoma, Wash.**; **Portland, Ore.**, and **Victoria, B. C.** Their **RKO pic**, "Footlight Varieties," has just been released. . . Roster of **Biller Bros.' Circus** advance crew, which opened in **Camden, S. C.**, March 23, includes **Stephen Kusmics**, car manager for his third season; **Charles O'Brien**, **Clinton Johnson**, **Dewey Shannon**, **Felix Konopski**, **J. C. Goddard**, **Charles Thornton** and **Andrew Campbell**.

Doc Waddell, of the **Mills show**, informs that **Dixie Williams**, author, who once handled elephants on the Ringling show, will write a book on Doc's life.

Since closing with the **Orrin Davenport** show, **Harold Voise's Flying Thrillers** spent a few weeks in their new **Sarasota, Fla.**, home prior to starting their outdoor season for **J. C. Harlacker**. After their dates with the **Tom Packs** circus, they play parks and fairs for the **Al Martin** agency.

Notre Dame University band played two performances at the **Loew-Lyric Theater** in **Bridgeport, Conn.**, as a salute to the hometown of **P. T. Barnum**. Tunes included "Barnum and Bailey Favorite March" and "The Billboard March."

Frankie Saluto, long associated with the **Big Show**, is slated to appear in the flicker, "The Greatest Show On Earth." The **Midget** says that **Producer Cecil B. DeMille** will shoot the scenes in which he is to appear when the **Big One** goes under canvas in **Washington**.

Willie Downing, former front door ticket taker with the **Ringling-Barnum** circus, is confined in **American Legion Hospital**, **Battle Creek, Mich.** . . . **Nelson Sanchez Ruiz**, new top-spinner with the **R-B Side Show**, grabbed a shot on **New York** television Wednesday (11).

WANTED
Circus Acts for Circus with Railroad Carnival. People doing two or more acts preferred. Billie and Gee Gee "Engerson" Powell, wire collect your whereabouts. Also Vern Corriel, wire. Can use Seal Act due to disappointment. Boss Carvansman, Working Men in all departments. 30 weeks' season and winter dates. All answers:
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FOR MY 1951
FAIRS & CIRCUSES
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DOG AND PONY ACT
That can double as Pony Ride. Want Ground Acts to work outdoors.
All contact **PAUL OLLIS**
North American Circus Midway, Martinsburg, W. Va., this week; then Newark, Delaware.

FOR SALE
FREAK PONY
Has extremely crooked nose and mouth. Very small, in excellent physical condition; beautiful sorrel color. NOTHING LIKE IT—A real Side-Show Attraction. Price: \$250.00. All replies to
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Trampoline Performer
To join act—20 weeks of work guaranteed. May to October
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Sportsmen's Club Wants
TO SPONSOR CIRCUS
3-Day Celebration, May 28, 29 and 30. Railway circus preferred. Will take truck.
The Mineral County Wild Life Assn., Inc.
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WANTED
Two Leapers for Flying Act.
Good treatment, sleeping facilities
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WANTED
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Auspices American Legion, Armory, Hampton, Virginia, May 28th to June 2nd
Indoor and Outdoor Show.
Want Circus Acts, Trampoline, Single and Double Traps, Roman Rings, Dog and Pony Acts, Clowns with props, Wild Life Show, Side Shows; all acts write, stating lowest salary. Novelties and Concessions. Promoter for banners and UPC.
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Who formerly operated Buck Owens Circus and Wild West Show or anyone knowing their present whereabouts, please get in touch with me. Urgent. Address **MRS. REBA GILBERT**, 2104 Barksdale Blvd., Shreveport La. Phone or wire collect. Phone number 4-6978, or communicate with
TOM WILSON
SLATTERY BLDG., SHREVEPORT, LA.

OUTLOOK IS FINE

Ringling Side Show Hopes To Equal '50

NEW YORK, April 14.—With more people working and consequently more cash available, W. R. (Red) McKittrick, manager of the Side Show on the Ringling-Barnum circus, claims that the coming season could be as profitable as 1950, when a record gross of \$11,000 in one day was registered by the Big One's adjunct.

McKittrick reported that the above figure was racked up when R-B played Montreal under auspices July 1, Dominion Day in Canada and the equivalent of this country's July 4th. McKittrick has been with the circus since 1939.

New this year with the Side Show are a rumba band billed as the Cuban Troubadors, giant Gilbert Reichert and top spinner Nelson Sanchez Ruiz. Troubadors and Ruiz were spotted and acquired when R-B played Havana this past winter. At present, Ruiz holds down Ring 3 in Display 6 of the big show as a temporary substitute for Senor Tonito, slack wire.

Show Roster

Rumba band roster includes Bertin Fernandes, Horacio Riguelme, Roberto Reyes, Margarita Fernandes and Marina Valdes. Other attractions are Freda Pushnik, armless and legless girl; Josephine Helbing, snakes; Patricia Zern, sword swallower; Betty Broadbent, tattooed girl; Charles Barent as Seal; Charles Horrell, escape artist; Irene Perry, fat girl; Daisy, Tiny, Gracie and Harry Doll, midjets; Emmett and Priscilla Bejona, alligator skin man and monkey girl; Mossakutty Singalee, fireproof man, and Fred Harris, Punch and Judy show and magic. Giant rings and ventrilo-

quist mouthpieces are pitched in conjunction with the show.

Dick Slaton, Scott Hall and Charles Zern are ticket takers. Claude Woods and Norman Roberts are lecturers. The show will again work for 50 cents.

Ringling-Barnum menagerie this season remains the same as in 1950, with Mlle. Toto and Gargantua II again the principal attractions. Martha Hunter once more handles the baby gorillas and for crowd appeal puts them thru their paces in a special air-conditioned cage. Circus publicity efforts this year did not utilize the gorillas as was the case in 1950. C. R. Montgomery is back as menagerie superintendent. No decision has yet been announced as to whether the menagerie will remain under separate canvas or be under the big top when the show hits the road.

King Personnel

• Continued from page 57

bandleader: Enoch Brafford, superintendent; Charles Ryan, canvasser; Frank Sotiro, Side Show boss canvasser; C. H. Thompson, Side Show manager; Carl Tyler and Emil Walters, Side Show ticket sellers; Ernesto Cristiani, superintendent of front door; Jack Neville, assistant on big top; Calvin Spikes, superintendent of seats; Gordon N. Lott, salm-maker; Pete Sadowick, chief mechanic; Cecil Cooper, assistant; Steve Fanning, superintendent

of elephants and menagerie: Frank Sullivan, manager No. 2 Side Show, and R. Whyte, inside lecturer; Ettore Facini, ring stock.

Promotional managers: Elmer Yates, Phil Streit, Herbert M. Dwight, Paul White, Charles Underwood, Ernie White, C. J. Hall, M. L. Reeves, C. N. Streit, James Burke.

Concessions

Pete Cristiani, superintendent; J. H. Boring, No. 1 stand; David Budd and Warren Daats, candy floss; H. H. Williams, apple and snow stand; John B. Williams, lunch stand; Jack (Frenchie) Rubin, lunch car; Al Goodyear and R. C. Morton, novelties; Stanley Polack, Tony Dateo, Murray Whited, Danny Baker and Emil Bougie, seat men.

Band, Clowns

A. Lee Hinckley, bandleader; William (Bud) Geiss, calliope; Al Yoder, drums; C. H. Swanger, Orlando Di Pablo, D. W. Markham and Henry Paris, cornets; Emilio Paolucci, Leo Lewis, Edgar Harris, trombones; Walter Peele, baritone, and P. Pfenigle, bass.

Brownie Gudath, producing clown, with Bagonghi, Bozo Lamont, Wyatt Davis, Red Dingler, Floyd Arnold Jr., Duke Patterson, Berni Miller, Nolly Tate, Frank Craden, Scotty, Roland Tutler, Baron Hart and Chick Yale.

Concert: James Karo, superintendent; Harry Greer and Al St. Clair, cowboys; Indian Village; Pete Pierce Trio; Sheik Clarence and Duke Dekero, wrestlers

Side Shows

The Thompsons, knife throwers; Sandra Lee, sword basket; Talla Raye, snakes; Floyd (Rube) Arnold, musical act; Henry Watson, juggler; Roney Pountain, illusions; Al Yonkers, weight lifter; Tom Plank, fire eater; Joe Loftus, midjet. Minstrels: Angus J. Harley Jr., band leader; Angus Chisholm and Joseph Brantley, trumpets; A. J. Harley, trombone; Fat Shelton, alto saxophone; Claude Ponderer, tenor saxophone; James Hayden, drummer; Estella Chisholm and Marie Watkins, singers.

Cookhouse

Napoleon Reed, steward; Andrew L. Burney and Robert L. Washington, cooks; Tom Nanning, pastry chef; Henry Atkins, fry cook; Walter Merritt, head waiter; Henry Watkins, butcher; Clarence Harrington, Clay Hill, Ed Carnes, Akron Brandy and James Battle, waiters; Joe Perkins and Tom Abrams, dish washers, and John Dalton, camp fire.

Olsen-Johnson May Join Cole After Chicago Stand

• Continued from page 51

being Toronto's Canadian National Exhibition.

Another factor in the circus deal is the Cole org's apparent indecision on what the season holds. Repeated reports have been that Cole Bros.' execs are keeping a weather eye on business done by Ringling-Barnum in Madison Square Garden in order to gauge future plans for Cole. Horstman observed that they were watching closely to see how all shows fared and that they also would use their own Chicago results in determining what Cole will do the rest of the season.

Last year Wirtz reportedly considered adding Olsen and Johnson to the show after Bill (Hopalong Cassidy) Boyd was to leave. However, the org closed before any step was taken. Boyd, last year's headliner, will day-and-date the Cole show this season when he heads a Clean-Up Week parade here Saturday (21).

Minimum Use

Horstman was contacted at Peru, Ind., winter quarters of the show, where preparations were underway for moving to the Chicago Stadium Monday (16). The show opens here Friday (20) and continues thru May 8.

That Cole Bros. virtually has abandoned its railroad show standing was indicated by the purchase of three semi-trailer trucks and Horstman's statement that very few railroad cars and almost no wagons are to be moved from quarters.

Two of the trucks have been delivered and already have shut-

tled some props and other equipment to the Stadium, he said. A third truck is to be delivered.

Horstman said that the elephant railroad car will be used and that Terrell Jacobs' cages will be brought to Chicago. Presumably, the cages would be transported on a flat, but Horstman said it was not decided. Similarly, the show's horses probably will move by rail. Most of the show's 30 cars will be left in Peru and all wagons except the cages will be stored at an air base near Peru. Horstman also reported that part of the menagerie would be brought to Chicago, while some would be left in Peru. No decision has been made on the hippopotamus.

Full-Scale Billing

Meanwhile, Chicago has blossomed out in a full-scale billing display by Cole Bros. Painted panels are spotted at key spots in the Loop and on the lakefront. A wide assortment of paper, including snipes and window cars, has been posted.

"We decided to see what paper will do," Horstman commented, "so we did a job of billing." This was in contrast to the show's 1950 policy of using only 24-sheets here and a minimum of paper elsewhere.

Don Murphy, new press rep at the Stadium, replacing Tommy King, has made several newspaper hits for Cole. Newspaper advertising schedule calls for an assortment of art, but Horstman said that about the same space would be used as last year.

Ringling Biz Trailing 1950

• Continued from page 51

1949 it squeezed in about three days.

The Jewish holidays this year will not be productive at the gate since youngsters of that faith are likely to absent themselves from school on only one day, Friday (27). Friday matinee is usually good since parents apparently like to keep their kids out of school, if at all, on the final school day.

Concession department grosses reportedly are not keeping pace with the ticket sale. Returns are reported down from the last two seasons, altho prices are generally the same. Fact is that the continuing record \$6 top, plus the increased cost of living, have their effect on the amount that parents feel they can shell out for novelties for their offspring. A casual look at exiting matinee crowds, however, indicates that few mop-pets are empty handed.

Beefs are again being registered that the better seats for many performances are not available at the Garden box office. Side arena seats (\$5) were not available at the box office Friday (6) for the Monday (8) matinee. The matinee was not sold out. Speculators apparently have blocks of the better seats with turn-back privileges. This is bad for the Big Show since many of its Garden patrons are believed to be folks who cancel out their interest after a box-office turn-down since they are not the theater-sports crowd that is used to paying premium prices.

As the result of a city ruling a couple of years ago, ducats priced from \$3.50 down are restricted to sale at the Garden. Rule resulted when the majority of these seats became unavailable except thru speculators and at premium prices.

Extra Shows in L. A. For Big Beatty Biz

LOS ANGELES, April 14.—After a slow start in cold, smoggy weather, the Clyde Beatty Circus turned in 18 performances during the first eight of the 11-day run here. The two extra matinees were necessary Saturday and Sunday (7-8) to take care of the crowds. Show schedules were stepped up for today (14) and to-

morrow in the event business warrants extra performances.

Show opened here Thursday (5) with a slim matinee and a three-quarter house that night. Performances started to build Friday, with the evening performance that day a capacity one. Following the six shows Saturday and Sunday, the anticipated drop-off never materialized. Matinee, despite the school term, have been strong and the night houses about 85 per cent capacity. Saturday's business was reported one of the strongest cash houses the show has ever had on the lot.

R-B Imports

• Continued from page 57

Morituris, globe of death, to the Big One. He said the act, which includes a fem partner, is only three years old and was difficult to work in Europe for lack of space.

North caught the Paulis Musical Clowns with Circus Altemberg in Stockholm. The unit has worked together for five years. The Fredonia Family, a Risley act, progressed from England, Scotland, Germany, Sweden and Holland to R-B. They have worked both variety halls and circuses, with stunts in the latter field including Circus Scott in Sweden, Karl Strassburger org in Holland and Kroner in Germany. North saw them last year with the Kroner show and this year with the Scott unit. Fredonias said that by comparison show business in other countries named topped Germany.

Rodry Brothers, trapeze, worked with Feijoo, Corzana and Price circuses in Spain; Cirque Medrano in Paris; Circus Scott in Sweden and spots thruout, Belgium, North Africa and the Canary Islands. The act has worked Spanish bull rings, both in the off-season and utilizing a center location while el toro was put thru his paces on the perimeter.

Simillis, perch act, were slated for 1950 unveiling here, but passport difficulties delayed them. They trouped with Circus Togni in Italy, Scott in Sweden and played theater dates in both Italy and Switzerland, where they found biz excellent.

Senor Tonito, slack wire artist, had yet to appear as of Wednesday (11) due to troubles in securing his rigging. The Riggettis, Czech free ladder act, were still in Paris, caught in passport red tape. Miss Mara, trapeze, was reported hospitalized here.

Also doing top business was the Side Show, owned by Harry Golub in association with Sam Alexander. Golub arrived here Thursday (5) from Mexico City, where he had been associated with the Pete Kortess show. Mrs. Ruth Golub represented the owner on the trek from Shreveport to this city.

Kid Show Tops Record

On the route here the Side Show carried 10 acts with five being added for this date. Business en route and here has been good, with Sunday (8) topping even the record 1947, an Easter Sunday when four shows were given. Three performances were staged to beat that figure.

Side Show uses a 60-foot round with two 30-foot middles. A 120-foot banner line flashes the arrangement.

President Truman's speech Wednesday night, hitting the air here at 7:30 p.m., kept the midway empty until after 8 o'clock.

WANT

Two Phone Men now, Circus Deal, Banners, U.P.C., Block Tickets, Standard percentage. Pay daily. All season's work. Terry and Howard, come home. This is a Rogers Bros. Circus deal. Address

JANETTE TERRELL
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MICH. PHONEMEN

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WORLD'S GREATEST AUTOMOBILE SHOW

USING ALL 1951 FORDS—SEDANS & CONVERTIBLES

Forming Two More Units—Thrill Drivers, Girl Drivers, Motorcycle Stunt Men, M.C.'s, Bill Posters.

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And Run for 20 Consecutive Weeks.

Top Salaries to Capable People.

ALSO WANT THRILL SHOW CLOWNS, PANCHO ROBERTS, SLIVERS JOHNSON AND OTHERS. PLEASE ANSWER.

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CHARLES LAJOIE--Owners--MITCHELL ROBINSON

BARKER BROS.' CIRCUS

"AMERICA'S FINEST AND LARGEST CIRCUS, PLAYING IN FAIR GROUNDS, STADIUMS AND BALL PARKS."

FAIR SECRETARIES, FRATERNAL ORGANIZATIONS, SERVICE CLUBS WHO WANT TO RAISE MONEY, PHONE, WIRE, WRITE US YOUR DATE.

Featuring the Greatest of Stars and Performers. Flying Acts, 12-Horse Liberty Act, etc.

Have this year under contract: Flying Siegrist Troupe, Frank Doyle, Bozo Harrell, Baptist Schreiber's Elephant Act, Black and White Morocco Horses, Aerial Ballet, Clowns, Wild West and others.

WE INVITE YOU TO COME TO BIRMINGHAM, ALA., APRIL 30 TO MAY 5, DURING THE FAT STOCK SHOW, AS OUR GUEST.

Wall Billposter with own car. Phone Men and several more Acts.

BILL BLOMBERG, Gen. Mgr.

BARKER BROS.' CIRCUS

c/o Thompson Arena, Alexandria, La., or the Alabama Fat Stock Show Birmingham, Ala.

CHIMPS

WE WILL BUY—TRAINED OR TAMED

We are the main suppliers of California Seals and Sea Lions, wild or trained.

MARINE ENTERPRISES

P. O. Box 233 Hermosa Beach, California

3—PHONEMEN—3
To sell Banners—UPC's—Block Tickets. This is a strong Mills Bros. Circus date. Please do not waste my time if you can't produce. No lost time between towns—steady work until November. I pay every day. No collect calls or wires. Contact me immediately—and start at once.
MEARL N. JOHNSON
Monnoa Hotel Madison, Wisconsin

WANTED
Promotional Directors. Plenty good towns, best auspices: Police, Firemen, Shrine, Lions, etc. Drunks and limbsters, stay where you are. This is not a finance corporation. Want Acts to enlarge big show; good Trampoline, Organist, Mechanic, answer.
BILL MORRIS KELLY & MORRIS CIRCUS
Harrisburg, Ill., Apr. 23; Herrin, 24; Murphysboro, 25; Havana, 26 and 27.

WANT AGENT
With Car, Banner Solicitor, Circus Mechanic, Working Help all departments. ANIMAL ODDITIES EXHIBIT, Jacksonville, Florida.
FRANK KETROW

WANTED FOR COLE & WALTERS CIRCUS
Man and Wife to take charge of modern Diner—must drive it and also have house trailer and car. Good proposition to the right people. Also want good Floss Man one who can stand prosperity and will stay the season. Fairview, Okla., April 18th; Okeene, 19th; Crescent, 20th; Marshall, 21st; Medford, 23rd.

WANTED
Experienced Promotional Directors and Phone Men. Police, Fire and Shrine deals. No drunks, no collect.
GUSTAF A. LARSON
Kelly-Morris Circus, Police Dept. Kokomo, Indiana

PHONEMEN
Two more of the best for N. Y. State, COUNTY and MUNICIPAL Employees. YEAR BOOK, Tickets for Convention at ELMIRA, N. Y., and DECAL transfers (the Insignia of the Assn.) 3 1/2 x 4", sell for \$10.00 ea., or given with ads
JOS E. CLOUTIER
314 Western Ave. or 190 Norwood Ave. Albany, N. Y. Buffalo 22, N. Y.

Wallace & Clark Circus
Enlarging Advance wants all around Billers. Must post and drive. State age. Top salaries. Write or wire
CEDAR CITY, UTAH
BILL WILCOX

Long Beach Skeds Major '52 Promotion

"Miss Universe" Beauty Contest Set At Nu-Pike; Catalina Suit Firm Antes

LONG BEACH, Calif., April 14.—Coronation of Miss Universe is scheduled to be held on the beach here in June, 1952, with the city, Catalina Swim Suit Company and Pan-American Airways backing the affair.

A separate corporation has been set up to handle the beauty competitions. The Catalina company has indicated that it will spend about \$300,000 to promote the event. The city's merchants will back the competition with another \$30,000 to \$50,000.

Share Limelight

While the event is being handled by the city's convention bureau, all businesses and amusement

NAAPPB Plans Summer Meet; Vote on Site

CHICAGO, April 14.—A summer meeting of the National Association of Amusement Parks, Pools and Beaches will be conducted and members of the executive committee are voting on a location.

The NAAPPB office here reported that a tentative date of August 8 has been set. Executive committee members will decide which of three parks will be host to the group. Paul Huedepohl, NAAPPB secretary, said the nominated spots were in Pennsylvania and Atlantic City.

He said a proposal to combine the national group's summer session with that of the Pennsylvania association was vetoed because the State meeting is scheduled too late in the season for many to attend. Last season's summer meeting was at Coney Island, Cincinnati.

Chlorine Supply Assured by NPA For Pool Needs

CHICAGO, April 14.—The National Production Authority has informed the National Association of Amusement Parks, Pools and Beaches here that chlorine will be available for swimming pool use.

A recent priority ruling, M-4, created some confusion in the industry as to whether such supplies would be sold for pool use. But the NPA stated, according to Paul Huedepohl, secretary of NAAPPB, that while pools had no priority, they would be permitted to purchase chlorine.

Pool owners were directed, he said, to comply with NPA rules in ordering chlorine, and the NPA has promised its assistance if any operator is declined supplies.

The American Red Cross joined with the NAAPPB in urging NPA to authorize use of chlorine in pools, Huedepohl stated.

NAAPPB GROUPS VOTE ON TRADE SHOW HOURS

CHICAGO, April 14.—Three committees of the National Association of Amusement Parks, Pools and Beaches are voting this week on proposed changes in hours for the trade show at the 1951 convention.

If the changes are approved, the show will be open from 10 a. m. to 12:30 p. m., and 3:30 to 7 p. m. on all but the final day, when the closing hour would be 6 p. m. Previously, the hours have been longer.

Voting on the question are the executive, finance and location and arrangements committees. Returns were expected to be complete by next week.

The proposal follows a recom-

mendation voted at the 1950 convention by members of the American Recreational Equipment Association and followed up by a letter circulated among exhibitors after the show in which they were asked to voice preferences for hours and to state any other complaints.

Paul H. Huedepohl, secretary of NAAPPB, said he believed the change in hours would be approved. A further provision would be that packing cases for exhibitors would be available immediately after the show closes. Heretofore, they have had to wait until the following day to dismantle their displays.

The 1951 convention has been scheduled for November 25-28.

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Per Capita Take Dips At Playland

\$\$ Tighter Than In '50, But Rocks' Spot Builds Gross

NEW YORK, April 14.—Overall business was building thru last week-end (7-8) at Rockaways' Playland here, although per capita spending was reported considerably off from 1950. Park executives professed no concern, saying that the trend was in line with previous calculations and the volume business was alleviating the individual drop.

Park was open both days from 1 p. m. until midnight. Work is under way at the spot to complete installation of drop coin chutes for rides by the end of this month. Rocks' spokesman said the idea had been furnished them by Olympic (N. J.) Park, which found that the chutes were well adapted to cope with slow business spells, eliminating the need for ticket takers.

Park rolled along on its tie-up with the National Broadcasting Company. Wayne Howell's disk jockey show originating here, 2:30-5:30 p. m., Saturday, over WNBC was spiced with direct pitches to the captive audience at the park and carried over Rocks' public address system. The day before WNBC and WNBT gave the spot 44 plugs.

Contest Slated

Lined up for today at the park is a two-hour bathing suit fashion show, with Catalina, Jantzen and other top swim togs manufacturers participating. Event will be covered by newsreels and television, with Kathi Norris, of WNBT, handling the latter department. Thru yesterday (13) and today Rockaways obtained 57 plugs from WNBC and WNBT.

Park is working on a plan to sell advertising space on the sides of the cars of its Miniature Railway. Rates will be \$250 per car, with the locomotive going for \$500. Deal will enable advertisers to bally their wares for three months. General Outdoor Advertising Company also is reported to be interested in securing space at the funspot.

Revere Beach Hikes Price On Big Rides

REVERE, Mass., April 14.—A \$40,000 dairy bar, not affected by the National Production Authority's construction rules, has been added at Revere Beach here, but plans for a new building for the Merry-Go-Round were killed by the NPA, J. Victor Shayeb, manager, reported.

He announced prices for major rides will be increased to 30 cents, but that kiddie rides will continue to go for 9 cents. Major ride tickets were 25 cents last year. No new rides have been added.

Week-end operation began at the spot on Easter (25), and daily operation will get under way Thursday (19).

Look Spot Adds Picnic Facilities

FLORENCE, Mass., April 14.—Look Park, managed by Foss Narum, will launch its week-end schedule Sunday (15) and plans to open for daily operation May 26. The spot is pushing picnic bookings and has laid out \$3,000 for improvements in the outing area.

Narum is not too optimistic about prospects of tax impact on more people. However, he anticipates increased attendance will make up much of the difference.

Food and drink prices will be upped at Look Park, he said, but ride prices will remain at 9 and 20 cents and the pool admission price will be the same as last year.

GRUBERG PREDICTS

Initial Takes Indicate Good Season Ahead

NEW YORK, April 14.—Max Gruberg, operator of kiddielands at Long Beach and Flushing, L. I., this week predicted that amusement operators could look forward to a good season.

Gruberg based his optimistic outlook on experiences to date with week-end operations at his funspots. The public seems disposed to spend, he said, despite generally unsettled conditions.

An increase in revenues is expected, Gruberg said, unless, of course, the threat of war becomes an actuality. He was inclined to chide operators who are allowing the gloomy world situation to inculcate them with a defeatist outlook.

Normal Approach

Gruberg said he would continue to follow the formula best suited to times of normalcy and readapt it to meet adverse situations as they arise.

This year, more so than in any other recent season, profit and loss is likely to hinge largely on judicious management, Gruberg said. While it is always necessary to spend money to properly build, present and promote endeavors, operators must guard against wasteful spending, he said.

Gruberg was instrumental in having compensation insurance premium payments considerably reduced recently and he said the savings to him in the operation of his funspots would be considerable.

Installs New M.-G.-R.

Fifteen men were employed this week in erecting a recently acquired Merry-Go-Round at the

N. Y. Slices Compensation Rate Costs

NEW YORK, April 14.—Ruling published Tuesday (3) by the State Compensation Insurance Rating Board revealed that the required yearly premium rate of insurance policies governing kiddie park and similar type operations has been lowered from \$8.41 to \$2.50.

State law requires that enterprises carry sufficient insurance coverage to meet workmen's compensation payments should an employee be injured on the job. Reported instrumental in securing the cut were Max Gruberg, local kid spot operator, and his attorney, Albert M. Seymann.

It was understood that an increase in premium rates to \$8.81 had been contemplated but that the State had been convinced that kiddie park rates should be lowered. Operators' argument was based on the fact that moppet parks are a permanent operation and rides are small, minimizing the hazards found in traveling orgs that employ larger equipment.

Seymann believed that the new low rate would last indefinitely, barring a sudden wave of accidents and injuries.

3,800 Turn Out For Rocky Glen Dance Session

MOOSIC, Pa., April 14.—With Sammy Kaye's orchestra its top lure, Sterling's Rocky Glen Park here launched its month of Sunday night dances April 8. Attendance totaled 3,800 paid admissions despite cold weather. Penny Arcade and the Swiss Cottage were the only other attractions open.

Co-owner Ben and Mae Sterling said that they plan to continue the dance sessions thru April. Beginning with the first Sunday in May, when the park features the Freddie Martin ork, the spot will start week-end operations. Park opens for daily operation Decoration Day.

The Sterlings report that more trees and shrubbery have been planted. The entrance has been improved and more kiddie rides have been added.

Long Beach spot. Gruberg has been adding units annually to the layout.

Promotional endeavors in connection with the Flushing spot, including an increased advertising budget, are already paying off, Gruberg said. The week-end weather to date has ranged from fair to excellent. The Flushing gross is considerably ahead of the same period a year ago.

Increases in passenger rates ranging up to 20 per cent announced yesterday by the Long Island Railroad may have an adverse effect on attendance at all Long Island resorts, Gruberg said. Patrons who have to spend more money to arrive at fun centers will naturally have less to spend on amusements, he said.

Playland, Rye Repair Work To Cost 150G

RYE, N. Y., April 14.—Fund transfers to provide \$150,000 for the repairing of damage at Playland Park, caused by high winds and water last November, have been approved by the Westchester County Board of Supervisors.

Half of the cost will be covered by \$75,000 received from insurance. The remainder will be appropriated from surplus funds.

The budget committee reported that repair work is already in progress. The boat pier and the Boardwalk suffered the most extensive damage. Repairs to these and other installations will cost an estimated \$150,000.

Funspot is scheduled to preview for a week-end, May 19-20 and start its regular schedule on the following Saturday.

Palisades Sets Coupon Deal

NEW YORK, April 14.—Palisades (N. J.) Park, across the Hudson River from this city, has made its way into the Ringling-Barnum circus program on a coupon deal.

Circus is at Madison Square Garden here, and one side of the coupon is a pitch for program buyers to furnish a new name for the Rotor, the funspot's imported German centrifugal force device. Winner will receive a \$500 government bond. The other side of the coupon notes park attractions and features.

Tie-up was made possible by the fact that American rights to the Rotor are controlled by circus President John Ringling North, General Manager Art Concello and Harry Dube, who has the R-B program. Palisades is the only spot currently featuring the device.

Detroit Zoo Ups Parking

DETROIT, April 14.—The Detroit Zoo will remain a free attraction this season, but most visitors will have to pay a doubled parking fee. The charge, principal source of revenue for the zoo, was raised from 25 to 50 cents. Extra revenue is expected to be about \$20,000 a year. The higher rate formerly was charged only on week-ends.

Philly's Dinner Bell

PHILADELPHIA, April 14.—Animals at the Zoo here will be called to chow by an old-fashioned dinner bell this season. The bell will be installed in the new Carnivora House, which will be opened for the first time Saturday (14). Plans call for ringing the bell later on Saturdays and Sundays, when the zoo stays open later than on weekdays in order to keep the animals outdoors longer.

THE WORLDS Safest
"All Steel Construction — Absolutely No 'Kindling Wood'"
THE MINIATURE TRAIN
 Write for Free 1951 Catalog



MINIATURE TRAIN CO.
 REMSELAER, INDIANA

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET A "REVOLVING" **HOLLYWOOD SPOTS-LITE** EASILY INSTALLED

IT'S NOT A CRYSTAL BALL
 NO MIRRORS TO BREAK
 WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINGS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write for Complete Free Details
HOLLYWOOD SPOTS-LITE CO.
 Dept. B 912 No. 16th St. Omaha, Nebraska

CONTROL ADMISSIONS
 with **STROBLITE IDENTIFIER**



Hands of patrons are stamped with a harmless, invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc.

COMPLETE KIT, \$45
 Write for information

LUMINOUS COLORS BLACKLIGHT LAMPS
 for the stage, displays, decorations.

STROBLITE CO. Dept. B-1
 35 W. 52d St., N.Y. 19

Game Concessions Open!
In Baltimore Park

Bingo, Doll Rack, Cat Rack, Pokerino, Shooting Gallery, Country Store. Wheels or lay-down play legal. Low flat rate per season. A real money-making opportunity for reliable and experienced operators. Write, wire or phone.

Concessions Mgr.
COTTAGE GROVE BEACH, Inc.
 P. O. Box 146 Pasadena, Md.
 Telephone: Sunset 238

MINIATURE STEAM TRAIN
 Train grosses next to Coaster in three big parks. 85 Trains now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population. Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip. Ask your customers which trains they like BEST.

OTTAWAY AMUSEMENT CO.
 Mrs. Miniature Steam Trains
 224 W. DOUGLAS WICHITA 2, KANSAS

BEACH AMUSEMENT PARK
Galveston, Texas

Wanted for summer season opening April 21st.

Foreman for Tilt, Rollo, Wheel. No drunks. Good working conditions and good weekly salary. Reply

BEACH AMUSEMENT PARK
 2328 Boulevard, P. O. Box 329, Galveston, Texas

High Quality KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

D'AMICO PIER
SAVIN ROCK
 ON MAIN THOROUGHFARE

Want Rides and Kiddie Rides? Amphibious Duck Boat, or what have you? ATTENTION: This park attracts 75,000 to 100,000 weekly. For appointments, phone, wire or write

WESSON D'AMICO
 450 BEACH ST., WEST HAVEN, CONN.
 Phone Days, 10 A.M. to 6 P.M. West 39921—Nights, 7 P.M. to 10 P.M. West 39885

WANTED FOR NATION'S CAPITAL AREA
4 KIDDIE RIDES

At large outdoor recreation center in heart of suburban Washington, opposite drive-in-theatre. Terrific 7 months opportunity as we have the only available facilities. Write or wire what you have, when available and what you wish to know.

SPORTSTOWN
 1445 Ogden St., N.W. Washington 10, D. C.

Cincy Zoo Hangs Up 1950 Records

CINCINNATI, April 14.—All-time records for attendance and admission revenue were set in 1950, the 75th anniversary year for the Cincinnati Zoo, it was reported Tuesday (10) by James A. Reilly, president, at the annual meeting of the Zoological Society.

Attendance was 876,360, more than 130,000 above the 1949 total, and income of \$342,514 represented a gain of \$135,516 in comparison with the previous year. Also reported was a \$46,000 profit whereas in 1949 there was a deficit of \$36,000.

Biggest factor in the larger attendance, Reilly said, was the new aquarium. Also drawing well were the Food and Home Show, anniversary celebration and new sea lion basin and night exhibitions.

Planned for this year are a new ape house, to open in early May, with animal acts in the amphitheater beginning May 15. Birds will be moved to the reptile house where a refrigerated penguin cage will be built. Reptiles will be shown in shadow-box exhibits in the monkey house. Monkeys will be housed in the old bird buildings, where outdoor cages are available for summer months. Other changes will be a new parking lot, a pedestrian and auto entrance, completion of a carnivora building in October and a tractor-train for sightseeing.

Seven trustees were re-elected to new terms at the Society meeting. They are President Reilly; Gerritt J. Fredriks, vice-president and secretary; F. C. Adams, Clem H. Bayer, Walter A. Draper, Sol H. Freiberg and Willis D. Gradison.

Denver Designs Own Kiddie Ride

DENVER, April 14.—A locally built miniature fire engine will be added to Lakeside Park's ride line-up here. Device includes a trailer capable of carrying 16 children and a Crosley automobile cut away to permit a trailer hitch. Second steering wheel is mounted for the trailer wheels in a manner similar to some fire trucks. Ladders, hose and other fire props are on the truck.

POPULAR RESORT FOR SALE

Yankee Lake, 14 miles north of Youngstown, Ohio, on Route 7. Property consists of 58 acre private lake surrounded by over 100 acres of land, bath house, sandy beach, restaurant seating 400 with complete new stainless steel kitchen and bar, dance hall seating 1600 or more with bar, 12-room inn, complete machinery, etc. Information will be given only in person. For appointment contact PAUL JURKO, Owner, Brookfield, Ohio. Phone Sharony, Pa., 88361.

LEAPING-LENA
\$950.00
 for immediate sale

Complete 10 Car Ride (less power), steel work in good condition. Operated 3 seasons Meyer's Lake Park, Canton, Ohio.

JOHN D. BAST, Adm'r
 509 Broad Ave., N. W., Canton 8, Ohio
 Phone 3-0090

WANTED

Will lease space on a percentage basis to a reputable operator of a Ferris Wheel and Miniature Train in Western New York's finest family picnic grounds on Lake Chautauqua. Contact

M. F. WALSH
 Midway Park
 Maple Springs, N. Y.

MINIATURE GOLF PAYS

A new money-maker for kiddielands, driveways, resort hotels, pools, driving ranges. Up to 200 players an hour on this 15,000 sq. ft. layout. Order now for Spring. Attractive, tested by experience. Write for literature.

HOLMES COOK COMPANY
 302 State St. New London, Conn.

PERFECT SPOT

Stand in amusement section of Boardwalk in Ocean City Maryland. Write

BOX D-21
 c/o The Billboard Cincinnati 22, O.

OPERATOR

With all sorts of Rides; 20-week engagement. Write

CLEMENT LANG
 Pleasure Isle
 Evans City, Pa.

WANTED KIDDIE RIDES

For three choice locations on percentage operating at least nine months out of the year. Strong support. Wire or write for detailed information, stating what you have to offer. ROOM 205, 570 Seventh Ave., New York 18, New York.

CONCESSION MAN WANTED

for Upstate New York Beach and Amusement Park. 4 Stands for Legit Games only. We supply buildings, you equip and run on percentage. Man with previous Park experience preferred.

BOX 638, BILLBOARD
 1564 Broadway New York 19, N. Y.

GIVE TO THE RUNYON CANCER FUND

Cottage Grove Expands Layout

PASADENA, Md., April 14.—Philip E. Bowman and Stephen Fallane have taken over all bingo and game concessions and will expand those facilities at Cottage Grove Beach here, it was announced by Norman E. Clarke, park president. At the same time Clarke reported that Mr. and Mrs. H. Walters, veteran Baltimore ride operators, would install all rides at the resort, plus a pony track with 15 head of stock.

During the off season a new sea wall has been built to double the width of the beach and add several hundred feet to its length. More dock accommodations are also available for private yacht and boat club parties, a source of patronage that has grown rapidly in the two years the resort has operated. In a bid for more juveniles, a new section has been opened in the playground and devices have been added.

In commenting on the improved 1951 outlook, Reese H. Jones, publicity director, reported picnic bookings to date well ahead of the corresponding time in 1950. An early canvass has shown that officials may expect a considerable increase in the volume of business this year from the newly cultivated Washington area. Another good year is expected in the Marine Dining Room, which specializes in sea food.

Official opening is set for May 30, with previews the two preceding week-ends.

LAKEVIEW AMUSEMENT PARK
 1443 W. Main Street, Norristown, Pennsylvania. Phone: Norristown 5-8000
 Frank H. Caven, Park Director

WANTED

Will lease space on a percentage basis to a reputable operator of a Ferris Wheel and Miniature Train in Western New York's finest family picnic grounds on Lake Chautauqua. Contact

M. F. WALSH
 Midway Park
 Maple Springs, N. Y.

PHILADELPHIA TOBOGGAN CO.
 130 E. DUVAL STREET PHILADELPHIA 44, PA.
 AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

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for Upstate New York Beach and Amusement Park. 4 Stands for Legit Games only. We supply buildings, you equip and run on percentage. Man with previous Park experience preferred.

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GIVE TO THE RUNYON CANCER FUND

IF IT'S PROFITS YOU WANT
BUY SKEE-BALL
 REG. U. S. PAT. OFF.

Don't confuse our new 1951 Skee-Ball Alleys with older types or imitations

Unique play features makes Skee-Ball the best skill game for any Park, large or small, Arcade and Resort everywhere.

Mother, Dad and the Kids will play Skee-Ball and they'll play again and again.

A 15 ALLEY OPERATOR REPORTS \$64,000 GROSS RECEIPTS FOR THE 1949 AND 1950 SEASON AT 5c PER GAME.



14 FT. LONG, 30 IN. WIDE

For the operator — Profits — without headaches.

CAPACITY 80 GAMES PER HOUR—5c OR 10c COIN SLOTS ARE OPTIONAL

IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, ETC.

PHILADELPHIA TOBOGGAN CO.
 130 E. DUVAL STREET PHILADELPHIA 44, PA.
 AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

COMPLETELY RENOVATING 7-ACRE NATURAL LAKE PARK IN PHILADELPHIA SUBURBS — DRAWING CAPACITY 2,000,000 PERSONS

WANTED: ALL KINDS of RIDES for Kiddies and Grown-Ups and plenty of 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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 1443 W. Main Street, Norristown, Pennsylvania. Phone: Norristown 5-8000
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YOU TOO CAN GET IN THE BIG MONEY WITH A 12 OR 14 UNIT GREYHOUND RACE (Ready For 1951 Delivery)

Locations & Operators wanted on a profit sharing basis

Greyhound Amusement Device Co., Inc.
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Biggest Miniature Train Bargain of the Year!!!

Streamlined 6 1/2 H.P. engine and 5 cars capable of seating up to 40 children, complete with 200 feet of track. Train, which is gasoline powered and a copy of the famous Spanish "Talgo Streamliner," features one set of trucks per car to lessen friction and power requirements. Colorful bright Armour yellow with fine engine red stripe. Steel construction throughout, with yellow pine flooring in cars. Cars have a zippered canvas apron between them for finger and arm protection. No doors necessary, since top of cars is only 24" from the ground. Seats and backs are of 1/4" plywood, 1" sponge rubber, with red Koroseal plastic covering. IN EXCELLENT CONDITION, READY TO GO. Other interests prevent present operation. Send for complete description and photo. Replacement cost, \$8,000. YOUR PRICE, \$3,850.00. Write or wire

ROY BELCHER JR.
 OAKES AVE., R. D. #1 WILLIAMSPORT, PENNA.

CHANCE OF A LIFETIME

New all year round AMUSEMENT PARK and MIDWAY in sunny Southern California, adjacent to the largest Marine Camp in the country—Camp Pendleton, Oceanside, Calif

READY TO OPEN ABOUT MAY 1, 1951
WANTED

Concessionaires who prefer to stay put and make money. Can also place several Major Rides—prefer Baby Caterpillar. Choice locations to early callers. For full details, write or call

HARRY GORDON
 1050 UNION ST. SAN DIEGO 1, CALIF
 Phone: Franklin 9-1691

RIDES WANTED

Have Space for Two of Following:
 Octopus, Looper-Hurricane, Rock-o-Plane, Hi Ball, Fly-o-Plane, Flying Scooter, No. 12 or 16 Wheel. Also Kiddie Rides not conflicting.

Directly on the Ocean in the Heart of Myrtle Beach.

GAY DOLPHIN PARK
 Myrtle Beach, S. C.
 Phone 203

NET DIPS 17G

PNE '50 Operations Yield \$91,209 Profit

VANCOUVER, B. C., April 14.—Pacific National Exhibition here wound up 1950 operations with a net profit of \$91,209.07 compared with \$108,253.22 the previous year, a decline of \$17,044.15. The profit has been added to the surplus account, which now stands at \$493,002.05 to be used for future expansion.

Front gate revenue during the 1950 fair amounted to \$91,022.25, with the advance sale bringing in \$131,458. Auto parking brought in \$3,658.75; general concessions, \$61,130.12; rides and shows, \$17,015.93; Pacific Coast Amusement Company, Ltd., operators of Happyland, \$7,649.15; exhibitor space rentals, \$57,203.36; entry fees, \$2,686.90; dominion grants, \$1,500; Hobby Show, \$8,244.15; Polack Bros.' Circus, \$38,600; racing rentals, \$16,285.63, and a provincial grant of \$25,000.

Western Loses

On the other side of the ledger, the Western Musical Round-Up, a revue featuring Western singers and musicians, went into the red to the tune of \$19,079.27. Dog and cat show chalked up a loss of

\$984.04. Other expenditures totaling \$9,140.55 included the outdoor theater, community concert competition, drill teams and variety acts.

A total of \$77,000 was spent on plant improvements during the year and a new dog and cat show building is being constructed for the 1951 fair.

Fair's midway will be operated by the fair board this year, with Dave Dauphine in charge of bookings and superintendent of the lot. Last year the midway was leased to a private party and resulted in disagreements and a strike of concessionaires that blacked out the midway for several hours on one of the busy nights. The fun zone will be enlarged by the removal of part of the Industrial Building.

Polack Bros.' Circus will be the featured attraction at this year's fair, being skedded for the entire 11-day run. Org also will take part in the opening day parade.

Solon Queries Right To Move Calif. State Fair

SACRAMENTO, April 14.—An investigation to re-examine the California Legislature's position in approving the moving of the California State Fair to a new site has been asked by Assemblyman Augustus Hawkins, of Los Angeles County.

The resolution introduced in the Assembly requested that the Assembly Rules Committee be given power to study the merits and desirability of the old site as compared with the new site; to determine the prices paid for the property already purchased, obligations under contracts not yet completed and obligations to be incurred under negotiations or purchases pending or to be undertaken in the future; report on the feasibility of disposing of properties purchased or contracted for and retaining the fairground at its present site at Broadway and Stockton Boulevard in Sacramento.

Hawkins declared the position of the Legislature in authorizing the moving of the fair should be re-examined "in the light of the present emergency."

Assemblyman Hawkins bitterly opposed legislation appropriating funds for the new fair site at previous sessions of the Legislature.

TO SEEK COURT RULING

Transit Fair Moves To Get Permit Nixed by City Council

ARCADIA, Calif., April 14.—World Transportation Fair and Arcadia will air their difficulties over a business permit in court. Ira W. Curry, WTF promoter, announced he plans legal action.

City Council voted to refuse a permit for the event to be held in Santa Anita Park. A petition asking rezoning action against the race track allowing such events is being circulated by Arcadia Residents League. Fair's initial application was refused on the basis that it was incomplete with a second being filed Tuesday (3). With the second try, Curry had expected to be given a hearing April 17 but it was set for May 1.

Avoids Controversy

"We have striven, perhaps to a fault to avoid any controversy in print regarding the World Transportation Fair," Curry said. "The legal department of the fair has been instructed to file suit to prevent the city from pursuing its discriminatory action against the fair."

Curry charged that the city is "starting a series of delaying actions calculated to prevent the fair from opening." The fair, Curry added, is resorting to court action reluctantly because the sponsors believe that a majority of

Del Mar, Calif., Readies 400G Exhibit Hall

New Wiring System To Cost \$57,000; Set Special Events

DEL MAR, Calif., April 14.—San Diego County Fair has started work on its new \$400,000 exhibit hall here and also will install a complete electrical distribution system to cost an estimated \$57,000, Paul T. Mannen, manager announced.

Featured exhibits include a million dollar collection of antique drinking vessels, a tropical fish display, a three-acre outdoor flower show and sportsmen's display. Small outdoor television theaters will be set up around the grounds so that patrons will not miss their favorite programs.

M. E. Salsberry, director of horticulture, floriculture and agriculture exhibits, said five counties, in addition to San Diego, have already reserved exhibit space. A number of requests for space in the flower show are under consideration.

Jack Harrington, special events director, lists various activities in which city and county residents will participate including a crazy hat contest, fly casting competition, and horseshoe pitching.

Fair's free grandstand attraction this year will include Spade Cooley and his television aggregation, water ballet, stage revue and a barbershop quartet revue.

Salt Lake City Sets Progress Theme for '51

SALT LAKE CITY, April 14.—The 70th edition of Utah State Fair and Exhibition here this year will be themed to show the transition of Utah from an agricultural area to one of increasing industrial activity, J. A. Theobald, manager, announced.

Exhibits will be designed to depict this changeover, and mining exhibits will be expanded, he said.

Holiday on Ice will again be the featured attraction and is skedded for nine evening and three matinee performances. More than \$40,000 will be offered in premiums.

CALIF. ASSEMBLY BILLS PROHIBIT FREE PASSES

SACRAMENTO, April 14.—Two bills prohibiting free passes to California fairs have been introduced into the assembly here, and the measures, along with four others affecting fairs, have been referred to the committee on agriculture.

Assembly Bill 2618 provides that Los Angeles County Fair, Pomona, shall not issue, print or give to any person a pass or free admission to the fair while it is in operation. This will not apply to the admission of personnel of the sheriff's office, city policemen in uniform, firemen in fire trucks, members of the State Highway Patrol assigned to duty on the fairgrounds, and children under 12 years old.

State-Aid Annuals

Second bill, which affects all State-aid annuals, is Assembly Bill 2763, which would prohibit passes or free admissions to any fair receiving money from the State with the same exception as Assembly Bill 2618.

Other measures include Assembly Bill 1548, which authorizes Contra Costa County to receive an allotment for its Antioch Fair from California's Department of Finance. The bill would appropriate an unspecified amount of State aid for the Contra Costa County Fair annually.

Fifth measure is Assembly Bill

2530, which provides that all revenues and expenditures of county or citrus fruit fairs or expositions receiving allocations from the Fairs and Exposition Fund be subject to audit by the Department of Finance.

Assembly Bill 3227 provides that the fair held in Sacramento County by the State Agricultural Society be designated as the California State Fair.

Tulsa Builds Permanent Kid Amusement Spot

TULSA, Okla., April 14.—Tulsa State Fair and Livestock Exposition has added a permanent Kiddieland to its plant here which will operate during the off-season as well as during the fair, Clarence C. Lester, manager, announced.

Rides set for the spot include a Little Dipper, Merry-Go-Round, Kiddie Autos, Miniature Train, Ferris Wheel, Kiddie Airplanes and a Boat Ride. Rides and other attractions are being booked in by Robert K. Bell, who will operate the park on a profit-sharing basis with the fair. The fair will operate all concessions.

Fair attractions this year will include the Royal Crown Shows on the midway. Grandstand amusements will be a Barnes-Carruthers revue at night and the Joie Chitwood thrill show. A junior auction sale, calf scramble and a Negro achievement day will round out the attraction program. Special events will include two kid days, a Shriners' Day, 4-H and FFA days and Governor's Day.

Plant improvements this year consist of new fencing, grading of grounds, resurfacing of the midway area and considerable repainting.

McGinley New Assistant Mgr. At Shreveport

SHREVEPORT, La., April 14.—James E. McGinley, manager of the industrial department of Shreveport Chamber of Commerce, has been appointed assistant secretary-manager of Louisiana State Fair, William R. Hirsch, secretary-manager, announced.

McGinley succeeds Norris C. McGowen Jr., who was recalled by the army last October, and will be in charge of livestock and agricultural exhibits. Prior to joining the local chamber in 1946, McGinley was a civilian training administrator for the War Department at Randolph Field, Tex.

Red Bluff, Calif., May Get \$127,000 Armory Building

RED BLUFF, Calif., April 14.—Plans for construction of a national guard armory on Tehama County Fair grounds here are under way. Building will be 60 by 120 feet and cost \$127,000, if plans materialize.

Lt. Col. Harold L. Hjelm, guard staff officer, conferred with the fair board and pointed out that the project could be carried out on either a 99-year lease basis or by outright deed. The space required would be two or three acres.

Karl Wahl, fair board president, will appear before the board of supervisors to seek approval of the use of the land.

Chehalis, Wash., Builds Wild Life Exhibit

CHEHALIS, Wash., April 14.—Southwest Washington Fair opens its new wild life building at this year's fair, August 23-26, Arthur W. Ehret, manager, announced. Annual also has built a new movable stage since the 1950 fair.

Chico, Calif., To Pay Off In Silver \$\$

CHICO, Calif., April 14.—Patrons and exhibitors at Butte County Fair here, May 23-27, probably will wear out plenty of trouser pockets this year. Renamed the Silver Dollar Fair, the annual will pay out \$17,500 in premium checks that will be cashed in silver dollars the final day of the run, Maurice J. Hogan, secretary, announced.

All concessionaires and gatemen will give change in hard money, including silver dollars, and local merchants, in a one-day tie-in promotion, will offer discounts of 10 per cent on merchandise purchased with silver dollars.

Annual has spent a few dollars of its own this year, completing a new \$193,000 exhibit hall which will be used at next month's fair.

Yakima, Wash., Sets '51 Staff

YAKIMA, Wash., April 14.—Central Washington Fair, to be held here September 26-30, has set its operating committees for the event, Perry Woodall, president, announced.

Grounds, advertising and publicity committee will include E. K. Foltz, W. F. Kersterson and J. Hugh King; premiums, D. R. Canfield, Frank Riches and Don Emerick; carnival, Woodall and King, and budget, Canfield and Kersterson.

New Ulm, Minn., Adds Stock Barn

NEW ULM, Minn., April 14.—Brown County Fair will make use of its new 200 by 60-foot youth livestock barn this year, having completed the structure during the winter, William A. Lindemann, secretary, announced.

Attraction program for the '51 event includes a night grandstand revue featuring Gae Foster's Roxiettes, booked thru Boyle-Woolfolk, Chicago, and one afternoon each of big car, stock car and Joie Chitwood's thrill show.

Proctor, Minn., Remodels Plant

PROCTOR, Minn., April 14.—Plant of South St. Louis County Fair here will undergo a \$7,000 face-lifting this year to include installation of a Kiddieland, Rose Cann, secretary, announced.

August 2-5 dates are the earliest in 32 years.

Okay Steel For Regina 350G Stable

REGINA, Sask., April 14.—Purchase of steel for the Regina Exhibition Association's proposed \$350,000 livestock stable and sales arena has been authorized by the steel controller's office in Ottawa, giving the go-ahead for an immediate start on construction.

Purchase of not more than 86 tons of structural steel, 59 tons of reinforcing steel and 10 tons of miscellaneous steel has been authorized. Balance depends on availability of materials. A letter from Ottawa stressed that the authorization did not assure the availability of steel and does not constitute any priority assistance.

Steel on Fairgrounds

Orders for all materials, including steel, were placed last fall, and at the beginning of March some of the steel already was on the fairgrounds. At that time the government issued a second steel curtailment order, necessitating an application by the fair board.

One livestock barn is being demolished and two others will be moved to new locations and used to house race horses. Footings and foundations will be put in as soon as the site is ready.

The steel, concrete and brick structure is the major item in an exhibition rebuilding program to cover 15 years at a cost of over \$2,000,000. The building, 190 by 224 feet, will seat 1,400 in its sales arena and accommodate 500 head of livestock in the barn area.

Federal and provincial governments have agreed to special grants of \$100,000 each toward construction.

Hillsdale, Mich., Remodels Building

HILLSDALE, Mich., April 14.—Hillsdale County Fair here will spend \$5,000 to remodel its Merchants' Hall for the '51 event, Harry B. Kelley, secretary, announced.

Other improvements this year will include installation of modern rest rooms with showers for exhibitors, entertainers and horse people.

Booneville, Ky., Event Adds 20 Acres to Plant

BOONEVILLE, Ky., April 14.—Owsley County Fair here has increased the size of its fairgrounds by the purchase of an additional 20 acres, Fred W. Gabbard, secretary, announced.

Square dances and old-time music contests will be featured attractions this year.

Terre Haute Ups Attractions

TERRE HAUTE, Ind., April 14.—Vigo County Fair here will expand its attraction program this year to include an auto thrill show, evening revue, rodeo and more horse races, E. J. Acree, secretary, announced.

The thrill show will be staged by Joie Chitwood's Auto Dare-devils, the revue by Boyle Woolfolk, Chicago, and the rodeo by the 105 Ranch Rodeo. Four days of running and harness races are skedded this year, one more than a year ago. In addition, the fair is planning still date races during the season.

New grandstand scale is 25 cents, 50 cents and \$1.20 against 50 cents and \$1 last year.

Stockton, Calif., Gets 50G Grant To Purchase Site

STOCKTON, Calif., April 14.—An appropriation of \$50,600 has been allowed by the California State Public Works Board for the purpose of purchasing property at the southeast corner of the San Joaquin County Fairgrounds here. With this parcel, and the city golf course that reverts to the fair soon, the annual will have 160 acres in its new location.

E. G. Vollmann, secretary-manager, said that construction of the new plant will be delayed because of the shortage of materials. However, planning and designing will begin immediately. With this in view the dates for the 1951 event have been set for August 18-26.

The \$50,600 allocation is part of a \$9,500,000 State building fund for fairs and State colleges.

Pete Walter Returns To Auburn, Ind., Event

AUBURN, Ind., April 14.—W. E. (Pete) Walter, veteran concession manager, has returned to DeKalb County Free Fair here where he is again in charge of concession space.

Annual has upped its free act budget by \$1,500 this year and the advertising outlay also has been increased.

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Oregon Assn. Sets '51 Meet

TILLAMOOK, Ore., April 14.—Oregon Fairs Association, thru its secretary, H. G. Smith, set November 14-16 for its 1951 meeting and went on record as opposing House Bill 475 now in legislative committee at Salem.

The bill relates to a special appropriation for the Bend Stampede and Water Pageant Association. The fair association is opposing the allotment on the basis that the money would go to "an organization not conducting an educational and agricultural exhibit." Because of this, the association charges that it violates OFA's policy.

The request, according to Herman H. Chindgren, OFA president, may come on the floor late in the session. The association secretary suggested that fair boards contact Judiciary Committee Chairman Rep. Carl Francis, as well as solicit help from local farm organizations to prevent the approval of the stampede's appropriation.

The 1951 association meeting will again be held in Multnomah Hotel, Portland, November 14-16. Dates and location have been approved by the board of directors. Usually ending on a Saturday noon, the 1951 session will wind up Friday night with the annual banquet, setting aside Saturday for business or pleasure.

Smith said that the association's display used last year at the Pacific International Livestock Exposition is available for any county fair in the State wishing to exhibit.

County Takes Helm At Cheboygan

CHEBOYGAN, Mich., April 14.—Cheboygan County Fair here will be operated by the county board of supervisors this year as the result of acceptance of the plant and liabilities by the board.

Ralph O. Preston was elected president of the new organization; James W. Crusoe, vice-president; Howard L. Hopkins, secretary-manager, and Harold G. Sellers, assistant secretary-manager. Seven additional members make up the board of directors, all appointed by the chairman of the county board.

This year's event will be held August 14-18 and Lee United Shows will provide the midway attractions, according to H. L. Hopkins, manager. WLS Artists Bureau and Mills Attractions will produce the grandstand show.

Antioch, Calif., Sets 2-Day Rodeo

ANTIOCH, Calif., April 14.—Contra Costa County Fair here will stage a two-day rodeo this year as a new attraction, Norman Sundborg, secretary, announced. Other attractions include quarter horse and harness races without pari-mutuels, cooking and canning demonstrations and home food freezing by the Women's Department and 4-H Clubs.

Plant improvements include two new livestock barns and two additional comfort stations, landscaping of the picnic area and planting of 30 new trees.

Bridgeport Expo Group Bankrupt

BRIDGEPORT, Conn., April 14.—Petition of bankruptcy has been filed by the Disabled American Veterans Committee, Inc., of this city and Stratford, Conn., listing liabilities at \$27,658 and assets of \$3,021 as a result of an exposition staged by the group July 1-9 last year.

No date has been set for the first meeting of creditors. John J. Waltersdorf signed the petition as president of the corporation, which is being represented by John G. Cicala, New Haven lawyer.

Muskogee Finishes Chicken Building

MUSKOGEE, Okla., April 14.—Oklahoma Free State Fair here has completed a new exhibit building to house 6,000 chickens during this year's fair, M. E. Twedell, secretary, announced.

Horseshoe pitching contest is a special event introduced this year. Fair's still date season opens with stock car races April 22.

Fredericton Gate Sliced To 50 Cents

FREDERICTON, N. B., April 14.—General revision of the price scale at Fredericton Exhibition has been announced by W. Raymond Crewdson, secretary-manager. Front gate admission, a cause of some dissatisfaction last year, will be cut from 75 cents to the traditional 50 cents. Admissions for the night grandstand show will go from 50 cents to 75 cents and the afternoon races will climb from 75 cents to \$1.

Program this year calls for three days of harness racing, Tuesday thru Thursday. Fireworks will be back on the bill after being left out of the fair's revival effort last year. T. W. Hand Fireworks Company, Toronto, has been awarded the contract. Fair dates are September 3-8.

Construction of a new stage in front of the grandstand with foundations extending below the frost line is planned, according to Crewdson. A bill of nine acts have been secured thru the George A. Hamid & Son talent agency. Joe Hughes represented the agency.

Big Rapids, Mich., Hikes Program For New Stand

BIG RAPIDS, Mich., April 14.—Mecosta County Fair here has expanded its attraction program this year to be held in front of the new 1,500-seat grandstand completed since last year, Norman Mason, secretary, announced.

Jack Raum's *Cavalcade of Stars* will hold forth as the evening attraction, with two days of auto racing and three of harness racing on the matinee bill. Other new events will include calf and pig scrambles. The new grandstand will also be utilized each Sunday during the summer by stock car race meets.

Dodson Ad Mgr. At Morristown

MORRISTOWN, Pa., April 14.—Allan F. Dodson, of this city, has been appointed advertising manager of Morris County Fair, August 21-25, and plans have been made to combine last year's program and premium books into an enlarged brochure of 128 pages.

Effort is being made to attract national advertisers for the program because of increased home building and movement of industries into the county. Local industries and past purchasers of space have indicated their desire to repeat or enlarge 1950 ads.

Annual is managed by Alexis L. Clark. Last year's attendance was 100,000.

Edmonton, Alta., Sets Rodeo Plans

EDMONTON, Alta., April 14.—Collapsible chutes and other equipment will be used for Edmonton Exhibition Association's rodeo in June, the city's first since 1926. Promoter is Herman Linder, of Cardston, Alta., and the equipment to be used will be that which he used at his Vancouver rodeo two years ago.

Bloomington, Wis., Event Sets Rods, Thrill Show

BLOOMINGTON, Wis., April 14.—Hot rod races and an auto thrill show will make their debut at Blake's Prairie Fair here this year, according to Robert O. Brodt, secretary.

As a result, the fair will hike its grandstand admission rates from the flat 50 cents of last year to \$1 on Saturday and 50 cents on Sunday.

Wapakoneta, O., Event Sets New Stock Barns

WAPAKONETA, O., April 14.—Auglaize County Fair here has launched a broad plant improvement program that includes building new barns for hogs and cattle, resurfacing the race track and a new hub rail for the track, Harry Kahn, secretary, announced.

In addition, the fair has installed 600 new cushion seats in the grandstand and laid out a training track in the infield.

Leo Spitzbart Renamed Mgr. At Salem, Ore.

Indicates He Will Retire Following '51 State Annual

SALEM, Ore., April 14.—Leo Spitzbart has been returned to his post as secretary-manager of Oregon State Fair here but has indicated that following the 1951 event, he will retire. Spitzbart's reappointment was made by the newly created State Fair Commission and ends the confusion that has existed since he was discharged by E. L. Peterson, agricultural director, and later reinstated on what was believed to be a temporary basis.

Confirmation of Spitzbart's stand came quickly after the setting up of the new commission, which removes the control of the fair from the director of agriculture's office to the board. Members of the commission are Dr. E. B. Stewart, Roseburg, chairman; Henry Ahrens, Turner, secretary; R. W. Fowler, Medford; S. B. Hall, Gresham, and Harold Barnett, Pendleton. A representative of each of the four congressional districts and the State-at-large make up the board.

Manager Since '35
Spitzbart has served as manager of the State fair since 1935 and previously was employed in other fair capacities. He is reported to have made it plain that he plans to quit at the end of the current year to devote his entire time to personal business. In naming the manager to serve under the board, the salary was hiked from \$477 to \$500 a month.

In addition to the salary raise, Spitzbart is to have an assistant, who will be named at some future date. The name of Dick Richards, formerly county agent in Lake and Grant counties, has been mentioned in this connection. Selection of an assistant was urged by Spitzbart in an effort to have some one trained to take over his duties early in 1952.

Creation of the board and the selection of Spitzbart brought to a close the battle between the fair manager and Peterson, director of agriculture. Late in 1950, Spitzbart was discharged by Peterson, who controlled the State fair then, for alleged insubordination. Spitzbart filed for a hearing before the Civil Service Commission which was set for the middle of February. However, early in January the manager was reinstated. He accepted and immediately submitted his resignation to take effect at the "pleasure of the director of agriculture."

Open Labor Day
Indication that the manager would be named by the board came to light following a meeting of the commission Friday (6). The group went on record as favoring opening the fair Labor Day and urged the continuance of the features such as the horse show, night grandstand show and afternoon horse racing.

With Gov. Douglas McKay, Spitzbart and Peterson attending, the manager was asked to leave the room while Peterson reviewed the squabble which resulted in Spitzbart's dismissal.

Peterson told the board that he had previously committed the fair to contribute \$15,000 for 4-H activities and \$3,500 for FFA prizes at this year's fair.

MARSHALL, Tex., April 14.—Central East Texas Fair & Livestock Exposition here will open its new \$20,000 livestock building for this year's fair, Joe L. Mock, secretary, announced. Dates for the event are October 8-13.

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PARKER, SOLOMON BUY JOHNNY JONES EQUIPMENT

Plan To Put Show Out in Mid-May; Increased Strength Seen for Unit

BAINBRIDGE, Ga., April 14.—Robert K. (Diggers) Parker and Sam Solomon, former part-owner of Royal American Shows, this week purchased the equipment of Johnny J. Jones Exposition and announced they will put the shows on the road in mid-May.

The purchase was made at a forced public sale Tuesday (10) at Jones' winter quarters at the air base here and terminated months of speculation as to what would happen to the org, one-time holder of the strongest title in the carnival field.

Acquisition by Parker and Solomon indicates that the show will go out with a vastly improved organization and line-up than at any time in recent years. Solomon, who has lived in retirement in

Miami since 1945, when he sold his interest in Royal American, and Parker are rated among the ablest men in carnival circles.

Ponder Staff

Following the purchase, Parker said it would be a week or 10 days before any announcement would be made as to who will staff the show.

Operated the last few years un-

McSpadden Org Gets Wind, Cold In Macon, Ga.

MILLEDGEVILLE, Ga., April 14.—J. R. McSpadden's Lone Star Shows moved in here this week after closing a cold and windy week in Macon Saturday (7) where the org broke in a new lot on the East Side. Previous Macon stand on the Pio Nino Avenue lot was a winner, McSpadden said.

D. C. Whitey was appointed legal adjuster in Macon, replacing Leo Bistany, who joined the James E. Strates Shows in Washington.

D. C. Gives Strates Org Okay Takes

WASHINGTON, April 14.—The James E. Strates Shows close a 10-day engagement, the first of the new season, here tonight on the Bennings Road show grounds. The weather thruout the stand has been mostly fair and business has been reported good.

Sale of space to operators of concessions this year was reported down from last season, but still sizable. Front end earnings were reported okay.

Business experiences here are not reckoned a good gauge on the season, since the stable economy which prevails here is unique.

Frank Elliott, Show Owner, Dies at 32

HALIFAX, N. S., April 14.—Frank E. Elliott, 32, owner of the shows bearing his name, died in Camp Hills Hospital here March 29 following an operation.

Elliott had managed the shows since the death of his father, Frank Sr., who had organized the carnival and toured the Maritime Provinces for over two decades.

A Royal Canadian Air Force bomber pilot in World War II, the younger Elliott was forced to bail out over France in 1944 and was hidden by the French underground until liberated by advancing allied troops. He injured both legs in the jump. He was a member of the Masons and the Canadian Legion.

Elliott is survived by his widow, Frances, a patient in the Nova Scotia Sanatorium; Suzanne and Frank, two children by his first wife, the late Grace Elliott; his mother; two sisters, Mrs. Aubrey Hoeg and Mrs. Gordon Clarke, and four brothers, Wendell, Ronald, Clyde and Glynne. The last named is serving with the Royal Canadian Air Force.

Paul Robertson Bows New Org In Macon, Ga.

MACON, Ga., April 14.—Robertson & Caler Amusements, newly organized carnival, is skedded to open the season at Broadway and Concord streets here Monday (16) for a two-week run.

Paul T. Robertson, veteran Indiana ride operator, is manager, and will bring in five rides and about 25 concessions. Org is booked under School Boy Patrol Fund auspices for a minimum of six weeks with option for four more.

der the ownership-management of Morris Lipsky and Harold (Buddy) Paddock, the shows had encountered generally poor-to-light business, while their operating costs, chief among which were for rail-roading, mounted.

During the outdoor convention in Chicago the past winter the Jones show lost most of its good fairs and emerged with only five fairs, all late Southern ones, contracted. This development, in the wake of the poor-to-light business of last year, prompted a number of owners of shows and rides which had been booked on it to shift to other shows. Meanwhile the shows' financial difficulties continued, culminating in the sale of equipment here this week.

Hold Last Rites For Isadore Castle

MIAMI, April 14.—Funeral services were held here Monday (9) for Isadore H. Castle, 58, former operator of eat and drink concessions on several carnivals. He died Saturday (7) while attending the races at the Gulfstream race track. He was a member of Miami Showman's Association.

Surviving are his widow, Rebecca, and two daughters, Mrs. Anthony Anzalone and Mrs. Nathaniel Feinberg, both of Miami.

Okay Bow Scored By Penn Premier

HOPEWELL, Va., April 14.—A nifty seasonal start was recorded by Penn Premier Shows here last Saturday night (7) when 2,100 paid admissions were registered. Lloyd D. Serfass, owner-manager, predicted that the stand would be a solid winner, with only the weather offering an unknown factor.

Today's final sessions should be lucrative. Stand is only a few miles from Fort Lee, major army installation and WAC training center, and a heavy influx of service personnel is looked for.

Four of the show's 15 rides and three of eight shows were left down because of a lack of space. Rides are Merry-Go-Round, two Ferris Wheels, Miniature Train, Water Boats, Little Dipper, Kiddie Auto, Kiddie Buggy, Jet, Octopus, Tilt-A-Whirl, Rolloplane, Fire Engine, Sky Fighter and Chairplane.

Shows and managers are: Life and Unborn, Jimmie Shunk; Snake, Chuck Renton; Motordrome and grab stand, Mr. and Mrs. Les Evans; Circus Side Show and Children of Satan, Al Renton; Sultan's Harem Revue, Andy Zane and Stars on Parade, Walter Roberts. An animal and Monkey Show, Mouse Circus and two-headed baby show will be added at the next stand. A Minstrel Show will be added for southern dates in the fall.

Stock Stores Only

Only stock stores and hanky panks are being carried, Serfass said. Concessionaires here included Boxall's bingo, McIntyre's cookhouse, Roy Duffy, Dell Barfield, Harry Stevens, June Tate, Frank

Bernard & Barry Add Three Rides For Toronto Bow

TORONTO, April 14.—Bernard & Barry Shows has added three rides and one show for its opening six-day stand here starting April 23. Additions include an Octopus, Kiddie Boats, Kiddie Fire Truck and a Snake Show.

Following its bow, org will move to London, Niagara Falls, Sault Ste. Marie and Sudbury.

CAVALCADE TO CUT CARS

MOBILE, Ala., April 14.—Cavalcade of Amusements will go out on 45 cars, five less than last year, it was disclosed here this week. Four passenger and one flat car are to be dropped, but the reduction will have no effect on the org's ride and show line-up. The dropped passenger cars saw little use last year and the pruning of one flat car will be offset by more efficient loading of other flats, show execs explained. High costs of rail-roading prompted the reduction.

The Cavalcade tossed off its winter wraps Saturday (7), opening to off-weather and matching business here, its winter base.

Happy Powelson Bows April 16 With 2 Units

COSHOCTON, O., April 14.—Happy Powelson preems his two-unit operation Monday (16) with the No. 1 unit to bow at Chillicothe, O. The No. 2 org opens at New Lexington, O. A third ride unit will open in May to play street celebrations.

The No. 1 unit, Happy Attractions, will be managed by Homer Snedecker and will carry 9 rides, 3 shows and around 30 concessions, Powelson said. A new Ferris Wheel, Kiddie Auto ride and two new light towers were added this year.

The second outfit, Powelson Greater Shows under Harry Moore, will have 6 rides, 2 shows and about 20 concessions. The No. 3 ride unit will go out with 5 rides and 10 concessions.

The 1951 tour will take the two major orgs into Ohio, Pennsylvania and West Virginia. Staff, in addition to Powelson, includes O. E. Huff, secretary; V. S. Scott, general agent, and Jack Hendrix, special agent and The Billboard sales agent.

Rain, Cold Lick W&M in Augusta

AUGUSTA, Ga., April 14.—Wallace & Murray Shows, bucking rain and cold, blanked out on a nine-day stand here ending Saturday (7). Considering the weather, Johnny Reddick's Harlem Dandies scored a fair week.

Tom Niswander joined here as general agent.

EASTERN SPRING

Late Starters Get Ready To Preem

NEW YORK, April 14.—The next two weeks will see virtually all Eastern shows embarked on their 1951 schedules. Principal openings slated for next week include O. C. Buck, Troy, N. Y.; John H. Marks, South Richmond, Va., and Continental Shows, Poughkeepsie, N. Y.

Buck and Marks will be opening in their winter quarters cities, in accordance with custom. Both spots can be counted on for good grosses. Buck has little trouble in breaking the ice in his home town, while Marks, who can arrange no shutout deals insofar as Richmond is concerned, nevertheless can, and does, manage to hold on to the lot which is one of the better locations in that city.

Continental to New York

Roland Champagne apparently is jumping his Continental Shows from their Massachusetts base to New York State for the express purpose of being first in at several stands. Poughkeepsie has harbored many units on the heels of one another in recent years, and the leavings in any town seldom hold much

appeal. The new Great Zenith opens in Providence, R. I., Monday (16).

A week from today, Morris Hannum kicks off at Harrisburg, Pa. On Friday (20) Sam Tassell opens a string of dates on Philadelphia lots.

Shows scheduled to open the week of the 23d include George Clyde Smith, Conemaugh, Pa.; Ted Lewis, Bristol, Pa.; Cetlin & Wilson, Petersburg, Va.; World of Mirth, Washington, and Mickey Percell's Pioneer Shows, Waverly, N. Y.

King Reid Last

The King Reid Shows will be among the last to open. Unit is wintered in Manchester, Vt., and night temperatures of early spring in the district are not conducive to early openings.

A foolproof weather, forecasting service could have sparked a lot of orgs-into opening this week, since temperatures have been balmy and the weather generally just about as good as could be expected.

O. C. Buck Bows April 19 At Troy, N. Y.

TROY, N. Y., April 14.—The '51 edition of the O. C. Buck Shows will open its season here Thursday (19) for nine days under National Guard auspices at the 15th Street Armory grounds, Owner Buck announced here in the org's winter quarters.

Several new rides have been added and the org will this year travel almost completely on Chevrolets, 10 new tractors having been purchased this spring. Opening line-up will include 16 rides, 12 shows and about 50 concessions, with the '51 route set for New York, New England and New Jersey.

Three new neon light towers equipped with floodlights will be spotted on the midway in addition to the front gate light towers. Singer's Midgets will open with a new front and both Girl Show fronts have been rebuilt. New rides here will include kiddie jeeps and pony cart and make a total of eight kid rides.

Staff

Staff, in addition to Buck, includes James L. Quin, general agent; Richard Tolman, secretary; Roy F. Peugh, advance and press; Luke Siefker, general superintendent; William Beldock, ride superintendent; William Duckett, electrician, and George Carron, billposter.

Zelda Meyers will operate the cookhouse and grab joint; Sidney Goodwalt, French fries and long range shooting gallery; Whitty Sutton, Side Show and reptiles; Clayton Campbell Jr., Funhouse and Zola, Mermaid; E. S. Evans, arcade and concessions; Mr. and Mrs. Harry Swartz, custard; Orville Hagen, Motordrome; Roxie Lee, girl shows; Walter McCracken, Monkey Show and pony track; Drake, Singer's Midgets; Charles Zucker, novelties. Other concessionaires will include Mr. and Mrs. Eddie Davis, Mr. and Mrs. Larry Marcassio, Mr. and Mrs. George Edmonds, Al Stewart, Jack Burke and George Blizzard.

Cal Enfield Shifts Bow To April 21

LOS ANGELES, April 14.—Cal Enfield's Fiesta Shows, originally skedded to open in Lavern, Calif., Thursday (12), has switched their opening and will premiere in Barstow, Calif., April 21.

Switch was made to avoid conflicting with a sponsored celebration set for Lavern May 1. Altho offered a chance to bid for the event, Enfield decided to delay his opening and take another route.

While taking to the road later than scheduled, Enfield has used the additional time to strengthen his route. Org will be toured thru Nevada and Idaho and then into Oregon, where D. B. (Jockey Lewis) Himebebaugh will serve as agent.

Happyland To Work 2 Units for Week At Mich. Festivals

DETROIT, April 14.—Happyland Shows will split, for the first time this year, for a single week. Owner-Manager John F. Reid has booked the National Cherry Festival at Traverse City and the Fishermen's Festival at Coldwater, both for the week of July 9-14. Shows will be augmented for this occasion, and then return to single-unit operation.

Opening date has been set for April 20 at Royal Oak, north end suburb, with ride only, under Veterans of Foreign Wars Post auspices. Shows will play as a small unit in local suburbs, and then move into Ferndale for the grand opening May 17 under Elks auspices.

LAST CALL **LAST CALL**

MAD CODY FLEMING

SOME BIGGER • NONE BETTER

Opening Brunswick, Ga., April 28 to May 5
 Want Show Painter who can Letter and do Scenic.
 Concessions: Custard, Glass Pitch, 10 Cent Stock Concessions, Ball Games
 Few Workmen, must be drivers. Couple good Concession Agents.
 This will be one of the most beautiful shows on the road and has the best route
 in show's history.
 Dave Delie, Okfenokee Swamp Park, Waycross, Ga., will buy young monkeys and
 small animals if priced right.
 If you want a good season, come on. You will need no aspirins here. Address
MAD CODY FLEMING, Hickox, Ga.

EXPERIENCED WHEEL RIDE HELP WANTED
By HICKMAN-COURTNEY & CO.
 for NEW "SKY-MASTER" DOUBLE WHEEL RIDE
The Greatest Portable Ride Ever Built
TO START ASSEMBLING APRIL 25TH
 WANT RIDE MEN who can drive and take care of 1951 Dodge Tractors and Lufkin
 32 ft. Trailers.
 "SKY-MASTER" goes up and down in 4 hours or less. Ballbearing throughout.
 No grease. Handle only seats, spokes, lighting, fencing, etc. Entire steel structure
 folds in one piece.
 Must be licensed driver, sober, reliable and appreciate a job with a GOOD FUTURE.
 Hotel Lincoln
 Apply To: **JOHN F. COURTNEY** 1816 N. Clark St., Chicago 14, Ill.

Apple Blossom Festival
 WINCHESTER, VIRGINIA, MAY 3 AND 4
 200,000 People Last Year.
 All Straight Sales, Novelties, Grab and Juice Open.
SOL NUGER

MODEL SHOWS, INC.
 Want for Harvest Festival to be held on Main St., downtown Wichita Falls, Texas,
 May 14-19. Home of Sheppard Air Base. Population 125,000. Also balance of season,
 including 15 Fairs.
 Concessions: Photo, Jewelry, Ball Games, Coke Bottle, String Game, Hi-Striker,
 Custard, Novelties, Race Horse Derby, Penny Arcade, Fish Pond, Pitchmen of all kinds,
 Stum Spindle, Cork Shooting Gallery, Glass Pitch, what have you? Want Agents for
 office Ping Pong. Rides: Any Ride not conflicting, especially Little Dipper, Boat
 Ride and Train. Help: Spitfire Foreman, Second Men, Drome, Jenny, Kiddie Rides.
 Shows: Mechanical, Fun House, Frank Aschy wants Agents. Bob Robinson wants
 Monkey Show Help. Bingo Help Agents.
JOHN L. ROBINSON, DUNCAN, OKLA., THIS WEEK.

BUFF HOTTLE SHOWS
 Want for Baton Rouge, La., two weeks starting April 23; then the Ponchatoula
 Strawberry Festival.
 Concessions that work for stock, especially want String Game, Bowling Alley, Ping
 Pong, Age and Scales, Hoop-La, Ball Game, High Striker. Have good opening for
 Penny Arcade. No show in these spots since World War II. Address all replies:
B. W. HOTTLE, Mgr.
 BATON ROUGE, LA.

JIMMIE CHANOS SHOWS
 OPEN APRIL 27, RICHMOND, IND.
 Want legitimate Concessions of all kinds. Want Girl Show with or without own outfit.
 Ride Help who can drive semis. Will book any kind of Show on small percentage and
 Penny Arcade.
 All my Ride Help report at winter quarters April 17; then Richmond, Ind. This Show
 has eleven office owned rides. No gate. All replies to
JIMMIE CHANOS, 801 East 5th St., Greenville, Ohio Phone 491

PETE KORTES WANTS
 ATTRACTIONS AND SIDE SHOW ACTS, ALSO SEVERAL FREAKS TO FEATURE
 for Belmont Park, Montreal, Que., Canada, opening next month, and also for the
 Toronto, Ont., and London, Ont., Exhibitions. Address
PETE KORTES
 3811 Laurita St., Pasadena, Calif. (Phone: Sycamore 31045)

8 RIDES 4 SHOWS 30 CONCESSIONS

GREAT LAKES SHOWS
 OPENING EARLY MAY—LONG SEASON
 CONCESSIONS: Stock Concessions of all kinds. Sell X on Photos. Cookhouse, Short-
 Long Range, Novelties, Scales, Candy Floss.
 SHOWS: Snake, Ten in One, Mechanical City, especially Girl Show and Animal Show
 with own transportation.
 RIDES: Any Ride not conflicting.
 RIDE HELP: Foreman for Wheel, new Merry-Go-Round, Chairplane. Help on all rides—
 Octopus, Kid Rides. Drawing account daily, salary and bonus. All replies
BOX 705, KALAMAZOO, MICH.

SAMMY LANE SHOWS
 SWEETHEART OF OZARKS
 Opening at Camdenton, Mo., April 25, Dogwood Festival.
 Want Fish Pond, Short Range, Shooting Gallery, Huckly Buck, Hoop-La, Balloon Dart
 or any Hanky Pank not conflicting. Can use a few more Agents and Truck Drivers.
 WINTER QUARTERS: LANCASTER, MO.

BEAM'S ATTRACTIONS
 Grand 1951 Opening—Celebration Windber, Pa., April 26-May 5
 WANT because of disappointment, first class Electrician, Mechanic, FOREMAN FOR
 SPITFIRE and Second Men for all rides who can drive semi and have license. TOP
 WAGES. Agents for Game Concessions. Exceptional opportunity for big season for
 Show catering to family trade Write or wire
M. A. BEAM, WINDBER, PA. Telephone 784.

WANTED—RIDE OPERATORS—WANTED
 WHEEL OPERATOR OCTOPUS OPERATOR
 Must be sober and reliable. Good working conditions. Good hours. Good
 pay. Park location. No ups or downs. No collect phone calls or wires accepted.
BARR & STURKEN RIDES
 WASHINGTON PARK MICHIGAN CITY, INDIANA

BROWNIE SMITH SHOWS WANT
 Foreman for Ell Wheel, also Foreman for Smith & Smith Chairplane, Second Men on
 all rides, Drivers preferred. I will pay good salaries to reliable, sober men. Chasers
 and disorganizers need not apply.
 Concessions all open. Those that have already contacted confirm at once. Will open
 in the best textile town in North Carolina the first week in May. Over a quarter million
 dollar pay roll. Need a good Assistant Manager, also General Agent; Nina Scott, contact.
 All address **BROWNIE SMITH, MGR., Rt. 27, Box 185, Fayetteville, N. C.**
 P.S.: This is a 7 Ride Show; will consider selling half interest.

LAST CALL
For Concessions
 Opening Pennsylvania & Morris Streets,
 Indianapolis, Indiana, this Thursday,
 April 19 to 28.
 Can still place limited number of legiti-
 mate Concessions, such as String,
 Bumper, Jewelry, Short Range, Age and
 Scales, \$26.50.
 SHOWS: 25%, Animal, Illusion and Fun
 House. Very good proposition to at-
 tractive Penny Arcade.
 RIDES: No Rides needed. Want Foreman
 for Chairplane and Second Men for
 Wheel, Spitfire, Rolloplane and Merry-
 Go-Round. We are not interested in
 drunks. Efficient men who know their
 business, answer.
 Edinburg, Ind.,
 April 30-May 5,
 at the gate of
 Camp Afterbury.
 40,000 soldiers.

DON'T MISS
THIS ONE!

Capitol City Amusements,
 Incorporated
 P. O. BOX 811, PHOENIX, WYOMING, INDIANAPOLIS, INDIANA

W. G. WADE
SHOWS
 WANT
 PENNY ARCADE
 ANY LEGITIMATE
 CONCESSIONS
 Opening Springfield, O., Apr. 19; then
 Fort Wayne, Ind., starting Apr. 30.
**G. P. O. BOX 1488,
 DETROIT 31**

FOR SALE
 Bingo, 18x36, Top, Frame, Counters and
 Bally Cloth. Outfit complete ready for
 flash. Stored near San Antonio, Texas.
 Bargain for \$300 cash. All replies to
GUS TUCKER
 c/o Don Franklin Shows, El Campo, Tex.

**GENERAL AGENT
 WANTED**
 Good reliable Man who knows Michigan,
 Indiana, Illinois and can produce for 8
 Ride Motor Truck Show. Also consider
 Man with own Concessions and Agents.
 Apply at once to **MANAGER**
 Box D-24, Billboard, Cincinnati 22, Ohio

GIRL SHOW WANTED
 With or without equipment, also other
 Shows.
 Stock Concessions, Six Cat, Swinger.
 Open April 30, Wellston, Ohio.
ROYAL MID-WEST
 General Delivery, Chillicothe, Ohio

"WHITEY" SUTTON
 WANTS AT ONCE
 Freaks and Novelty Acts for Side Show
 Magician who can lecture, Fire Act, Jugg-
 ler, Contortionist, others contact at
 once. Grinder and Lecturer for Snake
 Show on semi. Show opens April 19th.
 Troy. State salary in first letter or wire.
"WHITEY" SUTTON
 O. C. BUCK SHOWS, TROY, N. Y.

WANTED
 Carnival for one week stand; May 15 to
 July 1, auspices American Legion. Write
 or wire.
COM. ROBT. C. COOK
 Wilbur M. Ruby Post 204
 Sellersburg, Ind.

**LOROW BROS. WANT
 FREAKS AND WORKING ACTS**
For Side Show With ROYAL AMERICAN SHOWS
 We Pay Top Salary and Pay Every Week.
**ALL WHO HAVE SIGNED CONTRACTS, WRITE AT
 ONCE. ALSO WANT TICKET SELLERS WHO MAKE
 SECOND OPENINGS. ALL ANSWER TO:**
LOROW BROS.
 c/o Royal American Shows, Tampa, Fla., Until April 30;
 Then Memphis, Tenn. Show Opens Memphis, May 5.

ROSS MANNING SHOWS, Inc.

BERGENFIELD, N. J. APRIL 30-MAY 5	JERSEY CITY, N. J. APRIL 23-28	HOBOKEN, N. J. MAY 14-20 SUNDAY INCLUDED
BAYONNE, N. J. MAY 7-13 SUNDAY INCLUDED	AUDABON & WESTSIDE AVE. APRIL 23-28	1ST SHOW IN 7 YEARS NEWARK, N. J. MAY 21-26

CAN PLACE Ball Game, Hats, Novelty, Photo, Duck Pond, Pitch Till You Win,
 Darts, Long Range, Basket Ball, Penny Arcade, Hoop-La, String.
 SHOWS: Wild Life, Monkey Show, Snake, Motordrome. "Doc" Jones wants for
 Side Show: Talker, Girls for Bally, Tattoo Man, Pin Cushion, Sword Swallower.
 Want to buy Double-Bodied Baby. (Earl Meyers) Walter Nealand, call! important.
WRITE—WIRE—CALL
ROSS MANNING or WILLIE LEWIS
 Gen. Mgr. Bus. Mgr.
 EMERSON HOTEL BALTIMORE, MD.

M. D. AMUSEMENT CO.
 Opening Near Philadelphia, May 7th
 Can place a few more legitimate Concessions—Guess Your Age, Weight, Hi Striker,
 Balloon Dart, Glass Pitch, Lead Gallery, Jewelry, Basketball, Photos. We carry one
 of each. No Mitt Camps or Flats
 Want experienced Caller for office owned Bingo. John Shusky, answer.
 Want Ride Help who can drive semis. Top wages.
 Have a good opening for Fun House, Mechanical City or any other attractive show.
 Attention, Fair Secretaries, Fund Raising Organizations! Virginia, West Virginia, Mary-
 land—have open dates in September.
MICHAEL COLE DEMBROSKY, MGR.
 302 E. Diamond Ave., Hazleton, Pa. Phone 4651

WILLIAM T. COLLINS SHOWS
 WANT WANT
 Due to disappointment, Side Show Manager with Acts. We furnish brand new
 equipment and transportation. Can use some Slum Concessions of all kinds, Ball
 Games, Mug, Cigarette Gallery, Coke Bottles, Fish Ponds or what have you?
 Reasonable privilege, good treatment. Also have opening for Penny Arcade.
 Want Agents for Six Cats and Bucket Store. Want Foremen for Tilt, Merry-Go-
 Round, Fly-o-Plane and Wheel. Can also place Second Men. Must drive semis.
 Top wages and bonus. All Help engaged reply at once.
 All answer at once: **WM. T. COLLINS, MGR.**
 801 E. 78th Street Minneapolis, Minn.

CONKLIN SHOWS
The World's Finest
 WANT—Scales and Guess-Your-Age Concessions. Will grant exclusive privilege on
 this type concession. Legitimate Concessions of all kinds.
 SHOWS AND RIDES FOR EASTERN CANADA'S BEST FAIRS
 Belleville, August 13th to 16th; Three Rivers, August 17th to 23rd; Sherbrooke, August
 25th to 31st; Quebec City, September 1st to 9th; Lindsay, September 17th to 22nd;
 Leamington, September 24th to 29th, and
 THE WESTERN FAIR, LONDON, ONT., September 10th to 15th. Address.
FRANK R. CONKLIN
 P. O. Box 31 Brantford, Ont., Canada

WANTED
FOR GEORGE CLYDE SMITH SHOWS
 Razzle, Pin, Slum Skillo, P. C. Agents. All replies to
BEEMON YANCEY, BUS. MGR.
 Luray Hotel, Johnstown, Pa.

WORLD'S LARGEST MIDWAY

ROYAL AMERICAN SHOWS

WANTED

Ride and Show Help in all departments. Tractor Drivers. Trains leave Tampa mid-
 night, April 30, for Memphis Cotton Carnival at Memphis, Tenn., and arrive Memphis,
 May 2. Apply either place.

Have opening for one more show of merit for the greatest route of Fairs and Exhibitions
 ever contracted. Address
ROYAL AMERICAN SHOWS—TAMPA, FLORIDA

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

12 Rides—8 Shows—50 Concessions

Will officially open the 1951 season at

BATTLE CREEK, MICH., May 4-12

30,000 soldiers already in camp here

SHOWS—Funhouse, Mechanical City, Animal, Unborn, Fat Show, Wild Life, Motordrome, Glass House, etc. Especially want Side Show, Illusion or large Animal Show to feature.

CONCESSIONS—Photos, Ice Cream, Novelties, Fish Pond, Cigarette Gallery, Coke Bottles, Glass Pitch, Balloon Darts, and Ball Games of all kinds. Penny Arcade still open.

FOREMEN for Caterpillar, Little Dipper and Octopus. Second Men and Helpers on all rides. Top wages.

We will play our usual route of large industrial cities.

JOHN QUINN, Mgr.

Wyandotte, Mich., until April 29.

ROYAL AMERICAN SHOWS

WORLD'S LARGEST AND MOST BRILLIANTLY ILLUMINATED MIDWAY

WANTED FOR MEMPHIS COTTON CARNIVAL

The Largest Spectacle of Its Kind in the South

Want Concessions, such as Wire Workers, Pitchmen, Demonstrators, Help for Ball Games and Slum Concessions, small Eating and Drinking Concessions, Jewelry. Also Games of Skill that will pass strict censorship. Any new or novel ideas in the Concession line that meet with our approval.

Contact

SAM GORDON, Concession Manager
Claridge Hotel, Memphis, Tenn., starting April 25

HELP WANTED
CRAFTS 20 BIG SHOWS
Opening 2 More Units May 1 around Los Angeles

ROY SHEPHERD, Ride Supl.
WANTS SKOOTER FOREMAN. TOP SALARY.

Also Foremen for Merry-Go-Round, Wheel and Tilt. Can use Ride Superintendent for Small Unit. Will place Semi Drivers and useful Ride Men in all departments.
Wire, Write or Phone

CRAFTS 20 BIG SHOWS, INC.
7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.
Phone: SUNset 2-3131

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT WANT WANT
For the best route of Still Dates in the South, followed by Ten Southern Fairs. Photo Gallery, Short and Long Range Gallery, Custard, Cotton Candy, Cork Gallery, String Game, Pitch To Win, Hoop-La, Watch-La, Heart Pitch, Bumper, Stock Wheels, Snow Balls. Motordrome still open, have Drome complete except Machines. Minstrel, must have complete show. Side Show, what have you? All replies to
ROCKMART, GEORGIA

JAMES H. DREW SHOWS
ASHLAND, KY., WEEK APRIL 23
Can place Fun or Glass House. Excellent opening for Arcade. All legitimate Concessions are open. Want Ball Games, Darts, High Striker, Derby Racer, Rotaries, etc.
Account of disappointment can place to join on wire, Sit-Down Grab, Custard or Ice Cream.
All address, this week.
JAMES H. DREW SHOWS, Marmet, W. Va.

PAGE BROS.' SHOWS
WANT FOR NOW AND HUMBOLDT, TENN., STRAWBERRY FESTIVAL
Lead Gallery, French Fry, Pronto, Ice Cream, Custard, String, Ball Game, Dart, Hoop-La, Hanky Panks of all kinds.
Operator for Fun House and Monkey Show, good proposition. Girls for Girl Show. Boss Canvasman for Circus, Bingo Help, Show People in all departments.
Springfield, Tenn., now; Huntington, Tenn., next week.
P.S.: Ride Men on all rides—Earl Lane, Shadow King, Heavy Caldwell, Billy Hicks, Eddie Long, get in touch with E. H. Broome.

RIDES—WANTED—RIDES
OCTOPUS, TILT, ROLL-O-PLANE, LIVE PONIES, BOAT RIDE, HOBBY HORSE SHOWS—FUN HOUSE, MONKEY SHOW.
STRONG ROUTE—BIG TOWNS—WE GET CROWDS.
JAY GOULD CIRCUS
OTTAWA, ILLINOIS

STOCK TICKETS One Roll \$ 1.50 Five Rolls 4.50 Ten Rolls 6.50 Fifty Rolls 22.00 100 Rolls 40.00	If you keep your mind on your work you will find you won't have work on your mind.	SPECIAL PRINTED Cash With Order Prices 2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 20,000 15.50 50,000 20.50 100,000 32.00 500,000 133.00 1,000,000 258.00
ROLLS 2,000 EACH Double Coupons Double Prices No C. O. D. Orders Size: Single Tkt., 1x2	TICKETS of every description THE TOLEDO TICKET COMPANY 114-116 Erie St. Toledo (Ticket City) 2, Ohio	Roll or Machine Double Coupons, Double Price

Midway Confab

Gil Tuve, general agent of Northern Exposition Shows for the past three years, has been re-engaged in that capacity for 1951. He reports that bookings for the shows, owned and operated by Mike Smith, are in South Dakota and Montana for the most part, with a scattered few in North Dakota. Shows are quartered in Worthing, S. D. . . . Peggy and Fred Sawyer are en route to Hot Springs to join Hennies Shows from Florida where they wintered. They took delivery on a new trailer in Tampa recently. . . . Sammy Caldwell has joined Hill's Greater Shows with his Motordrome, candy floss and apples.

Ray Garrison, last season with Cetlin & Wilson Shows, will tour this season with Joe Broham and Catana Rose and will operate a Side Show. He recently took delivery on a new panel truck and trailer. . . . Mrs. Doris Floyd, daughter of Mrs. James Thomas, well known in carnival circles, is seriously ill in the Civil Hospital of Juarez, Mexico. . . . William P. Harris, last year general manager of Royal Midwest Shows, has returned to Camp Kilmer, N. J., following a 30-day furlough which he spent visiting relatives and friends on the shows. . . . Cpl. Donald M. Harris, who has been stationed in Germany for the past two years, visited with his mother, Mrs. Bud Birchman, and friends on Drago Amusements in quarters at Kokomo, Ind. He returns to Germany following a 36-day furlough. . . . Pvt. Duane G. Ailendorf, wheel operator on Royal Midwest Shows last year, is stationed with 103d Engineers, C., Bn., 28th Infantry Division, Camp Atterbury, Ind.

Guests at the farewell party staged in Detroit recently by Stanley Barby for Eddie Greeno and Ted Porter included Helen Delaney, Danny Watts, Hank Johnston, Lee Urgman, Johnnie Wright, Lucy and Jimmie Hurlington and Mickey Mansion. . . . Mr. and Mrs. Emmitt Bejano, who were with Glenn Porter at the Exposition Fair of Venezuela, will join Mickey and Stanley's Side Show on Cetlin & Wilson Shows this season.

Melvin Burkhardt, anatomical wonder and magician, has been wintering in Florida since closing with Gooding Amusement Company. He worked Florida fairs with Prell's Broadway Shows. He's currently working north with the Lost Battalion and plans to join Art Converse's Side Show with the Gooding interests. Burkhardt will stop over in Louisville to visit his son who is in school there. . . . H. B. (Dad) List, veteran outdoor troupier and father of Herman S. List, well-known concessionaire, is making his home in Tampa. List was with the Mighty Sheesley Midway for many years.

Slim Donaldson left Tampa last week for San Antonio where he will operate his triple six cat concession during the Battle of Flowers on the Alamo Exposition Shows midway. Following that date Donaldson will send on six cat concession to the Siebrand Bros. Circus and Carnival and the other to the Bill Hames Shows.

Robert Mansfield has been moved to another sanitarium located at 1440 N. E. First Ave.,

Miami. Mansfield, who for many years operated Girl Shows, suffered a stroke several years ago and would like to hear from friends. . . . Frank M. Sutton Sr. opened Sutton's Country Club, on North 61 Highway on the outskirts of Osceola, Ark., on March 15. Elma Danza and his orchestra are furnishing the music.

Ray Marsh Brydon entered Mercy Hospital, Springfield, O., Tuesday (10) for surgery. Brydon will have several shows on the W. G. Wade Shows and will open his units when Wade opens in Springfield. . . . Mrs. Lou Dufour entered Jewish Hospital, St. Louis, Thursday (5) for a 10-week period of treatment in an endeavor to remedy a malady with which she has suffered for years.

Frank Gaskins, the past three years general agent on the 20th Century Shows, is confined to Veteran's Hospital, Jackson, Miss., where he will in all probability be for another two months. He recently underwent an operation for goiter. . . . Mike Lamb recently released from a hospital where he was confined for 14 months, is now in St. Louis and would like to hear from friends. . . . Silent O'Brien recently visited The Billboard office in St. Louis en route to his home in Chicago.

Lucky Manchester, ride man formerly with World of Mirth, Buffalo shows and other orgs, has enlisted in the army and is stationed in Virginia. He served in World War II.

Col. Lew Alter is prepping his Side Show at his Reading, Pa., home, prior to joining the W. G. Wade Shows. . . . Gerald Snellens, World of Mirth agent, is in New York working on the show's magazine, which will be published before he joins the unit at its Richmond, Va., quarters, prior to opening in Washington April 26.

R. C. McCarter, general agent of the Cetlin & Wilson Shows, and his bride of about a month recently spent a week in Chicago. . . . J. C. McCaffery, general agent and part owner of the Hennies Bros.' Shows, was back at his Chicago desk for a few days recently, coming from Miami, where he had been vacationing. He then took off for the Hennies' Hot Springs winter quarters. He planned to go from Hot Springs to Houston to eye the new Kiddieland of Harry Hennies, former owner of the Hennies show.

Louis (Dada) King left New York Friday (13) for Richmond, Va., to resume his duties as secretary of the World of Mirth Shows concession department. Dada spent all but the last few weeks of the winter season in Florida. . . . Max Gruberg, kiddieland operator in the metropolitan New York area, visited the James E. Strates Shows in Washington. He reported business good when weather was favorable.

Severin Hilo's Down River Shows received one of the best newspaper breaks any carnival has had in a Detroit newspaper in years Tuesday (10) when The Detroit Times printed an eight-column cut of the midway, noting the shows' opening in suburban River Rouge under Kiwanis sponsorship, as a sign of spring.

CARNIVAL WHEELS
24" - 30"
36" - 42"
ALL BALL BEARING
IMMEDIATE DELIVERY
BIG 6 WHEEL
SEND FOR CATALOG!
MORRIS MANDELL, Inc.
26 East 13th St. (Dept. W)
New York 3, N. Y.
Phone ALgonquin 5-5912

"America's Finest Show Canvas"
TENTS—SIDESHOW BANNERS
ONE 24x36 CORN GAME TOP—Blue Flameproofed—Striped Awnings—BRAND NEW.
USED CONCESSION TENTS
Bernie Mendelson—Charles Driver
O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

SLUM SPINDLES
Will Get You Top Money on Any Midway
You can safely flash your best prizes, work for 10¢, 15¢ or 25¢ with our new, attractive, precision built "G" model spindle. 30 inches square, beautifully covered with red felt, fancy metal corner plates, has 45 two-inch spaces, steel pins, fine finished 21-inch mahogany arrow. Complete and ready to work on any counter top, only \$39.50.
\$20.00 deposit, balance C.O.D.
K. Max Smith Enterprises
Box 297, Russell's Point, Ohio

American Beauty Shows
WANT
Foremen for Octopus, Spiffire and Wheel. Also Second Men on all rides. Girl Show with or without own transportation.
Can place a few more Concessions.
Will book Shows of all kinds.
ADDRESS: DE SOTO, MO., THIS WEEK.

ROCCO SHOWS
Rocco, Owner and Mgr.
Neon Light Towers, 10-Mile Search Light, 10 Rides, 5 Shows, 30 Concessions. Can use Six Cat Agent who can build and operate same. Opening May 4, St. Paul, Minn. WANT legitimate Concessions not conflicting. Ride Help on all Rides, prefer Semi Drivers. We pay according to your work. Grind Shows with own equipment. For Sale—Derby Race. Will sacrifice for quick sale. All above contact ROCCO SHOWS, 2434 N. Fairview Ave., St. Paul, Minn. Phone: NEston 9870.

GIRLS—GIRLS—GIRLS
WANTED FOR GIRL REVUE
Work on percentage, pay every night. Show formed in first week of May. Girls with this show given preference later. Guaranteed good deal. Also want Talker.
Write BOX D-22, THE BILLBOARD
Cincinnati 22, Ohio

SHRUNKEN HEADS, LONG HAIR LIKE PHOTO, PREPAID \$12.00
Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby, many others. Write for Latest Circular Showing Photos and Prices.
TATE'S CURIOSITY SHOP
1858 E. Van Buren St
Phoenix, Arizona

ALABAMA STATE FAIR
BIRMINGHAM, ALA.—WEEK OF OCTOBER 1
SPACE AVAILABLE FOR LEGITIMATE MERCHANDISE AND CATERING CONCESSIONS
Novelties, Scales, Age, Candy Apples, Cotton Candy and Ice Cream have been sold exclusive. Contact
J. C. McCAFFERY
203 N. Wabash Ave. Chicago, Illinois

BAKER'S GAME SHOP
THE BEST, NOT THE CHEAPEST
Wheels, all sizes, both flat and upright; Skilloo, Spindles; Tracks, 12, 15 & 24 numbers. Chuck and P.C. Wheels, Bazaar Mds. Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Razzes, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Peds, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloths; new Country Store Slum Spindle, size 28x28 inches; new Ping Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.
CATALOG TO PROFESSIONAL OPERATORS ONLY
8108 DESOTO DETROIT, MICHIGAN

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

FOR SALE
Mills Custard and Ice Cream Machine. Used 3 months. Priced to sell.
W. T. NEAL
Osgood, Indiana

LESLIE'S TRAILER PARTS and ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our speciality. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog, 1920 Stewart Ave., S. W., on Highway 41 going south Atlanta, Georgia. Fairfax 2626

WANTED PIONEER SHOWS
Opening April 27
LAST CALL
 All Help Contracted Report April 23.
 Want one Wheel Agent. Want two Count Store Agents.
 Want one Semi-Driver. Also General Help for Concessions. Tickets if I know you. All answer:
LOUIS A. RICE
PIONEER SHOWS
 Waverly, N. Y.

WHEELS OF ALL KINDS
 HORSE RACE, BIG SIX, MONEY, MERCHANDISE, PENNY PITCH, BOARDS, OVER-UNDER, LAY DOWN CLOTHS, ETC.
 Our West Coast Representative: M. Monette & Co. 1013 Mission St. San Francisco 3, Calif.
Cardinal Mfg. Corp.
 430 Keap Street Brooklyn, N. Y. EVERGREEN 7-5027

ROSE CITY RIDES
 Missouri's Cleanest Midway
I.O.O.F. Spring Festival
 Farnfield, Mo., April 28-May 5
 Wanted Wheel Foreman for '49 Eli #5. Foreman for Chair Swing. Top salary good treatment.
 Want Monkey Show, Snake Show or Mechanical Show. Gypsies, drunks and agitators, stay where you are. All replies to
DUTCH SCHRADER OR H. C. MURPHY
 Morley, Mo., till April 24, then Farnfield, Mo.

THE OKLAHOMA EXPOSITION SHOW
 WANTS
 For the American Legion Spring Festival, Dierks, Ark. \$5,000 pay roll every Saturday. Plenty of money.
 Will book Concessions: Ball Games, Milk Bottles, Duck Ponds, Long or Short Range Gallery, Photo Gallery, Bumper, Hoop-La, Buckets, Swinger Agents, Snow Cone, Candy Apples, Candy Floss. Due to disappointment will book Bingo. Will book Merry-Go-Round, Octopus on small percentage. Will book Athletic Show or 10-in-1 or Snake Show or any money getting show. All address to
JOE STARR, MGR.
 Dierks, Ark., this week; then per route.

EASTERN AMUSEMENT CO.
 WANTED
 Ride Men for Octopus and Chair-o-Plane. P.C. Dealers, Concession Help, Front Man for Girl Show. Good proposition for Indian, Mechanical or What Is It Show. Can furnish tops and transportation. X open on Jewelry, Photos, Dart, Cork Gallery, String and Novelty. Tilton, Tuttle, Paul Martin, Prof. Bernard and L. L. Williams, contact immediately or come on. Winter Quarters, Litchfield, Me.

WANTED
 Ferris Wheel Foreman. Must be experienced. Also Rock-o-Plane Operator. Must be sober and reliable.
DELGARIAN AMUSEMENT COMPANY
 2303 North Melvina Chicago, Ill. (Warehouse) Addison, Ill.

FOR SALE
 One beautiful six wheel driven Miniature Steam Train with tender, 4 streamlined covered coaches. Seats 36 passengers. 1500 ft. track and ties. A brand new 6 ft. in diameter Metal Tunnel, 90 ft. long. Also a 10-car Kiddie Auto Ride with new top and side wall and a Kiddie Airplane Ride for 8 passengers. All in excellent condition. Best offer buys all. Will sell part. Call before noon.
 Reliance 5-1685 Chicago, Illinois

ELECTRO FREEZE CUSTARD MACHINE AND CABINET
 Will take \$1,000.00, or \$1,500.00 mounted on Chevrolet Truck, all glassed in, fully equipped. Photo 254.
GEORGE WELCH
 Box 13 Gibsonton, Fla.

WANT TO BUY AT ONCE 2 PAIR CHAIR SCALES
 Must be in A-1 condition. Contact
P. V. PARKER
 Hollywood Plaza Hotel, Hollywood, Calif. Or c/o Billboard Pub. Co., St. Louis, Mo.

HELP WANTED
 ON CANNON ACT
 Long Season
 Must have license to drive straight job or Semi-Trailer.
FEARLESS GREGGS
 Plymouth, Wisconsin

From the Lots

American Eagle
 DERMA, Miss., April 14.—Shows now in their seventh week, report fair business. Danny Arnett is manager; Mrs. Arnett, secretary-treasurer; Glenn Hockett, assistant manager; Wendell Pierce, legal adjuster and concessionaire.
 Cookhouse agents are James B. Kalem, Richard Seemann, Frank Cooper, Bob Bradburn and Bob Pierce. Mr. and Mrs. Mac Hodges have three concessions with Whitey Campbell and Joe Woods as agents. Mr. and Mrs. Don Prentice have G top and pea pool; Don Wright, long range; Mr. and Mrs. Richard Welch, popcorn and snow cone; Mrs. Dorothy Hockett, two kiddie rides and two concessions; Russell Emmons, corn game; Mrs. Kitty Thompson and Mrs. Joan Hodges, percentages; Earline Whitehead, slum spindle; Charles E. Daniel, six cat and buckets with William Brown; John Rice, nail stand; William X. Reno, five concessions for Glenn Hockett; Ralph Philian, bee hive; Carl Bryant, tip-ups; Shorty Bowen, swinger; Dena Welch, three-marble tivoli; Reno Works, spot-the-spot and banners.
 Shows: Hockett's Lion and Monkey Circus, Ed Hawkins, manager; Girl Show, Florence Bryant; Sahara Rose Show, Bud Valier, Russell Walker and Denis Hunt; Danny Arnett's Snake and 10-in-1.
 Merry-Go-Round, Elmer Wilson manager; Windy Whirl, Al Johnson, and Ferris Wheel. Earl Whitehead is electrician.
WILLIAM X. RENO.

Mighty Hoosier State
 JEFFERSONVILLE, Ind., April 14.—Altho shows bowed here Tuesday (3) to cold weather, all reported good business. With warmer weather Wednesday (4) business was reported excellent. Shows were rained out Saturday afternoon and night (7). They leave here today for Columbus, Ind., to officially open their season.
 Charlie and Lon Dale came in from Indianapolis to check up on their line of concessions. They reported their best opening week in a number of years. Owner Bill Geren made daily trips to Indianapolis and Louisville. Shows plan to add four more rides for the Columbus opener.
 Mary and Joe Lambert reported good business with their photo gallery. W. S. Curl, who sold his shows to Louis Riley and Dan Stratman last season, was among the many visitors here. R. F. Judy, general agent of Capital City Shows, visited with W. H. (Bill) Lambert and Owner Geren. Mr. and Mrs. Norman Rady again have the popcorn and candy floss stands with the shows.
 Mrs. Marion Lambert and Mrs. Jessie Geren visited the latter's home in Paris, Ky. New Diesel light plants are under supervision of Pappy Snyder. — **ROSIE ST. CLAIR.**

Wallace & Murray
 AUGUSTA, Ga., April 14.—Rain and cold hurt the nine-day stand ending here Saturday (7). Considering the weather, Charlie Gross' concessions did all right. Tom Niswander joined as general agent.
 Visitors included Ralph Clawson, Slim Lance, Mrs. Jimmy Rafferty; Harry Basil, who will have the cookhouse starting in Kings Mountain, N. C., and Luke King. Jerry D. Martin, manager of the Fearless Stars, reports the act will join next week.
 Considerable painting was accomplished despite the weather. The office wagon has been remodeled and light towers have been raised to a height of 35 feet. Fitzie Brown is engrossed with daily letter writing to his family. — **HARRY E. WILSON.**

Schaefer's
 LONGVIEW, Tex., April 14.—Shows have been playing to good biz the past two weeks. Joining recently were Bill and Patti Riding.
 A stork shower was given Mrs. Jimmie Williams by Mrs. Helen Schaefer and Mrs. Toots Houghton April 7. Guests included Jean Alsbrook, Idabell Powell, Freda Hyder, Billie Neal, Rena Stevens, Freda Erwin, Jewell Thorpe, Norma Johnson, Lena Panther, Ellen and Norene Atterbury, Mrs. Lee Spivey and Evelyn Archer.

Eastern Amusement
 FARMINGTON, Me., April 14.—Preparations for shows' April 28 opener are under supervision of Phil Deraps, electrician, and Bobbie Lawberg. The Deraps and daughter, Tootsie, have a new Luxury trailer. Phil is mounting the two light-plants on the back of a van and building a tool and work shop in front. Lawberg wintered in New Vineyard, Me. A new tractor, trailer and Octopus were purchased in Florida by Martin Carl and Robert Ross recently. Fletcher (Chick) Jones will operate the Ferris Wheel this season.
 Martin and Stell Earl, co-owners, who wintered in South Portland, Me., took delivery on a new 30-foot trailer. Pearl and Larry Tomendale are expected soon from Chicago. The former will operate her ball game. Larry is Merry-Go-Round foreman. Bob and Helen Ross, co-owners, wintered in Fort Lauderdale, Fla., with their daughters, Taffy and Robin. Sandra Berckley accompanied them here. She will be featured in the Streets of Paris. Scottie and June Logan and Palekia arrived from Texas with their concessions.
 Lester and Lizzie Merrill and Bob Lyons are expected with their cookhouse. Mr. and Mrs. L. L. Williams and son will have popcorn, candy apples, candy floss and French fries. Maurice Butterfield is in charge of the two kiddie rides. Robert Tuttle wintered in Florida. Visitors included Dick and Hilda Wilcox, Maine Amusement's; Jim and Molly York, Molly Shows, and Irving Coffern. — **H. ROSS**

Grand American
 POPLAR BLUFF, Mo., April 14.—Owned and operated by Mr. and Mrs. L. O. Weaver and sons, Howard and Frank, shows opened here March 30 to good business. Date was sponsored by Junior Chamber of Commerce. Fouts Reeves is in charge of front of shows, with Grady Robinette handling the back end. Sam Weintraub has new canvas for his concessions including photos, floss, custard, popcorn, candy apples, peanuts, bingo, cookhouse and two ball games. On other side of midway is 35-foot derby and concessions operated by Reeves.
 Frank Cannon has diggers and palmistry booth. Lyndin West bought the Weavers' bingo. He also has a 60-foot arcade. Maydean Weaver will join during summer vacation. Recent visitors included Mr. and Mrs. N. E. Davis, E. J. Wood, Floyd G. Johnston and Mr. and Mrs. Roy Nigg. — **FRANK B. WEAVER**

STARLIGHT SHOWS
 7 Celebrations, 6 Fairs booked in Nebraska, Kansas, Oklahoma and Texas, more pending, long season. Want for independent midway. Bandera Stampede, May 1-6th.
 Hat Concession, Novelties, Snow, Candy Floss, Grind Shows, any ride not conflicting. Will place for season: Photos, Clothes Pin, Cork Gallery, Knife Rack, Fish Bowl Pitch, Slum Bowling Alley, Hoop-La. Good route for Fun House and any Grind Show, also want Spitfire or Roll-o-Plane. For Sale: 30x50 Top, all equipment for Side Show, Ice Cream Dip Trailer with Nelson Deep Freeze.
 April 16-21, Hay Plaza, San Antonio, Tex.

BUS FOR SALE
 30 passenger, 42 international, in AA-1 condition. From private owner — new two-tone paint job; \$850.00 cash drives it home.
HIGHWAY ARENA
 C. H., Petersburg, Va. Phone 5325

CARNIVAL WANTED
 For early summer, also fall showing under auspices of Fire Dept. Population of 15,000 to 20,000, with several defense plants. Good carnival can make money here. Address:
A. W. TERNESON
 225 Otter St. Bristol, Pa.

WANT—WANT
 Set Game Agents, also Roll Down Agents
SAM WEINTROUB
 Care GRAND AMERICAN SHOW
 This week, Jonesboro, Ark

BURDICK'S SHOWS
 Want Cook House or Grab, Lead Gallery, Hanky Pank Concessions of all kinds. Place Independent Shows. Tilt or Octopus. Need First and Second Man for Wheel; top salary. Henry Clay Davis contact
 Goldthwaite, Texas, April 16 to 21

Percell's PIONEER SHOWS
high class midway attractions
 Opening Waverly, N. Y., April 27th, Two Saturdays.
 Can place Girl Show, Posing Show Operator, with or without equipment. Shows of merit with own equipment, 15%. Concessions — Novelties, High Striker, Custard, Diggers or Arcade Rotaries, Photos, Short Range, Jewelry, Ball Games. Privilege for Hanky Panks, \$21.00. Why pay more? Ride Help—Semi Drivers preferred. Bingo Countermen, Caller, Lot Man, Electrician, useful Show People. Stretch wants one Wheel Man, one Grind Store Agent. For Sale—Double Loop-o-Plane, Kiddie Airplane Ride, two Semi Trailers. Wire or phone 198 at night, **STRETCH RICE**, Bus. Mgr., or **MICKEY PERCELL, Gen. Mgr.**
 Waverly, N. Y.

CETLIN & WILSON SHOWS
 Opening Saturday, April 28, Petersburg, Va.
CAN PLACE—Dark Ride, Fly-o-Plane, Illusion Show, Fat Show, Midget Show or any Show or Ride that doesn't conflict with what we have.
WANT—Man with some knowledge of same to handle Sky Lights and Towers. **CHARLES (SHORTY) HASTTLER**, contact Charlie Sheesley immediately.
 All Hanky Panks open. No exclusives.
 Earl Chambers wants first class Talker for the most beautiful Monkey Circus and Speedway in America.
 All address
CETLIN & WILSON SHOWS
 Winter Quarters, Petersburg, Va.

Morris Hannum Shows
One of the Great Eastern Shows
 Opening Harrisburg, Penna., in town
 20th and Greenwood Streets. Two big Saturdays, April 21-28. Can place Tilt, Motordrome, Penny Arcade. Legitimate Concessions of all kinds. Maxwell Kane, can place one more Wheel and One Grind Store. Ride Help wanted who drive semis. Counter Men wanted for Mac's Bingo. All replies to
MORRIS HANNUM
 Penn Harris Hotel, Harrisburg, Pa.

PENN PREMIER SHOWS
world's cleanest midway
Official Opening Chester, Pa., April 23
CONCESSIONS—Can place Novelties, Hi-Striker, Fish Ponds, American Palmist (no gypsies), Photo or any legitimate Concessions only.
SHOWS—Due to disappointment can place Animal Show, Wild Life or Arcade or any show not conflicting.
HELP: Can place Ride Help who drive. Frank Dean, come on. Can place good Lot Superintendent. Address all mail and wires to
LLOYD D. SERFASS
 Penn Premier Shows, Cambridge, Md., this week; Chester, Pa., next.

MOORE'S MODERN SOUTHWESTERN SHOWS
 WANT FOR RED RIVER VALLEY LIVESTOCK EXPOSITION, SHERMAN, TEXAS, APRIL 22 TO 28—70,000 POPULATION TO DRAW FROM, INCLUDING 15,000 SOLDIERS. WE PLAY 10 FAIRS IN ILLINOIS, 2 IN MISSOURI, 3 IN ARKANSAS AND CELEBRATIONS IN TEXAS.
 PEOPLE TO TAKE OVER VERY NICE SIDE SHOW FRAME-UP (32 Ft. Banner Line, 120 Ft. Top, All New and Complete). CAN PLACE SEVERAL GOOD HULA DANCERS. WANT HANKY PANKS OF ALL KINDS, SUCH AS COKE BOTTLES, FISH POND, ETC. Address:
 PALESTINE, TEXAS, this week; then the big one at SHERMAN, TEXAS.

CAVALCADE OF FUN SHOWS
 Opens Loves Park, May 2-5. Monroe Center, Cherry Valley; Gary, Ind.; Shabbona, Ill.; Rockford, Grayslake, Lincoln Park, Genoa, Mendota Corn Festival, Leaf River, etc. ALL CELEBRATIONS.
 WANT: Major Rides not conflicting. CONCESSIONS, NO GYPS, NO GRIFT. SHOWS WITH OWN EQUIPMENT. RIDE HELP WHO DRIVE SEMIS. NO DRUNKS.
 1051 1/2 W. State Street, Rockford, Ill.

FIDLER UNITED SHOWS
WANT
 Foremen for Tilt-a-Whirl, Ferris Wheel and Merry-Go-Round, must drive semis. Can place Hanky Panks and Merchandise Concessions of all kinds. Address: East St. Louis, Ill., this week; Granite City, Ill., to follow

WANT—KID RIDES—WANT
 Can place two Kid Rides. What have you?
WANT—CONCESSIONS—WANT
 Can place Mug Outfit, Milk Bottles, High Striker, Age and Weight, Huckleby Buck or other stands that do not conflict. What have you?
 Phone: Pleasantville (7133), Venango County, Penna. or contact **GRANTS RIDES & AMUSEMENTS**, Pleasantville, Venango County, Penna.

Used Everywhere for Over 35 Years
ROLL TICKETS
 PRINTED TO YOUR ORDER
Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
 Send Cash With Order. Stock Tickets, \$21.50 per 100,000.
 100,000 \$29.00
 10,000 ... \$ 9.50
 20,000 ... 11.75
 50,000 ... 18.25

Club Activities

CARS-DIRT CHEAP

For Travel and Hauling

'47 & '48's—Used 7 passenger De Soto taxicabs. These are ROOMY, DURABLE, in GOOD SHAPE.

\$125 to \$175 each
7 day money back guarantee.

Webster Auto Parts Co.

Webster Ave. Bet. 173 & 174 Sts.
Bronx, New York
Tel.: LUDlow 3-1000

Del-Mar Shows

Opening April 23-28

Hillsville, Pa. (near New Castle, Pa.)

Will place a few more Concessions.
Want Help who can drive semi.
Write, wire or come on.

AL DEL FLORE DEL-MAR SHOWS

1955 Shaw Ave. Youngstown, Ohio

RIDE WANTED

Space 45x45, good location, low percentage. Spot established. Local conditions good. Single and three phase power on lot. What have you?

FRED DUPLISEA

52 East Grand Ave.
Old Orchard Beach, Me.
Tel. 686 after 6 p.m.

FOR SALE—FOR SALE

Over The Fall Blower with Mirror Trough including Balls, set of Buckets, Pistol Poker, all new Cotton Candy complete all ready to go, like new. Snow Ball complete ready to operate; 1 Gee Wheel, 40 inch; Bumper Counter (double track).

NEED GENERAL CONCESSION AGENTS

All replies

FLOYD R. HETH

Care L. J. HETH SHOWS
North Birmingham, Ala.

FOR SALE

Complete Carmel Corn outfit and equipment. Good condition.

M. C. REDWINE

Winchester, Ky.

Two Rides For Sale

Bisch-Rocco Flying Scooter and Loop-the-Loop; in good shape.

A. V. LAROCQUE

418 Prospect St.
Fairview, Mass.

1947 8-Tub Octopus

Extra good condition, \$6,500.00. Can furnish transportation if desired.

BEN VOIGHT

4706 S. Grant St. Englewood, Colorado

Greaser's Amuse. Co.

Booking for 1951 Season

2 spots a week in Wisconsin
Could use a few more Stock Concessions that don't conflict. One small Grind Show.

GEO. GREASER, Dorchester, Wisc.

FOR SALE

15 Horse Metro-Derby, set up in 24' top. Operated two seasons. A-1 condition. Priced right.

H. M. CARTER

Fergus Falls, Minn.

NOTICE!

Jack Hamilton and Kelly

Who were with JOHN FRANCIS SHOWS. contact me at once. Important!

BABE FRANCIS

Soldiers' Home St. James, Mo.

WANTED

A five-ride Carnival with thirty concessions to play Annual Celebration, week of July 16th, at Stilwell, Okla., and 23rd at Westville, Okla. Independent and Concession also wanted. Write or wire

MR. R. K. WADE

Stilwell, Okla.

Floyd O. Kile Shows

Excellent opening for small, clean Cook-house that caters; join at once. Also Pitch-Till-U-Win, Fish Pond or Duck. String, Blower, all Stock, Wheels, Age and Weight, Pan or Rat; one of a kind. Place at once A-1 Foremen for EH Merry-Go-Round. Rides are clean; come on. Also Second Men. Place Sound Car at once. Taylor, advise. All replies: FLOYD O. KILE, Mgr., Jackson, La., April 16-21; Albany, La., 23-28.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 14.—President Lou Keller returned from Hot Springs and was in the chair at the Thursday (12) meeting. Assisting were S. T. Jessop, first vice-president; Walter F. Driver, treasurer; Joe Streibich, secretary, and Ernie A. Young, past president.

Welfare committee reported Charles Bohdan still in the hospital and Louis Hoeckner still confined. George Olsen is reportedly on the mend.

Entertainment committee announced it has lined up a program for the final meeting of the spring, April 26. Favorable report is expected soon from the lease committee. Plans for the summer campaign of the ways and means committee were outlined.

Ralph Woody and Jack Krutt back after long absences. Fred F. Donnelly stopped in en route to Boston. Arthur L. Morrell, honorary member, died recently in Seal Beach, Calif. Mr. and Mrs. Roy McCarter were in town for several days. Hy Neitlich left on tour.

Recent callers included Eddie Gamble, Bob Seery, Bernie Mendelson, Harold Jeffers, Sid Erber, Isaac Chapple, William Martin, Lyle O. Carter, Sam Menchin, Arthur Brown, Milton Cohen, A. L. Rossman, Norman Johnstone, Sid Spillberg, John Courtney, Harold Ardner, Robert Hughey, Mel Harris, Jack Kaplan, Whitey Lehrter, James Campbell and Pete Norman.

Secretary announced that all applicants accepted for membership after May 1 will receive 1952 membership cards.

Ladies' Auxiliary

Regular meeting in the Hotel Sherman was presided over by Mrs. Ralph W. Glick. The president was assisted by Mrs. Mae Taylor, second vice-president; Mrs. Lucille Hirsch, treasurer, and Mrs. Robert H. Miller, secretary. Blanche Latto, chaplain pro tem, read the invocation.

It was announced that Hattie Wagner, chairman of the membership drive, would soon send out a letter to all members. Club's by-laws have been amended to read that any member obtaining 50 or more applications during a year will receive a gold life membership card. Dolly Young is the first member to receive this gold membership card.

On the sick list are Billie Wasserman, Ruth Martone, Grace Brown and Lillis Childs. Recuperating are Bess Hamid, Grace Goss and Phoebe Carsky's daughter, Lynn.

Thursday night (5) social was well attended. A guest, Gertrude Smith, won the handmade apron. President Lillian Glick donated six prizes. Donations were also received from Edna Burrows and Ann Belden.

National Showmen's Association

1564 Broadway, New York

NEW YORK, April 14.—On the sick list are Jack Greenspoon in Miami Beach; Sam (Peanuts) Weisser, Franklin D. Roosevelt Veterans' Hospital, Montrose, N. Y.; Myer B. Pinsker, Harkness Pavilion Medical Center, New York, and Jeff Harris, just out of the hospital and improving. Jack Lichter fractured his foot in a fall.

Eligibility committee approved the application of Lee I. Good, sponsored by Gerald Snellens. Liberal donations have been made to the Shut-In Fund by clubroom card players. Semi-annual interest checks were sent to those who purchased bonds toward the building of a new home.

Funeral services were held Thursday (12) from St. Boniface Church, Paterson, N. J., for Frank Rebasch, who died Monday (9). Club offices and the small assembly room will be open all summer.

Recent visitors included Charles Rubenstein, Al Burt, Abe Fabricant, Victor Weinberg, Stanley W. Vathon, Irving Sherman, Raymond Blumberg, Larry Benn, Frank Meyer, Max Tubis, Murray Zand, Sidney Herbert, Mack Kasow, Jack Allen, Lee Lewis, Sam Miller, Irving Berk, David Brown, John McCormick, Harry Sussman, Louis Scherer, Sam Rothstein, Al Janpol, Morris Brown, Sam Bibring and Ben Herman.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, April 14.—It is with deep regret we report the death of President Bessie Mossman after a brief illness in the American Hospital. A large percentage of the membership attended services April 9, her 10th wedding anniversary. Floral piece from the club represented a large wagon wheel with a broken spoke. The blanket of orchids on the casket were from Mae Taylor and Louise Donahue. Pall bearers included Pearl McGlynn, Claire Sopenar, Lucille Hirsch, Marianna Pope, Edith Streibich and Pat Seery. The annual Spring Party, April 7, had an attendance of over a hundred and each one received a prize. Ten door prizes were given and the raffle awards went to Rose Mary Wegner, Marie Pawlicki, Club Mother Katie Owens, Mae Taylor, Louise Donahue, Frances Foertsch, Lucille Hirsch, Betty Meyer, Mrs. B. M. Walsh, Mrs. B. Morgan, Estelle Swaider, Frances Deutsch and Elsie Miller.

On April 10 Helen Wettour and her daughter, June Milcezy, were hostesses. Among guests were Mr. and Mrs. Bert Clinton, Martha Witter, Eva Clark, Emma Ryan and Betty Shea's sister, Margaret Ryan. Eva Shine, Josephine Glickman and Veronica Potenza also were present after absences due to illness. Door prizes went to Helen Hoffmayer and Lillian Lawrence; raffle awards to Frances Berger, Catherine Potenza, Emma Ryan, Anna Schmidt, Edith Streibich and Lucille Hirsch.

Caravans will observe their eighth birthday anniversary April 17 in clubroom in Hotel Sherman. Louise Donahue donated a turkey, and the trimmings will be furnished by members. Wanda Derpa will be in charge of arrangements. Members are requested to bring their own knife, fork and spoon. An impromptu entertainment program is being arranged by Veronica Potenza. A short business meeting will precede the party. Claire Sopenar, first vice-president, vacationing in New York will return in time to preside. This is to be the final meeting of the season. However, a social is scheduled for the 24th. Meetings will resume the last Tuesday in September.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, April 14.—There's plenty of activity here since a number of members have returned to Miami to await better weather.

Daily visitors include Phil Cook, French Schwacha, Frankie Hamilton, Harry Matisoff, Johnny Appelbaum, Eddie Seremba, Bill Tucker, Mark Reilly, Harry Newfield, Al Cherner, Jack Benis, Al Beck and Eddie Hackett.

John Barfield has been released from the Jackson Memorial Hospital and is recuperating at home. Lyman Truesdale is confined to his home with a virus infection and Wilbur Schaffer is also forced to remain at home.

Funeral services were held Monday (9) for Isadore H. Castle, with burial in Mount Nebo Cemetery. William Peters Sr., known to the show world as Bill Ketrow, former circus owner, was buried Wednesday (11) in Southern Memorial Park.

George Lewis and James Stabile left to join a show in New Jersey. Murl Deemer left for Hot Springs to join Hennies Bros.' Shows.

HELP WANTED

Foremen for Wheel, Screw Ball; also Second Men for Wheel, Merry-Go-Round, Screw Ball. Top wages to sober and reliable men. Rides—Will book a set of Kiddie Rides. Long season around Cleveland. Want Stock Concessions. Open April 16.

A. J. SUNNY AMUSEMENTS

3006 East 130 St. Cleveland 20, Ohio
Phone: WA 1-4679

SLIM TYLOR

Wire how to call you. Bill Massey, write.

CLARENCE OSTEEN

CAVALCADE OF AMUSEMENTS
Mobile, Ala., April 21-28

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, April 14.—Regular meeting was called to order by Nate Cohn, president pro tem. Abe Ettin, Teddy Texeira and Nicolaus Daphne were on the rostrum.

Cohn announced that President Weidmann had to leave the meeting due to sudden illness. Cohn welcomed Ralph Deering to the meeting. Cecil Slobcum reported visiting Fred Ramsey and Fred Ferguson at Marine Hospital, where both are improving. Charlotte Porter, Anna Law, P. Charles Camp, Bill Pearl and Malcom Lewis are on the sick list.

P. W. Lewis won the \$11.50 pot of gold. Ralph Deering donated \$10 toward refreshments for the seventh birthday party, which will be held April 23. Entertainment will be provided by Euea Mack Hanna, chairman. Cohn also announced that at the board of directors meeting it was agreed to start the membership drive April 1 and end it November 1. Initiation fees will be reduced to \$1, dues \$9, a total of \$10. New membership cards will be good until July 1, 1952. This is a savings of \$9 over present rate. Prizes for members who bring in the most new members will be announced later.

Cohn presented these new members, guests and members who have been away for some time: Nicolaus Daphne, Abe Ettin, Donna Dial, Ralph Deering, Mary Texeira, Orié and Josephine Blome and Robert Fredell.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, April 14.—Last regular meeting, April 9, was a combined session of the club, Ladies' Auxiliary and Joey Moss American Legion Post. On the rostrum were President Bernice Stahl, First Vice-President Grace Zeigler, Second Vice-President Frances Moran, Third Vice-President Maude Pence, Secretary Dorothy Miller and Recording Secretary Charlotte Richardson for the ladies; Past President Robert Morrison, Third Vice-President William Rosenthal, Treasurer Louis Rosenthal, Chaplain Edward Ford and Secretary Paul Greeley for the men. Representing the legion were Jack Zeman, Jake Kotzen, Samuel Sullens and Ben Lansburg. Highlight of the meeting was the \$500 donation to the general fund by the ladies.

Ben Miller, of the sick committee, reported Sam Gold, Herman Manguson and Leo Lipa still on sick list. Sam Fishman attended his first meeting since recovering from a serious accident early last fall. Elected to membership were Gerald Rouch, Mel W. Williams and Lionel H. Weggate. Stanley Waligonski was reinstated. Edgar McMillen has returned from Florida.

Visitors included Oscar Margolis, Edward Gold, Stanford Baker, Edward and Vic Horwitz and Milton Feller. Plans for another rummage sale are being made by the Ladies' Auxiliary for early May. Clara Silber and Betty Greeley again will conduct it. Membership drive is under way, and the initiation fee has been eliminated. Mr. and Mrs. Charles (Joe) Bennett have returned from Toronto, where they attended the funeral of his niece.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, April 14.—President Millie Cepak was in the chair at the April 9 meeting. It was social night, with Pearl Vaught and Hattie Longchart hostesses. Refreshments were served. The bi-weekly dinners prepared by Edna Hacker and her committee are profitable. Ketta Lindsey donated two taffeta aprons for raffle; won by Orbrita Clark and Grace Tinder. The Shetland pony track is ready for April 14 opening. Joe Murphy and Chuck Moss have framed a flashy playground. Haley, better known as Wabash, has charge of the ponies. Fred Hudspeth and Ed Greer have gone to Houston to work the Home Show.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WANTED

Foremen and Second Men for new #5 Kili, new Octopus and Merry-Go-Round. Must drive semi. If you drink don't answer. Reply

JOHN HANSEN
6448 Milwaukee Ave. Chicago, Ill.
Phone: RO 3-9691

Tivoli Exposition Shows

CAN PLACE A FEW MORE HANKY PANKS. (No grit on this Show.) ALSO WANT GRIND SHOWS WITH OWN EQUIPMENT. Address:

H. V. PETERSEN, Mgr.
Stuttgart, Ark., this week; Russellville, Ark., next.

AGENTS WANTED

For Photos, Six Cats, Penny Pitch, Coke Bottles and others

ALSO MAN FOR DERBY
Opening in Pacific, April 18.
E. L. WINROD
Box 177 Pacific, Mo.

BLUE GRASS SHOWS

NOW CONTRACTING FOR 1951

SHOWS—RIDES—CONCESSIONS

P. O. Box 621 Owensboro, Ky.
Phone 35321

AGENTS WANTED

Scales and Age, Fish Pond, Darts, Clothes Pin, Slum Spindle and P.C. Freddie and Charlett and Johnnie Flamigan, write.

Open St. Joseph, Mo., May 3.
SAM CARSON
Care KARRAS GREATER SHOWS
Alvarado, Tex.

WANTED

5 OR MORE RIDES

For 2nd Annual Picnic sponsored by 13 V.F.W. Posts of the Madison County Council, June 15-16-17, Wood River, Ill.
Phone: 2082 or 1891
Edwardsville, Illinois

WANTED

A good, clean Carnival to run July 3 and 4. Sponsored by American Legion and Veterans of Foreign Wars. Address:

I. JAMES FISHER
Albion, Nebraska

BELLANTONI'S RIDES

Can use Ride Help on Octopus, Chair-plane, Kiddie Rides. Highest wages, best of treatment. Boosters and chasers not tolerated. FOR SALE as a unit—Ten Concession Tops and Frames, 8x14, royal blue canvas; also two 14x14 Refreshment Top and Frames. Evans Big Six. Also other money games. One Sure-Light Light Plant, 12 kw., mounted on Spen Trailer. Address:

41 Woodbine Ave., Newark 6, N. Y.

BOOKING

For big Middle Tennessee Lions Exposition, July 26, 27 and 28. Unusual Acts, Free Act, etc. Also Eat and Grab Stands for sale. Played to 20,000 last year. Peanuts, Popcorn, Cold Drinks and Ice Cream for grandstand exclusive for sale. Contact

GEORGE CAMPBELL
Box 502 Murfreesboro, Tenn.

HELP FOR BINGO

Hanky Panks and Percentage.

Contact HAROLD RALEY,
Jack's Greater Shows
Beaufort, N. C.

WANTED

Experienced Ham and Bird Wheel Operators. No gees. Only two Wheels on Show. New Trailers. Best Fairs in West. Siebrand Bros.' Show, contact

VIRGIE WATERS
EL PASO, TEXAS

ANNUAL

HARVEST JUBILEE

Ft. Recovery, Ohio, July 9-14, 1951. Wants legitimate Concessions, except Bingo and Popcorn. Held on the streets and have booked F. E. Gooding Rides. All inquiries to

S. B. BURKE
Box 175 Ft. Recovery, Ohio

CARNIVAL WANTED

For big celebration to be held for one week between June 18 and July 21. Dates open for your convenience. Location large school lot on main highway. 18 miles from heart of Cincinnati.

All replies to L. F. FISHER, Chief
North Bend Fire Department
North Bend, Ohio

NEW WONDERLAND SHOW

Opens South Hill, Va., April 23 to 28

Want Merry-Go-Round, will book, buy or lease. No other Rides, show owns six major, two kiddie. SHOWS—Place small Side Show, Monkey Show, Motor Drome, also Girl Show with two or more girls. No single. CONCESSIONS—Place Bingo, Slide Down, Grab or small Cook House, Age, Scale, American Palmistry (no gypsies), Water Joints, Ball Games, Penny Pitch, Glass Pitch, any and all Hanky Panks. Positively no Flat Joints of any kind. Don't waste my time or yours. Place Percentage if you have Hanky Panks. HELP—Can use useful Carnival Help. All address:

WILLIAM PERKINS, Gen. Mgr.
SOUTH HILL, VIRGINIA

TENNESSEE VALLEY AMUSEMENTS

WANT—FOR ELKTON, KY., ALL THIS WEEK, AND BALANCE OF SEASON—WANT

Playing all first-in, uptown locations. Want any and all Hanky Panks, Fish Pond, Duck Pond, Pitch-Till-U-Win, Cigarette Gallery, Long or Short Range, Hi-Striker, Coke Bottles, Ball Games, Balloon Darts, Bumper, String Games, Hoop-La, Jewelry, Set Spindle, Rotaries or Diggers, Mitt Camp. All privileges. Write. SHOWS—Wild Life, Snake, Illusion, Arcade, Side Shows of all kinds with own transportation. Percentages best in the business. RIDES—Set of Kid Rides, Little Cars, Buggy or Train. Any Kid or Major Rides not conflicting with what we have. HELP—Second Men on all Rides. Concession Agents for Hanky Pank and Coupon Grind Stores. Also up and Down Help. Use Show People in all lines. Blackie Krim, sent you money. It came back. What is the trouble? All wires, calls or come on c/o SHOW, Elkton, Ky., this week; Russellville, Ky., next. **TED MEADOWS, Mgr.** E. A. (HOPPY) CHAPMAN, Bus. Mgr.

LONE STAR SHOWS

Thompson, Ga., this week

Can place Hanky Panks of all kinds. Ride Men who can drive semis, come on. Top pay and bonus. Can place Ten-In-One, Snake Show, Mechanical with own equipment. Rudy Rivers, Whittle Pelly and Johnny Conway want Agents. Bingo Curly, contact Myrtle McSpadden or come on. Address all mail and wires to J. R. McSPADDEN.

MARION GREATER SHOWS

Want for Big Celebration and Race Meet at Pageland, S. C. Opens Friday, April 20th to 28th. Only show ever playing this date. 20,000 attendance last year.

All legitimate Stock Concessions open, reasonable privilege. Can place organized Minstrel Show, Acts for Side Show, Operator for Girl Show (must have at least two girls). We have everything complete for above shows. Whiteside's Concessions can place Wheel and Grind Store Agents, also Agent for Slum Concession. Can use Concession Help. Contact A. R. Whiteside. Other replies: **MARION GREATER SHOWS, PAGELAND, S. C**

WANTED—C. A. STEPHENS SHOWS

CONCESSIONS—High Striker, Basketball, Custard, Lead Gallery, Hoop-La, String Game, Pitch-Till-You-Win. SHOWS—Johnny Piela wants Dancing Girls, pay each night. Midget, Animal, Monkey Show. Stan Risley wants M.C. plus Entertaining Acts for Side Show. Man to operate Snake Show. Also Girls for Girl Show. Come on. Will place you. **WINDER, GA., THIS WEEK.**

WANTED RIDES

for
4TH JULY CELEBRATION

Prefer Ferris Wheel and Merry-Go-Round. Contact

LIONS' CLUB

Camp Point, Ill.

RIDE MEN WANTED

First and Second Men on Merry-Go-Round, First and Second Men on #5 Ferris Wheel, First and Second Men on 16-car Octopus, First and Second Men on Smith & Smith Chairplane. All must be semi drivers. No drunks. Pay day every week. All replies to

TROY E. WILLIAMS
WILLIAMS AMUSEMENT CO.
Fairgrounds, Monroe, N. C.

HAVE A NICE BINGO

Would like to book on a good show. Can join immediately.

JOHN GALLAGAN

2803 E. Fifth Ave.
KNOXVILLE, TENN.
Phone 5-8945

WANT

First-class Eli Wheel Operator at once. Good salary, no tear-downs, same location all summer. Can also place Merry-Go-Round and Spitfire Help. Wire

GEORGE WEHMAS
Myrtle Beach, S. C.

FOR SALE

16 BIG ELI SEATS excellent condition. All newly painted—plastic covers.

JOHN E. MILLER
Forest Park Highlands, St. Louis, Mo.

COLUMBIA SHOWS

Opening April 28-May 5. Two Saturdays. Best spot in Maine. Booking 1 or 2 Grind Shows. Concessions of all kinds. Ride Help, contact Frank Chesby. Write or wire

TOMMY KEEFE
R. 5, Falmouth, Me. Tel. 4-6218

Carvel Frozen Custard

Machine with refrigeration units and cabinets, 30 gal. per hour capacity. used 3 summer seasons.

J. B. KNOEBEL
Harrisburg, Pa.

NSA Stages Final Meeting

NEW YORK, April 14.—A large group was on hand for the last regular meeting of the National Showmen's Association Wednesday night (11). President Bernard (Bucky) Allen journeyed from Richmond, Va., to preside at both the general meeting and that of the Board of Governors.

Also on the dais were Phil Isser, first vice-president; Joseph A. McKee, second vice-president; Harry Rosen, treasurer; Fred C. Murray, chaplain, and Dr. Jacob Cohen.

Despite spirited opposition, it was announced that the main room would remain closed thruout the summer as an economy move.

Royal Midwest Opens In Chillicothe, Ohio

CHILLICOTHE, O., April 14.—Royal Midwest Shows, with Jack Murphy as business manager, have completed plans to launch their 1951 tour here Monday (23), Pat Brady, press representative, announced this week. Roxie Harris, owner-manager, returned to quarters this week from an extensive booking trip.

WE WANT CONCESSIONS

Grab, most Stock Concessions open.

Write for proposition — it's the best in Show business.

F. C. BOGLE

F. C. Bogle Shows, Inc.

Pittsburg, Kan.,

April 16-21

P. S.: Matt Balch, contact immediately. Very important.

ANTHRACITE SHOW

LAST CALL—WANT—LAST CALL
Opening first week of May at Wilkes-Barre, Pa.

Will book or lease Ferris Wheel. Want Ball Games, Shooting Gallery, Fish Pond, Duck Pond, String Game, Dart Games, Frozen Custard, French Fries, Candy Floss, Mug Outfit, Mitt Camp or any other not conflicting with what we have. We only carry one of each kind and are booked solid with 20 weeks of church and firemen's bazaars. Low privilege. Answer: 63 Eley St., Kingston, Pa. Phone: Kingston 7-3804

AGENTS WANTED

For Hanky Panks featuring Ball Games. All spots in and around Chicago

For Sale: Shooting Gallery, ABT. 3 Gun Air Rifle complete with compressor and shot, \$900.00. Ready to go.

JAMES W. KNIGHT

3506 N. Osceola Ave. Chicago 34, Ill

For Sale—For Sale

12-Car Ride-O with transportation to haul same. All in first-class condition. Price \$3800.00 with transportation. without transportation, \$2000.00.

All replies to TROY E. WILLIAMS

WILLIAMS AMUSEMENT CO.

Fairgrounds, Monroe, N. C.

WANTED

Ferris Wheel and Merry-Go-Round Foreman. Chicago lots. Must be sober and drive semi. Good wages and treatment.

SAM MENCHIN

11 W. Division St., Chicago, Ill.
Phone: Superior 7-7243

ALL FAIRS SHOW

Want for our Spring Celebrations. Ride Help: Ferris Wheel Foreman, Spitfire Foreman, Merry-Go-Round Foreman. Concessions: Bingo, Bumper, Clothes Pins, Ball Games, Cork Gallery, Coke Bottles, Country Store, Jewelry Spindle, Age and Scales, Fish Pond, Bowling Alley, Mug Outfit. Rides: Will book set of Kiddie Rides for all season. Humble, Texas, Fair, April 25-28; Dayton Fair, May 2-5; followed by Brerham May Fete. These are all annual celebrations. Write, wire or phone ME 9897. Address: **ALL FAIRS SHOW**
3421 Melbourne St. Houston, Tex.

CARL D. FERRIS SHOWS

Opening April 28, Ridgway, Pa.

Followed by an outstanding route of Celebrations, Old Home Weeks and 14 bona fide Fairs in New York, Pennsylvania, North Carolina and South Carolina. Show closes first week in November.

CONCESSIONS—Pitch-Till-You-Win, Balloon Dart, Fish Pond, Cigarette Shooting Gallery, High Striker, Scale, Age, Jewelry or any legitimate Concession except Eats, Bingo, Ball Games and Shooting Galleries. Also Penny Arcade, Bailey, answer.

SHOWS—Circus Side Show, any Grind Show, Motor Drome and Mechanical City.

RIDES—Boat Ride or any Kiddie Ride.

HELP—Experienced Ride Men, semi-drivers preferred.

FOR SALE—Two 50 kw. Transformers mounted in Mack Diesel Van with tower, price \$500.00.

Show moving on lot April 26. All calls to

CARL FERRIS

Medina, N. Y. Phone 1000.

JOHNNY J. DENTON'S

GOLD MEDAL SHOWS

WANT WANT WANT

CONCESSIONS—Sell X on Novelties, Custard, Coke Bottles, Derby, String Game, Buckets and all legitimate Hanky Panks. RIDES—Good opening for Pony Ride, Train, Boats, Airplanes or Kiddie Whip. SHOWS—Good proposition for nice Penny-Arcade, Snake, Fat, Unborn or Wild Life. Show has 15 bona fide Fairs, including Davenport and Keokuk, Iowa; Bethany and Kirksville, Mo.; Murphy and the Big Cherokee Indian Fair, N. C.; Marianna and Panama City, Fla. Those joining now given preference at above dates. Contact

JOHNNY DENTON, KNOXVILLE, TENN.

P.S.: Eli Johns, call Norman Anderson if available. "Heavy" Caldwell wants Nail Agents.

SOUTHERN VALLEY SHOWS

WANT WANT

First-class Cookhouse. Hanky Panks of all kinds. Girl Show with own outfit. Chief Little Wolf wants combination Boxers and Wrestlers for Athletic stadium. Also want Grind Store Agents. Minstrel Show Band and Performers for Jig Show. Wire

EDDIE MORAN, Mgr.

TEXARKANA, ARK., APRIL 16 THRU 22

GEM CITY SHOWS

WANTED WANTED

HANKY PANKS OF ALL KINDS.

Can place Second Men on all rides, must drive semis. Will book Wild Life and Unborn Show. All replies to:

THOMAS D. HICKEY, Mgr.

Tullahoma, Tenn., This Week: Then as Per Route.

UNITED EXPOSITION SHOWS

WANT WANT

Cookhouse that caters to Show People. 50 Concessions—14 Rides—10 Shows. Working the heart of the oil fields. 16 Fairs and Celebrations already contracted. Ride Help: Can use good Ride Help that drive. Top salary every Tuesday. (Johnnie Boone, Clarence Eldridge, John R. Smith, wire.) J. M. McCurdy wants Concession Agents. Shows: Can place Snake, Ceek, Mechanical, Side Show, or what have you?

Wire C. A. VERNON, Mgr., Greggton, Tex., this week; then Tyler (downtown location), next week.

AMERICAN BAZAAR

Essington, Pa., April 23 to 28

WANT WANT WANT WANT

Foremen for Wheel and Fly-o-Plane, Second Men on all Rides and Men for Kiddie Rides. Top salaries paid. Will book Hanky Panks, Ball Games, Scales and Age, Jewelry, Stock Wheel and Long or Short Range Galleries. Want Agents for Hanky Panks, Stock Wheels, Percentage and Bingo Counter Men. Man for Photo Gallery on trailer. Also general help on Concessions. Come on to Philadelphia at 62nd & Kingsessing Ave. Ill April 21st or contact by wire or phone 6108 N. Broad St. (Livingston 8-6515). Ask for GEORGE HARMS or BEN PAUL. Contact on lot any time.

WANT WANT WANT

COLUMBIA, TENN., ALL THIS WEEK

One more choice Still Date, then the Soldiers' Pay Day.

Want Bingo (Abe Franks, contact), Popcorn, Candy Apples, French Fries, Custard, Penny Pitch (all P.C. open), Fish Pond, Short and Long Range Gallery, Mug, Glass Pitch, Basket Ball, Ball Games. All Concessions open. Wire or call what you have. No skillos wanted. RIDES: Ride Help contact. Blackie Henry, supt. of rides, needs Foremen and Second Men on Merry-Go-Round, Ferris Wheel, Chairplane, Octopus, Kiddie Rides Will book Tilt or Roll-o-plane. SHOWS: H. G. McAllister needs Girls for Girl Show. Salary sure. Will book any Show not conflicting with Side Show or Girl Show. All wires and mail to JOHN REED, Columbia, Tenn.

WALLACE & MURRAY SHOWS

WANT FOR LINCOLN, N. C., APRIL 23-28. THIS IS POSITIVELY A VERY GOOD DATE. FOLLOWED BY ABERDEEN, N. C., THE ARMY CAMP, CATCHING A SOLDIER'S PAY WEEK. PLENTY OF SOLDIERS.

Want Side Show Operator who can furnish the actors. We have complete outfit. Want Girl Show Operator who can furnish wardrobe and girls. Will book Monkey Show or any other non-conflicting Show. Will book or lease for season Octopus, Roll-o-Plane, Fly-o-Plane, Train Ride or any other non-conflicting Ride. Will book all legitimate Concessions. This show carries a sensational Free Act and we bill circus style. We guarantee you plenty of people. Fitzie Brown wants capable Grind Store Agents. Want experienced Chairplane Foreman and Tilt Man. Must drive semi. All replies to AL WALLACE, Gaffney, S. C., this week; Lincolnton, N. C., next week; then the big one, Albemarle, N. C., V. F. W. Fair, May 7-12, with exhibits, fireworks and free acts.

E & B AMUSEMENT

WANT WANT

Whip Foreman, \$75.00 per week. Also Roll-o-Plane and Ferris Wheel Help.

All replies to

E & B AMUSEMENT

900 Grand Concourse Bronx, New York

ROBERTSON & CALER AMUSEMENT CO.

WANTS FOR SIX WEEKS ON MACON LOTS. 1600 BROADWAY THIS WEEK.

Hanky Panks, Slum Blower, Scales and Age, Photos, Pitched, Hi-Striker, Hoop-La, Ball Games, Diggers, Derby, Fish Bowl, Bumper, Custard, Basketball, Coke Bottles, Long and Short Range, Darts, and so forth. Roll-o-Plane Foreman. "Willy" William Harris, contact Whitey Caler. Jimmy and Tommy, contact; can use you now. P. C. and Hanky Pank Agents, come on. Dick Wilson wants sober Semi Driver at once. Salary every Monday.

Replies to MACON, GA., GENERAL DELIVERY.

GIVE TO DAMON RUNYON CANCER FUND

It's the Original!
EVANS'
JUMBO DICE WHEEL
THE FINEST EVER MADE



Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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

PRELL'S BROADWAY SHOWS
Get Well with Prell

Am. Legion Spring Festival Broad St. Lot Richmond, Va. April 23-28	TO FOLLOW	Am. Legion Post 74 Charlottesville, Va. April 30-May 5
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WANTED WANTED WANTED
Penny Arcade, Rotarys, Holly Cranes, Mechanic Panks, Ferris Wheel Foreman; all kinds of Ride Help, drivers preferred. Mechanic's Helper with tools. Glass House for Sale—Can work on show. Fun House, other Grind Show with novel attractions. Al Mercy wants Piano Player, also Girls for Posing and Girl Show. Want Tilt-a-Whirl Foreman.

All address: SAM E. PRELL, Durham, N. C.

WILL TRADE OR SELL

1 Smith & Smith Chairoplane, 1 single Loop-o-Plane, 2 1940 G.M.C. Tractors; 1 1941 G.M.C. Tractor, vacuum brakes; 1 1939 3-ton long wheel base G.M.C. Truck. Will trade above for any Kiddie Ride worth their value or will sell reasonable. Will consider other Show Equipment that we can use. Above equipment in excellent condition.

GILLETTE BROS.' SHOWS
60 Sheffield St. Pittsfield, Mass.

VIVONA Bros.
Amusement Shows
ENTERTAINMENT AT ITS BEST



Want for 15 top JERSEY STILL DATES, all short moves
SHOWS: Motor Drome—If you are a showman, you know the strength of these dates (Curley Speedy Sayres). Excellent territory for an ILLUSION SHOW and MONKEY or CHIMP SHOW. CONCESSIONS: Help for OFFICE-OWNED CONCESSIONS. Will book numerous Hinky Park Concessions adopted to this particular territory. HELP WANTED: Octopus Foreman, Man to take charge of Kiddieland, SECOND MEN on all Rides. ART-RILEY wants to hear from Cliff Erickson, Mac McClain, Eddie Knapp, Harold Swank, Roosevelt Cooley, Joe Brown, Dick Davis and John Simms. Can always place useful Show People. Replies to:
Crum Lynne, Penna., now; Perth Amboy, N. J., next week.

NORTH AMERICAN CIRCUS MIDWAY
Featuring The Great Wino, the human cannon ball

CONCESSIONS: Want any legitimate Concessions not conflicting—Scales and Age, Pitch-Till-U-Win, etc.
SHOWS: Especially want Dog and Pony Act that can double as Pony Ride. Good proposition for same. Any good Shows—Monkey, Drome and Snake welcome.
Kay Ollis wants Dancing Girls for Revue. Good salary. Anything New and Novel, come on.
Want Billposter and Bannerman with car.
RIDES: Have Kid Rides. Need Majors. All contact

PAUL OLLIS
North American Circus Midway, Martinsburg, W. Va., this week; then Newark, Delaware.
P.S.: Want good Ground Acts. Mickey Carr, contact.

GRAND AMERICAN SHOWS—10 Rides

Want Shows—Girl Athletic, Monkey, Snake, any Grind Show with own equipment and transportation. Will furnish equipment and transportation to manager and people for Side Show if they are capable of getting it over the road. Want Arcade, Photo, Shows, Age, Scales, Hinky Panks that do not conflict. Marge and Red Hutzler, get in touch with Linden West on this show Jonesboro, Ark., until April 21st; Cape Girardeau, Mo., next.

WANT LEGITIMATE CONCESSIONS
Not conflicting. Need Wheel Foreman.
Florida all summer, twenty weeks celebrations.
FRANK ROSS
April 16 to 21, Attapulgus, Ga.; April 23 to 28, Havana, Fla.; May 1 to 6, Perry, Fla.

RB Promotion Chief Sprouted in Feed Biz

• Continued from page 52

55-year history of the establishment, ending in 1948 when Paul sold it out, its title was the Eagles Hay and Grain Company. Several shows would pass thru L. A. during the course of a season or winter in the general vicinity, and the Eagles firm supplied them all. In each manner did Paul mingle with showfolk and get his first taste of its life. Later, when the movie industry mushroomed in the Los Angeles area, the company also met their feed requirements.

In 1916, Paul, while assisting in operation of the feed business, caught on with the Al G. Barnes Circus. He knew several of the org's staff, including Harley Tyler, Al Sands and Charlie Cook when they occupied the manager's post at various times. He began as the show's purchasing agent and over a period of many years assumed responsibility for Barnes' West Coast operations.

One of his first tasks with the show was supervising the building of a winter quarters set-up on an 80-acre plot in Venice, Calif., near Los Angeles. He also continued to help his father run the hay and grain operation, taking over full direction when Alvin retired in 1930.

Remains With Barnes

The Barnes circus changed hands in the fall of 1929, and S. L. Cronin came on as manager. Paul continued to handle the show's West Coast operations, and after Cronin left the org in the fall of 1937 Paul took on the manager's job for the following year.

He followed the 30-car railroad unit until mid-season. In July, Ringling-Barnum, which controlled the Barnes show, shifted 21 cars to Redfield, S. D., where they were added to the Barnes org. The move was occasioned by labor difficulties in June which left R-B stranded in Scranton, Pa. With R-B's physical equipment came a new set of officials. Paul resigned his post, and the combined show went on thru the season to Sarasota quarters billed as "Al G. Barnes and Sells Floto Circus Presenting Ringling Bros. and Barnum & Bailey Stupendous New Features."

Supplies Movie Outfits

Back to L. A. by way of Chicago went Paul, stepping into a slot as advisor to the Hagenbeck-Wallace Circus, which folded late in 1938 at Riverside, Calif. Paul took the circus spread and contracted with Universal Pictures in Hollywood to use the equipment. The flicker firm found use for the paraphernalia in an opus starring the late W. C. Fields and Edgar Bergen. The equipment was further rented over a period of four years. "I imagine that I've rented every type of circus prop from flat cars on down," is Paul's comment on his dealings with movie studios.

In the film field he served as technical director when 20th Century-Fox produced a whodunit tagged *Charlie Chan Goes to the Circus*, in 1937. He has taken direct payment from movie concerns on several other occasions for services rendered and once worked on a picture with Dorothy Lamour, currently making a circus effort which is using the Big Show for background.

Plunked in Paul's lap in 1939 was the problem of cutting up the Hagenbeck-Wallace org's 30 cars and making a 10-car unit of them. He had signed on as manager with a show entitled Great American Circus, operated by the former dance team of Fanchon and Marco. The menagerie of Great American boasted 10 elephants. Faced with a variety of obstacles, the show was aborted after less than a month's tour.

Paul was once more back at the feed business and again maintaining his contacts with showbiz. Russell Bros. Circus hit the Coast in 1942, and Paul succeeded in renting their property out for use in a Tarzan movie. During the following season he went out with the show as legal adjutor, but since the org lacked a manager, his duties covered a multitude of tasks. Then, at San Francisco in June, 1944, Art Concello, now general manager of Ringling-Barnum, bought out Russell Bros., with Paul handling the deal for him.

Prominent in Deals

Shifting from one unit to another, Paul served as a jack-of-all-trades with Cronin Bros. Circus, a show formed by the same S. L. Cronin who had acted as Al G. Barnes manager several years previously. In 1945, Martin Arthur Shaped up a show tabbed Arthur Bros. Circus, and Paul general agented the 15-car rail org. When this latter venture was liquidated, Paul dipped the cars to points thruout the nation, some being sold to the World of Mirth Shows. He helped Arthur form Imperial Exposition Shows, which winters at Venice.

Next tie-up in line for Paul was handling general assignments for the Clyde Beatty Circus in and around Los Angeles. He became general agent of the Beatty org and continued in the niche for three seasons, bringing him up to his present R-B post.

Los Angeles Resident

Paul's wife lives in Los Angeles the year 'round, and it is there that he spends his winters, maintaining a small office on East Jefferson which houses frequent gatherings of showmen who may be in the vicinity. His son, a highway patrolman, lives in near-by Manhattan Beach. As for organizations, Paul belongs to the Pacific Coast Showmen's Association, Showmen's League of America, Masons, Elks and the Los Angeles Athletic Club. He takes particular pride in being a member of the Footprinters, a club of law enforcement officers. He has often served on the committee which stages the Elks' annual circus in L. A.

Paul maintains that his branch of show business, the circus, has always been a pleasure, and he has seldom ventured out of his chosen field. Almost as an afterthought, he will tell of a fling with the American Fashion Shows, an outfit that staged presentations at department stores and the like for some two months in 1920, with Paul acting as treasurer. He laughs over the recollection today, and the laugh seems to hold satisfaction that the fling was of short duration.

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

Want Ball Games, Hoopla, Pitch-Till-You-Win, Fish Pond, Bumper, Cigarette and Penny Pitches, French Fries and American Palmistry. Want Side Show Manager with Acts. Will book Glass or Fun House.

Salisbury, Md., this week; then Milford, Del.

WANT-WALLACE BROS.' SHOWS-WANT
10 DAYS—OPENING MAY 2ND, MEMPHIS, TENN., COTTON JUBILEE—10 DAYS SHOWS: Minstrel, Monkey, Mechanical and Snake.
RIDES: Will place one more Major Ride.
CONCESSIONS: All Eats open for Memphis. Want Cook House for season. Bingo and Stock Concessions open.
HELP: Foremen on Merry-Go-Round, Dipper, Chair-o-Plane. Man for Downey Light Towers. Second Men on all Rides. Winterquarters open, come on in. Bob Chief, come on. Address
E. E. FARROW, Mgr.
Box 1184, Jackson, Miss. (Phone 3-7644)

WANT TO BUY
Small Merry-Go-Round for Kiddie Land Park. Send photograph and full details. Must be in good condition. Also interested in other Kiddie Rides.
WALLACE MASSEY
160 HERMITAGE AVE. NASHVILLE, TENN.

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FLUORESCENT POSTERS

KLEEN-STIK CAR SIGNS
CARDS-BANNERS-DATES
STOCK DESIGNS FOR ALL OCCASIONS

WRITE FOR SAMPLES and
FREE 1951 DATE BOOK

CENTRAL SHOW PRINTING CO., Inc.
MASON CITY, IOWA

REWARD

For information leading to whereabouts of

FRED LAMBERT

formerly associated with
The Roll-a-Whirl Company
MILLER AMUSEMENT ENTERPRISES
55th St. and La Grange Road
La Grange, Illinois

MERRYLAND SHOWS

WANT WANT
CONCESSIONS—Jewelry, Scales, Glass Pitch, Spindle, Striker, Short Range, Photo, Bumper, Pan Game, Hoopla, P.C. if you have Concessions given first choice. Want Fun House, Mechanical Show, Animal Show or any Grind except Girl Show. Need Help on Merry-Go-Round and Octopus. 14 Celebrations on the streets. Open April 30, Jackson. Get with a winner. Phone, wire, write.

C. Crittenden, Mgr.
710 Mill St., Midland, Mich.

WANTED WANTED

Agents for Count Store, Swing-ing Ball Block, Pitch-Till-U-Win. Open April 27, Jimmie Chanos Shows, Richmond, Indiana. Will be there April 20. No drunks; save time and trouble.

CHAS. GROSS

R. W. ROCCO WANTS AGENTS

For Count Store. Also reliable, sober. Man who can put up and take down and drive Semi-Trailer. Otto and Dutch, get in touch with me. Agents already booked, come on. Opening April 19 to 29 at Creve Coeur, Ill., near Peoria.
All wires to R. W. ROCCO
c/o Western Union or General Delivery Peoria, Ill.

FOR SALE

Merry-Go-Round, street type, mounted on four-wheel trailer with new tires, towed by car easily; eight horses; ride is turned with a crank; first \$800 takes it. Marquee, 16'x18', with poles and stakes complete, \$75.00. Want Ride Foremen for Merry-Go-Round, Ferris Wheel and Caterpillar; top wages.

MIKE PRUDENT

124 Cedar Ave Patchogue, L. I., N. Y.

WANT

PLATFORM OR PIT SHOWS
Mechanical, Wax, Illusion, Crime, Wild Life, Midget, Catie, Educated Horse, Monkey Circus, Dog Act, Musical. Any Show that can work in small space under big top. Straight salary. You don't need front or top. Will book three more Kiddie Rides.
SAM FRASER, Safford, Arizona

FOR SALE

One 12-Car Whip, complete (Manger), 15 portable in good shape; self-starting, 15 H.P. motor, A.C. Inquire:
RUBEN & HARRIS
Boardwalk and First Ave.
Asbury Park, N. J.
Tel.: Asbury Park 2-4078

BUCKET AGENTS

Agents who can work 25 and 50 can catch a nice season's work. Only Grind Stores on 13-Ride Show with Free Act. Bill Gray, contact me as soon as possible. Good deal for you and wife.
JERRY DONDINEAU
c/o JOHNSON



Special Combination Offer



\$12.95 WATCH AND JEWELRY SET

Get This Spring BARGAIN!

Luxurious satin-lined jewel box contains

- 1. LADIES' WRIST WATCH with sparkling new Rhinestone case and genuine 7-Jewel Swiss movement... 2. LOVELY JEWELRY SET! Yes, beautiful 5-piece set—necklace, bracelet, earrings and brooch.

Order in lots of 3 or more. 25% deposit on C.O.D. orders.



198 S. Main St. P.O. Box 473 MEMPHIS, TENNESSEE WRITE FOR FREE CATALOG!

Advertisement for Mechanical Begging Fur Dogs. Includes image of a dog and text: 'Best Quality \$4.50 per doz. less than case lots... NATIONAL DIST. CO. 421 Calumet Bldg. Miami, Fla.'

Advertisement for IMP. BINOCULARS, TELE. MICROSCOPES, NOVELTIES AT MFRS.' PRICES UNITA. 545 5th Ave. New York, N. Y.

Advertisement for NYLON HOSIERY FOR SALE. First Quality—Irregulars Converted 1-2-3. ALLEN HOSIERY MILLS Chattanooga, Tennessee

Advertisement for ZIRCONS Set in Sterling Silver, Holed Gold Plate and Gold Filled Mountings. GLOBE JEWELRY CO. WHEELING, W. VA.

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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ARRANGING FOR BAND, ORCHESTRA—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimates; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. my12

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. my12

LAUGH LINES—\$5 READY; ALSO NOS. 1-2-3-4 at \$1 comedy, parodies, parties, gags, radio, MC bits, hecklers answered. Mail money to Jimmy Muir, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. np

NEW SONG RELEASE COMING UP SOON—Title, Moon Over Oglebay Park, "Irresistible melody; dozen lyrics; 3/4 time. Singers and performers reserve your professional copy now by contacting Jay Fallon, 1124 Baltimore St., Wheeling, W. Va.

PARODIES, GAGS, SPECIAL SONGS, SPECIAL Material, Guitar Solos, Piano Arrangements, Orchestration, etc.; list free. Mel Butler Publications, 600 Beaman St., Clinton, N. C. ap21

AGENTS & DISTRIBUTORS

AAA GUARANTEED FULL FASHIONED Nylon; be a distributor. Write for price lists. Alan-Gale Hosiery Co., 409 S. 5th St., Philadelphia, Pa. ap21

ADV. NOVELTY FITS OVER TELEPHONE dial; fast seller, liberal comm.; free samples. Acme Mfg. 67D Chelmsford St., Boston 22, Mass. je23

ADVERTISING-SIGN SALESMEN—CASH in! Amazing changeable sign letters; stick by themselves; send name for free samples. Garry Enterprises, 6912 Hollywood, Los Angeles 28.

AGENTS, DISTRIBUTORS—SELL SALT & Peppers; Min. Pitchers and Vases; Indian and Rodeo Rings; Shell Jewelry; Cypress Knees; Shell Lamps; Shell Dolls, Indians and Novelties; we imprint souvenirs. J. J. Lastufka Co., 2510 McDill, Tampa 9, Fla.

ART STUDIES—GIANT SIZE (20"x16"); full exciting color; ready for framing; sample \$1; kindly include postage. Edward Lindberg, 326 East 70th St., N.Y.C. ap28

ART MODEL PHOTOS—TWELVE 4x5 clear, glossy prints, \$1; Model Playing Cards (52 different), \$2 per deck, 3 decks \$5. Nolan, Box 534, Sepulveda, Calif.

ARTISTS' MODELS, HOLLYWOOD BEAUTIES; the largest and most beautiful collection ever offered for sale; 360 miniature poses, all different, \$1 postpaid; with agents' price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB14. my12

ATTRACTIVE TALKING CHRISTMAS Cards. They actually talk, clearly say "Merry Christmas" to church circles, business men, your friends. Send \$2 sample dozen prepaid with Selling Plan. Shafer Co., P. O. Box 723, Kansas City 10, Mo. ap21

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BARGAINS! SAVE UP TO 50%—HOSIERY. Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Drygoods, Cosmetics, Stationery, Novelties, Perfume, Soaps, etc. Send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gifts free with first order. Reliable Jobbers, 311-H North DesPlaines, Chicago 6. ap21

BIBLES—WORLD'S SMALLEST; 130% PROFIT; sample, 15¢; 12, \$1; 100, \$6.50; Plastic Towels, self fastening profits; sample, 25¢; 6, \$1.25. Frederes, 739BB Marshall, Rochester 11, N.Y.

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save" Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. ap28

CIGARETTE LIGHTERS IN MINIATURE whiskey bottles with "crazy" labels such as "Moonshiner's Mountain Dew"; sample, \$1, or set of three \$2 postpaid; complete sales data, wholesale prices, exclusive territory plan. Mercantile Enterprises, Dept. 5, Frost Bldg., Norwalk, Conn. my5

COMIC BAR SIGNS—THE "SAUCY" KIND! 24 different brand new fast-sellers! Sample dozen, \$1 prepaid. Eastern, POB-971, Philadelphia. my12

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EARN \$15 DAILY SELLING RELIGIOUS Movie Pictures of Pope, Madonna, Our Lord with Sacred Heart; pictures come to life; \$1 sample convinces you. United Sales Co., 49 Hanover St., Boston 13, Mass. ap28

FESTIVAL OF BRITAIN—SIX SPLENDID Souvenirs sent from our kiosks on site something different; views on silver of festival and London for \$1, postage paid. Superior A., Ltd., Festival Gardens, Battersea Park, London.

FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

GIRL PICTURES—BEAUTIFUL POSES; 25 assorted, \$1; no free samples. Fred C. Hine, 1314 Douglas St., Dept. 45, Omaha, Neb. ap28

GIRLIE PHOTOS—THEY'RE NEW; GIRLS posed in wet dresses and lingerie; beautiful voluptuous women in thrilling poses; send now; \$3 per set; no c.o.d.'s; adults only. Newfield Ent., Box 4035M, Bridgeport, Conn.

HULA HULA, SHADOW DANCER—THE famous popular fast selling novelty for men; retail \$5 to 10 each; sample order 50 for \$1 postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB(SD)6. ap21

ILLUSTRATED COMIC CARTOON AND Joke Booklets, Illustrated Comic Postcards, Party Paper, Fun Novelties for men; big assortment, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB-CB-11. ap21

PEARL NECKLACES, BEAUTIFULLY boxed, 36 dozen, postpaid; wholesale only; no c.o.d.'s. Hudson & Bryant, 22 S. Division, Grand Rapids, Mich.

PHOTOS OF "MISS HOPE CHEST"—FOR the use of artists and photographers; sample 25¢. Box 41, Inwood, Long Island, N. Y. my12

PURE SILK SCARVES—LATEST PRINTS, lowest prices. Samuel Rosenzweig Accessories Co., 475 Fifth Ave., Suite 511, N.Y.C.

LUCKY CALENDARS—TELL LUCKY days, lucky numbers; people anxious to know; you collect fast dimes, dollars. Hundred calendars, dollar (dozen, 25¢). Wholesale only. 222 Concourse, Bronx 53, N. Y.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. le30

NEW SILVER FOR OLD! AMAZING RE-silver, the demonstrators' dream, replates pure silver, sells like hotcakes, 325% profit! Free information; 3 different samples. Nameo, 7797 Outer Drive West, Detroit 35, Mich.

RETAILERS, TOT SHOPS—BEST QUALITY Baby and Little Tot Creations for nursery, play yard or home; free list. Robbins Wholesale, 212 W. 17th St., Anderson, Ind.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. ap28

SPECIAL OFFERS—PACK 15 EV-DAY Cards, 50¢ retail, your cost 25¢ each, 25 or more samples, 3 different numbers sent postpaid, \$1. Ufert's Greetings, 98 Park Place, Room 204, New York 7. ap21

SPECIAL FACTORY CLOSEOUT ON SENSATIONAL premium item; genuine wood Ukulele; 22 inches long, assorted colors; to be sold below manufacturer's cost; \$5,000 pieces available for immediate delivery; write, wire, phone for complete information. Joe Saltzman, 559 Sixth Ave., N.Y.C. WA 4-8832.

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WANTED—LISTINGS OF BABY AND LITTLE Tot Items for nursery, play yard or home. Robbins Wholesale Distributors, 212 W. 17th St., Anderson, Ind.

WRITE QUAKER HERB COMPANY NOW for wholesale price list on Laxatives, Liniments, Flavorings, Tonics, Herbs, Salves, Cosmetics, Deals, Premiums. Private Labels in 3 Dozen lots. 220 George St., Cincinnati, O. my12

YOUR OWN BUSINESS SELLING ARMY surplus, new and used clothing, lowest prices; enormous profits; catalog free. Moro, 558-B Roosevelt, Chicago 7.

30 HOLLYWOOD GIRL ART PHOTOS, \$2 each combination set; has 6 color slides and 24 black and white photographs of the most alluring models; 3 different combination sets of 24 color slides and 72 black and white photographs only \$5. Karpix, 626 1/2 No. Wilton Place, Los Angeles, Calif.

500 DOZEN MEN'S LEATHER BELTS, Factory samples, values to \$2.50 retail; assorted sizes, 28 to 44; sample doz., \$3.75; gross, \$36, f.o.b. Chicago. Allied Sales, 311 No. DesPlaines, Chicago 6. ap21

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ANIMALS, BIRDS, REPTILES—SHIPMENTS arriving twice weekly; America's largest and most complete stock of reptiles; buy from direct importers at special low spring prices; Rattles, Boas, Indigos, Bulls, Moccasins, "Dragons," Tegus, Cantils, Mixed Den and complete Reptile Exhibits; "Fixed" or "Hot" immediate shipment; live arrival and satisfaction guaranteed; write for our free complete lists. This week's special: Central American Boa Constrictors, 4 1/2 feet, \$5; 6 feet, \$6; 7 feet, \$7.50; South American Boas, 7 feet, \$25. Tarpon Zoo, Tarpon Springs, Fla.

AVAILABLE NOW—WILDCATS, LYNX, Porcupines, Badgers, Giant Rhesus Monkeys, Coatis, Jungle Rats, Ringtail Cats, Red Fox Pups, fancy Pheasants, Reptiles, Charone Animal Ranch, Burlington, Wis.

BEAR CUBS WANTED—WILL BUY AS many as ten. State prices and full particulars first letter to Otis Noe, Middletown, Ky.

BEAUTIFUL DIAMONDBACK RATTLES; 2 to 5 1/2 ft. \$3.50 to \$9; Cottonmouth Moccasins, \$1 up; fat Mexican Boa special showman's den, \$25; Poisonous Snakes, hot or fixed; Flying Squirrels, \$10 per pair; free price list. Gator Jack, Gulfport, Miss.

BOA CONSTRICTORS, IGUANAS, RATTLE-snakes, Racoons, Opossums with babies, Monkeys, Marmosets, Mice, Rats, Birds; live delivery guaranteed. Ray Singleton, Rattlesnake, Fla.

FOR SALE OR HIRE UNDER WORKING agreement; Two Year Old, Hermaphrodite Bovine Monstrosity; has both male and female genital organs, plainly noticeable; fine-looking animal, T. B. and blood tied; examined and ordered by nationally known veterinary, Arnold Becker, Hamilton, R. 2, New York

KEEP REPTILES ALIVE—NEW BOOK GIVING complete instructions: Food chart, treatment of diseases, handling cages, etc.; important tips on care of snakes, lizards, alligators, crocodiles, turtles, postpaid, 75¢. Wild Animals, Inc., Box 64, Silver Springs, Fla.

MY FAMOUS PERFORMING AFRICAN Lions, King and Sheba, Arena Props, Den; complete feature act for sale. Capt. Hart, Adrian, Mo.

NATURALIST'S CATALOG 10¢ REPTILE list free. We offer chameleons and chains, mealworms, Midwest snakes, frog-turtles, etc. Quivira Specialties, Topeka 44, Kan. ap28

SPECIAL OFFER, GOOD UNTIL THIS AD is canceled; Rattlesnakes, \$1 per foot; live, healthy, fresh; crate charge extra, crate returnable. Wild Animals, Inc., Box 64, Silver Springs, Fla. Phone 1204.

WANTED TO BUY—MANDRILL BABOON in full color; also Monkeys, Apes, Baboons and other Animals; state price. Raymond Walton, 906 W. Fairchild, Danville, Ill. ap21

YOUNG RINGTAILS, \$25—WE SELL FOR less; 250 other animals. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fla. Phone 53050. ap28

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5,000 LAMPS BELOW MANUFACTURER'S PRICE Vanity Lamps, Each .75¢, 90¢ and \$1.75 Table Lamps, Each . \$1.50, 2.00 and 3.00 Sittling Hindu Lamps, Each 5.00 Tall Chinese Lamps, Each 5.00 Panther T.V. Lamp, Each 3.75 12 Assorted Sample Lamps 27.50 All lamps complete with flashy shades. Thermometer & Weather Plaques. \$4.50 Per Doz. \$1.50 Per Doz. Mirror With Calendar. 3.50 Per 100 3.50 Indian Beads in Flashy Env. Per 100 4.00 Mary Lou Shadow Box, Per Doz. 4.50 Mirrored Pictures, 10", Per Doz. 4.50 5" Convex Glass Pictures, Per Doz. 1.50 1/3 deposit, balance C. O. D.

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PISTOL LIGHTER

Sells like wild! Original "Continental" model. Black plastic handle grips heavy chrome. Packed in individual display cartons. \$8.00 per doz. Sample 90¢



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Lustrous silver on antimony. A real flash—red-hot seller!

\$15.00 Doz. Sets Sample \$1.50

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High chrome finish, fully automatic

\$7.20 Doz. Sample 75¢

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Spectacular Jewelry Flash!

DAZZLING 3-PC. MATCHED SETS AT A KNOCKOUT LOW PRICE!



\$12.00 PER DOZ. ASST'D SETS



Each set has exquisite, high polish gold plated brooch and necklace chain. Studded with brilliant, hand set simulated stones such as Rubies, Aquas, Emeralds, Sapphires, Diamonds. Magnificently boxed in rayon lined display box. Sells on sight!

25% DEPOSIT WITH ORDER, BAL. C.O.D. F.O.B. DETROIT

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Earn steady extra cash writing orders for amazing Kendex nylons that are replaced FREE if they run or snag within guarantee period! Not sold in stores. Nationally advertised. Complete line, including sheers! 15 denier 51 and 60 gauge. No experience needed. Just show free stocking. We deliver and collect. Advance cash plus big bonus. Send your name and address on postcard. We'll rush you complete money-making outfit (including free sample stocking) free and prepaid. No obligation. Nothing to pay now or later.

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PROMPT DELIVERY! FOLDING CHAIRS

Wood or steel. All types, any quantity for your requirements.

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Corks, Per 1,000 2.50
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QUANTITY LIMITED

#1 SUN GLASSES (Air Corps Type) 20/20 Rock Glass Ground and polished Lenses manufactured to Gov't Specification, in simulated leather cases—gold stamping of beautiful plastic case. Special: \$7.75 doz. Worth More. Each with manufacturer's guarantee certificate.

#2 Improved Visible Fluid Lighter. Large Fluid Supply, 12 to attractive display, \$4.00 doz.

#3 FLASH OR PREMIUM: Litho. graph in 5 colors. Large Gold Eye Needle Book—50¢ retailer, \$1.25 doz.; \$12.00 gross. Large German Import, \$1.50 doz.; \$14.00 gross. Large Army & Navy, \$4.50 gross.

#4 Big 4-Combination—3 pc. Pen Set with the Tiniest Gun Lighter in the World, Pearl Handle—All in one attractive box, \$11.00 doz. Same set with Wallets, \$11. \$12 and \$15 dozen.

Write for Price List
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HOT ITEMS—RUSH YOUR ORDER
We Prepay With Full Remittance or 25% Deposit, Balance C.O.D.

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Red or Black Plastic INDESTRUCTIBLE BALLS

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Immediate Delivery
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A BEAUTIFUL OPPORTUNITY—OFFERING for sale, first time: Lord's Last Supper Exhibit, life size figures, walk-in mobile unit, 35 ft. Fruehauf Trailer, Dodge tractor; this is a complete unit and operating every day; man and wife can operate; pictures on request. Box #C-359, c/o Billboard, Cincinnati, O.

ADVERTISE IN 40 WEEKLY NEWSPAPERS, 24 words, \$3.50. Texas or elsewhere; 132,000 readers. M. R. Pennebaker, Box 870, Kerrville, Tex. ap28

ANALYZE HANDWRITING FOR PROFIT! \$1 puts you in business, including Charts, Signs, Instructions! (Free Information!) Graphologists, POB-971, Philadelphia. my12

FOR SALE OR LEASE—AMUSEMENT Park having race track, new eating drive-in, etc. Seay's Realty Co., Realtors, Augusta, Ga. my5

FOR SALE BECAUSE OF ILL HEALTH—Pop Korn Trailer behind glass; work any State. G. Wright, 24 S. Wood, Chicago 12, Ill.

FOR SALE—SMALL MUSIC PUBLISHING Business; top quality songs, many potential hits; offices Chicago and Hollywood; SPA and ASCAP affiliate; bargain. Box 440, Billboard, 188 West Randolph, Chicago, Ind. ap28

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies; buying direct from Indians; prices reasonable; free list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. ap28

IT'S NEW! IT'S PORTABLE! GO INTO business for yourself with this new low priced machine, complete at \$465; convenient monthly payment plan; cleans venetian blinds like a charm; every housewife will welcome you; high profits, low overhead; write us today. H. D. Equipment Co., 101 S. 44th St., Philadelphia 4, Pa. ap28

RESTAURANT ON WHEELS—WHITE Aluminum Trailer with Gas Grille and Steam Table, Electric Refrigerator, Two Freezing Frozen Custard Machines, 50 Cup Coffee Maker, \$2,800. Paulus, 126 Tilden Ave., Chardon, O.

SELL SNOWBALLS—\$7 BUYS ICE SHAVER that shaves into the cup and enough flavor and cups for thousand snowballs; \$2.25 buys regular shaver and flavor for 500; illustrated circulars free. Snowball Co., 9534A Lemturner, Jacksonville 8, Fla. ap28

2 SNOW-BALL TRAILERS—ONLY 1 YEAR old; complete with locations. Contact Macalester, 1702 N. Bissell, Chicago. Michigan 2-0341.

4 GAME CONCESSIONS—CITY BOOMING; thousands defense employed, Marine, Navy base; boots pouring in; long season, ill health forces sale. Write Box 2581, San Diego, Calif. my12

2,000 AUCTIONS AND COMMUNITY SALES listed in new edition of Directory, \$1. Will Simpson, 2705 Jules, St. Joseph, Mo. ap28

COIN-OPERATED MACHINES, SECONDHAND
A Large List of Secondhand Coin Machine Bargains will be found on p. 77 in this issue.

COSTUMES, UNIFORMS WARDROBES

CHORUS COSTUMES FOR SALE—TWO dollars up; many used in Broadway reviews; state wants, Manhattan Costume Co., 140 W. 42d, NYC. ap28

CLOWNS, BURLESK COMICS, MINSTRELS Props, Wigs, Hats, Makeup, Accessories! (Free Lists!) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. my12

SINCE 1869—USED COSTUME BARGAINS. Chorus, dollar up; principals, three up; no catalog. Guttenberg 9 W 18th St., N. Y. 11, N. Y. je9

FORMULAS & PLANS

BIG SAVING FOR CAFES, LUNCH COUNTERS; have a recipe for a delicious salad dressing you can make for a few cents per gallon; created by a famous chef and dietician, recipe and all instructions, \$1 each. Ross Grill, 323 So. Hudson, Oklahoma City, Okla.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE; Candy Corn Machines; steam powered Popcorn and Peanut Wagons cheap. Krispy Korn, 120 So. Halsted, Chicago. je9

KORN KING POPCORN MACHINE—NEVER uncrated, cost \$750, pops \$60 hourly; first \$495 takes it. The Beverator Co., Cambridge, O. ap21

NEW AND USED POPCORN MACHINES—Peanut Roasters, Candy Floss, Aluminum Geared Popping Kettles, Copper Candy, Caramelcorn, Kettles, Northside Co., E. 4th, Indianapolis Iowa. my12

POPCORN AND CANDY FLOSS TRUCK—Like new, one of best on road, \$2,500; Candy Floss Trailer, used one year, \$650; Popcorn Unit on hanger for bottle gas, like new, \$100; Caramel Apple Cooker and Kettle, complete, only \$50; Large Electric Popper, new, \$150; small Cash Register, \$40. Food Supply Co., Winona, Minn.

\$250 TAKES 15 35MM. SOUND FEATURES, 2 Comedies, Miscellaneous Shorts. A. Kollmar, 364 Dewey, Buffalo 14, N. Y. ap28

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—10,000 REELS, FEAT.URES, Shorts, Serials, \$5 reel; some \$3 reel. DeVry, Natick Projectors, \$150. Roshon, Memphis 3, Tenn.

CASH PAID FOR MOVIE FILMS, EQUIPMENT. Posters, Slides, regardless of age or condition. Johnny Allen, 19 Demaree, Ft. Maywood, N. J. ap28

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ap28

MONEY SAVING BARGAINS!

3-PIECE PEN & PENCIL SETS—Sell for much more elsewhere. Set contains fountain pen, mechanical pencil and ball point pen, gold color caps. Attractive box, have handsome \$7.50 price tag. \$48.00 Gross

BALL POINT PENS—Complete with cap, each one fully guaranteed. \$7.78 Gross \$7.40 Per Gross in 10 Gross Lots

FLASHY OPERA GLASSES—Individually boxed, imitation leather covered. A terrific value. \$43.20 Gross \$4.00 Dozen

BETTER GRADE TOILET WATERS AND PERFUMES—Assorted. \$9.00 Gross

PEARL NECKLACES, 3 strand, rhinestone with clasp. \$60.95 Gross \$5.35 Dozen

TOOTH BRUSHES, fine quality. \$4.40 Gross

RHINESTONE JEWELRY SETS, ladies' 3-piece, elaborately boxed. \$15.00 Dozen

TABLEWARE SETS, 24-piece service for 6 \$26.25 Per Dozen Sets

RAZOR BLADES—Gillette type, double edge, individually and doubly wrapped. \$2.95 per 1000 \$27.50 per 10,000

Money-back guarantee on every item. CASH WITH ORDER. PROMPT DELIVERY.
JACK M. HURSHMAN
2601 CONNECTICUT AVENUE WASHINGTON 8, D. C.

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors, smart finish. Attractively boxed.

SPECIAL PRICE \$54.00 Per Gross Sets

Sample Set, \$1.00
25% deposit with order. Send \$5.00 for complete ball pen.

ORDER NOW!

H. EPSTEIN
27 East 22nd St. New York 10, N. Y.

Big Profits with Watches

OJ Swiss Sweep Second Watch \$3.25 ea
Men's 7 Jewel Sweep Second Watch, 4.95 ea.
Men's or Ladies' 7 Jewel Watch, 5.95 ea.
Men's Very Thin 7 Jewel Watch, 8.50 ea.
Men's Water Resistant 15 Jewel Watch, 9.75 ea.
Men's Incubator Water Resistant 17 Jewel Watch, 14.50 ea

Write for FREE Spring CATALOG 25% with order. Balance C.O.D.

MARVEL WHOLESALE WATCH CO.
211 N. 7th St. St. Louis 1, Mo.

Sell Ultra-Blue Stock Signs

To stores, over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs!

COST 6¢—SELL 35¢

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
15 Samples Ultra-Blue Retail Signs, 7x11 \$1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 \$1.00
15 Samples Clock Signs, 4x6 \$1.00
6 Samples Store-Hour Clock Signs, 7x11 \$1.00
6 Black Enamel Restaurant Signs, 7x11 \$1.00
8 Samples Paper Sales Streamers, 8 1/2x22 \$1.00

Sample Assortment of Pricing Tickets. 1.00
Above Samples Mailed Postpaid
100 Ultra-Blue Stock Signs, 7x11, \$6. NO C.O.D.'S

L. Lowy, 812 B'way, N.Y. 3, N.Y., Dept. 618

READY NOW 1951 ILLUSTRATED CIRCULAR

FEATURING

- * Elec. Pop-Up Chrome Toasters
- * Elec. Hand Mixer
- * Silverware Set
- * Deluxe Candy Filled Cedar Chests

Many other low-priced, fast-moving, hard-to-get items.

GET ON OUR MAILING LIST TODAY LAKEVIEW SALES CO.
1012 W. Belmont Chicago 13, Ill.

A VERY SPECIAL BUY

12 gross Assorted Slum that formerly sold for as much as \$2.25 per gross. At least 12 different numbers in each assortment.

MA999—Assortment of 12 gross. \$7.80—While our stock lasts.

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

FOR SALE—FUN HOUSE MOUNTED ON special built 35' trailer, complete with 1941 V-8 tractor, \$1,500. Engdahl Implement Store, Monmouth, Ill.

FOR SALE—10-SEAT KID CHAIRPLANE; new, never used. M. G. Lynam, 332 N. Deisea, Glassboro, N. J.

KING FUN HOUSE—OPENS TO 48 FOOT Front, with International Tractor; looks like new. Thompson Bros., Altoona, Pa. ap28

LIVE PONY-GO-ROUND PLANS, \$3; BINGO or 80 seat (14x28) Grab Cuts, \$5; Portable Miniature Golf, \$7; free 24 plan catalog. Brill, Box 875, Peoria, Ill.

MERRY-GO-ROUND — HERSCHELL PORTABLE, three abreast, complete with gasoline engine, Allan Herschell music box, ticket box, also good canvas; ready to go, good condition. Write Box No. 7583, Baltimore 7, Md.

MOVIE FEATURES—16MM. SOUND; DOZENS of fine Westerns and Features, \$37.50 to \$47.50 each; all subjects guaranteed satisfactory or full refund. Swank, 614 N. Skinner, St. Louis 5, Mo. my12

SMALL 7 TUB TILT-A-WHIRL—CARRIES 14 adults, 28 children; with 21' trailer; A-1 condition, \$1,000, or trade for Gasoline Train. Geo. Crippen, Manitou Beach, Mich.

USED ROLLER RINK AND SEVEN SECTION Tent, 50x145 ft.; needs some repairs; Price \$225. Write or wire: Paul Kelley, 940 Ashland, St. Paul, Minn. ap28

5 16MM. FEATURES, 20x42 TENT, SEATS, Victor Projector, Turntable; sell any part cheap. Paul Gibson, Goodland, Mo.

14 SKEE BALL ALLEYS—GOOD CONDITION, reasonable; can inspect on location. Edgar T. Morley, 430 N. Bon Air, Youngstown, O.

16MM. RENTALS—LOWEST RATES, QUALITY Pictures; if you're paying too much, get our picture. Rogers Films, Box 3525, East Atlanta, Ga. ap28

16MM. FILMS RENTED—LOWEST RATES; hundreds of Westerns. Features to choose from. Rex Film Co., 812 Second Ave., Columbus, Ga. my19

30'x60' TENT, TAN; 8' SIDEWALLS, ALL Poles fair; beautiful 45' Panel Front Ticket Box; 1939 1 1/2 Ton Chevrolet Van, all wiring; 2 Briggs & Stratton Motors, new Blower for Air Conditioner; animal show last season; number props, show complete. Bert Backstein, 1334 N. Railroad Ave., Decatur 19, Ill.

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 10¢. Balder's Lightning Cartoonist. Oshkosh, Wis. ap21

INSTRUCTIONS BOOKS & CARTOONS

SWING PIANO BY MAIL—30 SELF TEACHING lessons, \$3; over 50 publications, classical and popular; order by rhythmicology; new progressive piano solo, \$1; new work; order free samples. Phil Berton Publications, P. O. Box 1402, Omaha 8, Neb. np

THE KNACK OF MAKING MONEY IN any job, business or profession, \$2. Celester, 2233 Eastern Ave., Dept. B, Indianapolis 18, Ind.

MAGICAL APPARATUS

AAAAA—TWO-HEADED NICKELS, DOLLARS, each heads or tails; dealers' discounts. Jet Motivation Co., 13 Harrison Pl., Clifton, N. J. ap28

AAAAA—WHOLESALE TRICK CATALOG, 10¢; Jokers' Novelties, Magic, fast-selling Specialties (Pitchmen's Headquarters), Arlington Mfg. Co., 4462-B Germantown, Philadelphia. my12

A BRAND NEW #23 CATALOG — MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog, Buyer's Guide, both 50¢; wholesale. Nelson Enterprises, 358-B S. High, Columbus, O. my17

SUB-MINIATURE RADIO PHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 36 South High, Columbus, O. my19

VENTRILOQUIST FIGURES—PUNCH AND JUDY, Marionettes, made to your order; illustrated catalog, 25¢. Frank Marshall, 192 N. Clark St., Chicago 1, Ill. Note new address. my3

512-PAGE CATALOG OF 2,500 TRICKS—Pocket, parlor, stage; World's Finest Magic; send \$1.50 for catalog (refunded first \$6 order). Kanter's, B-1311 Walnut, Philadelphia 7.

MISCELLANEOUS

"BELLY TANKS"—\$9.95; STEEL, SIX OR ten foot size; free picture. Buck's Auto Parts, 1625 "T", Merced, Calif. ap28

CHOICE COLLECTION OF 6,000 RECORDS from 1920-1950; popular, swing, jazz, instrumental, vocals, Hawaiian, classical; all labels, including European, collectors' items. Records practically new, clean, free from surface scratches, smears, dirt and warping; \$1-\$2; small orders invited; will quote. Lewis Rice, 16 W. Uhler Ave., Alexandria, Va.

DON'T SPEND BIG MONEY OVERHAULING your car! Use "Holt's Piston Seal" instead! Exactly what's your trouble? Burning oil? Leaking power? Piston slap? Worn cylinder? "Piston Seal" effectively eliminates these ailments! By forming pliable, self-expanding lubricating seal around pistons, this amazing British product compensates for wear! Restores compression. Cuts oil loss! Checks piston slap! Lasts 10,000 miles! Cannot harm engine; easily installed. British call it "Gosdeni!" You will, too. Details free; write today! Tricrown Co., 200 W. Seventh, Plainfield 69, N. J.

NEW EXCITING BURLESQUE FILMS—Straight titles or for Panoram use, sold wholesale to dealers only. Raynor Sales Co., 608 S. Dearborn St., Chicago 5, Ill. ap28

WANT TO LEASE YEAR-ROUND PORTABLE Roller Rink, with or without equipment. Box 436, Billboard, Chicago.

YOUR NAME IN BIG, BLACK HEADLINES on standard newspaper page; write 3 headlines, under \$1; great for lobby display. Headlines, Box 1351, Dept. 14, Hartford 1, Conn. ap21

1,500 ARROWHEADS AND AXES—GRAVE dug and surface find; some framed; also 257 Roberts with scope. Mosher's Jewelry, 3857 Broadway, Box 1335, Gary, Ind.

MUSICAL INSTRUMENTS, ACCESSORIES

ATTENTION! GUITARISTS! IT'S NEW, IT'S terrific. It's destined for standard equipment; it's the Vibratone that produces a beautiful vibrato and tone on the F. Hole Spanish Guitar, electric or non-electric; attaches in a jiffy; introductory price, \$8.50, guaranteed. Send for yours now to Vibratone, Haverhill Music Center, 66 Merrimac St., Haverhill, Mass.

CALLIOPES BOUGHT, SOLD, REPAIRED, rebuilt; Coin Pianos Music Rolls. Leo Co., 934 N. Lancaster, Dallas, Tex.

FOR SALE—BUT FRENCH SELMER TENOR Saxophone, slightly used; pear shaped and Tray Pack Case and Cover. Jim Bush, Carroll, Neb.

HAMMOND NOVACHORD, USED Hammond Organs, Tone Cabinets, Bob Jennings Hammond Service, Brookfield Center, Conn. Danbury 8-2268 anytime.

PERSONALS

DON'T THROW YOUR LIFE AWAY ON cigarettes and tobacco; cure the habit easily and effectively; we send free details. Write Renner Laboratories, Irwin, Pa. my3

OVER 700% PROFIT!

WITH THE PDQ CHAMPION PHOTOMASTER

Makes Finished Pictures in 2 MINUTES!

Beautiful, everlasting photos—black and white or sepia, size 2 1/2 by 3 1/2 in. Guaranteed not to fade. No dark room needed.

Complete Portable Photo Studio Size 4 1/2"x5"x10" Weighs about 6 lbs. No experience required. Simple directions teach you quickly.

Photos are taken DIRECT on "SUPER-SPEED" direct positive paper. Loads enough paper for 50 shots in half a minute—in broad daylight.

BE A P.D.Q. PHOTOGRAPHER

Work at home or travel. Make expenses, plus extra profits. Pictures cost you only 2¢. Sell for 15¢ to 25¢. Folks just grab for 'em. They are amazed to see their own photos come to life in broad daylight. Photomaster "shoots" any subject—Individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money-making opportunities everywhere—every day throughout the year. Write quick! Get FREE INFORMATION about the great PDQ CHAMPION PHOTOMASTER

P D Q CAMERA COMPANY
Dept. 88
1161 N. Cleveland Ave. Chicago 10, Ill.

"SWEETHEART" BRACELET
\$18.00 GR.—1165 80Z.

EXPANSION IDENTIFIERS \$13.50 PER DOZEN

IDENTIFIERS \$7.20 GROSS AND UP

SPORT PENDANTS 1 1/2" GR.—13 28 DOZ. SAMPLE ASSORTMENT 16.00 25% DISCOUNT ON ALL C.O.D. ORDERS

"Frisco Pete" 604 W. LAKE ST. FRANKLIN 2-2507 CHICAGO 6, ILL.

MOTHER'S DAY CARNATIONS

Red, White and Pink \$35.00 per 1,000 \$4.00 per 100 50% deposit, balance C.O.D.

Send name and address for complete new list of Artificial Flowers, Artificial Flower Materials, Gift Shop Novelties and Fast Selling Holiday Items. Ready to mail June 1st.

FRANK GALLO
Importer & Manufacturer
1429 Locust St. St. Louis 3, Mo.

WM. A. ROGERS SILVERWARE

by Oneida, Ltd., Silversmiths

26 PIECE SERVICE FOR 6 \$ 8.50
34 PIECE SERVICE FOR 8 11.00
50 PIECE SERVICE FOR 12 14.50

All hollow handle knives. Each piece has Rogers trade-mark. Rogers Anti-Tarnish Chests, Leatherette Two-Tone \$1.75 Mahogany Winston 2.25 Mahogany Deluxe 3.00

14 PC. WATERLESS COOKWARE SET

14 pc. extra heavy gauge spun virgin aluminum. Guaranteed 32 year cook book in full color. Display folder showing \$49.95 retail price.

COMPLETE, only \$8.50

Immediate Delivery. Continuous Supply. 25% with order—Balance C. O. D.

H. B. DAVIS COMPANY
324-E W. 26th St., New York 1, N. Y. AL 5-6664 FREE PARKING

IDENTIFICATION BRACELETS!

Aluminum, nickel silver and brass; Nickel Silver Signet Rings, Carved Rings, heavy Mexican Rings, Opal Rings, Rings for Grab Bags at \$12.00 a gross. Send \$2.00 for samples; money refunded if not satisfied.

MILWAUKEE NOVELTY CO.
1012 N 3rd St Milwaukee 3, Wis.

CORRECTION!

Due to an error, the sample price in our blanket ad of April 7th was quoted as \$2.45. The correct sample price should be \$2.95 postpaid.

MORTON TEXTILES, INC.
23 So. Franklin St. Chicago 4, Ill. Phone: RAndolph 6-8960

STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order, 4 doz. Ask for prices, full number needed.

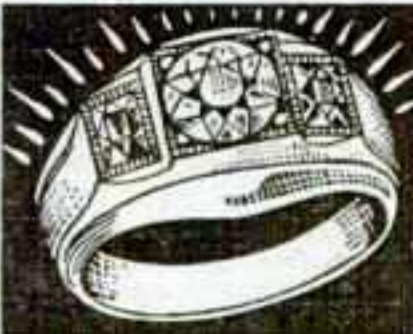
ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. 4. MU 3-1385

OUR MOTTO A SQUARE DEAL TO EVERY CUSTOMER

Fast Sales, Big Profits—Part or full time, original Kohler stock signs, 1500 varieties, sell all places; 4 1/2"x11", 7x11". Also religious and changeable signs. Special offer \$5 per 100 or \$1 for 15 7x11 best sellers, or for free catalog write KOEHLER, 335 Goetz Ave., Lemay 23, Missouri.

300% TO 500% PROFIT !! EVERY DAY !!

No. 185 A REAL MONEY MAKER \$3.85 DOZ.



Gold Finish White Flashy Center, Red Sides



No. 301 AN EYE CATCHER! Imitation Brilliant White Stone \$2.90 DOZ.

Please state your business. Deposit with all C.O.D. orders. Above 2 samples prepaid \$1.00. PROVIDENCE RING COMPANY 19 Westminster St. Providence, R. I.

JEWELRY! IS OUR BUSINESS

VALUE! IS OUR MOTTO

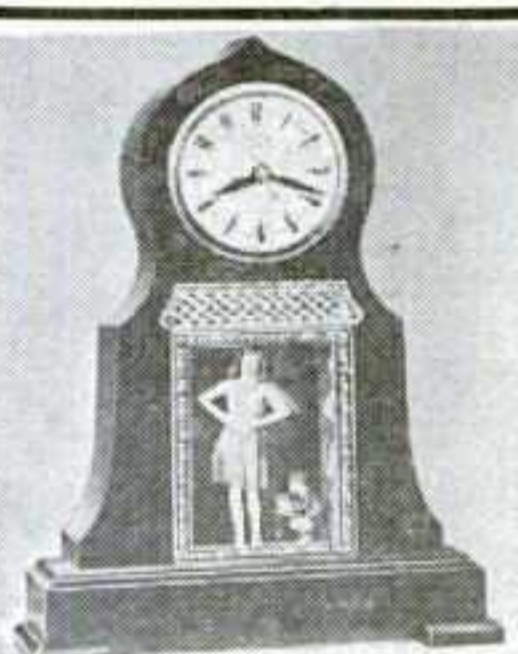
We Have Everything For: Jewelers • Engravers • Demonstrators

CATALOG No. 55 BF contains most everything in merchandise for the jeweler

CATALOG No. 105 contains complete selection of engraving jewelry especially for engraver and the demonstrator

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received BIELER-LEVINE 5 No. Wabash Ave. Chicago 2, Ill. ALL PHONES Central 6-7466

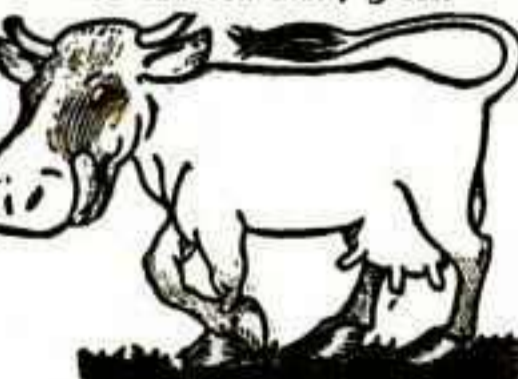


No. HULA DANCER CLOCK 777 Stunning Mahogany finish case with gilt trim encases self-starting United movement. Hula Dancer moves lively. Terrific action. Terrific appeal, real eye-catcher. Sample Only \$9.00 Lots of 6 or more \$8.50

Send for Free 1951 Catalog Just Off the Press—Serving the Trade in Chicago for 35 Years.

M. K. BRODY 1116 S. Halsted St Chicago 7, Illinois All Phones: MO 6-9520

"MOO COW" Western Noisemaker "A Sensation at the TOY FAIR" You can sell many gross.



Packed 3 doz. in carton. Per Dozen, \$2.40 Gross, \$27.00 25% with order, bal. C.O.D. MIDWEST MDSE. CO. 1008 Broadway, Kansas City 6, Missouri

SALE OF IMP. CIGARETTE LIGHTERS AND CASES, MINIATURE CAMERAS UNITA 545 5th Ave. New York, N. Y.

HAVE A CHICAGO MAIL ADDRESS—Business or personal; information free. Schultz House, 3116 N Seminary, Chicago. ap28

YOUR MORNING MAIL BRINGS AGENCY and homework propositions, magazines, etc., galore; 3 months' listing, 25¢. Frederes, 739BB Marshall, Rochester 11, N. Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts; Photo Novelties; New and Used DP Cameras. Miller Supplies, 1535 Franklin St. Louis 6, Mo. my19

COMPLETE SUPPLIES—D.P. OPERATORS. Drexel and Eastman Paper, prompt service. Lofte Star Photo Co. 2405 Elm St. Dallas, Tex. je2

DIME PHOTO OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co. 1161 N Cleveland Ave. Chicago, Ill. ap28

DIRECT POSITIVE PHOTOGRAPHERS — We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co. 1161 N Cleveland Ave. Chicago, Ill. ap28

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St. Rochester 4, N. Y. ap28

WE MANUFACTURE LEATHERETTE Photo Cases and Wood Photo Albums; send for catalog. Wood Albums Co., 54 Jefferson St. Brooklyn 6, N. Y. je2

2 SINGLE UNIT WILCOX STROBOLITES—A.C. type, like new, \$50 each. Evans, 3072 Myers Rd., Memphis, Tenn.

16MM. TITLES AND TRAILERS, 10¢ PER word; sound or silent; titles for television; free catalog. Rocket Screen Service, Box 862, Uniontown, Pa. ap28

PRINTING

ALWAYS LOWEST PRICES ON QUALITY 14x22 and 17x26 window cards; special designs for auto auto races, rodeos, July Fourth and firemen's celebrations, dances, outdoor shows, fairs. Tribune Press, Earl Park, Ind. ap28

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples free. Dickovers, Printing-Lithographing, 3233 Cleveland, Kansas City 4, Mo. my5

BUSINESS CARDS PRINTED IN THREE colors, your choice, \$7.50 1,000; quantity prices; samples. Mallo Press, 767 Leith St., Flint 5, Mich.

LITHOGRAPHED POSTCARDS—50 WORD message printed on back, \$10 first 1,000; each additional 1,000, \$7.50; five day service; samples free. Sherlock Hope, Box 1815, Knoxville, Tenn.

POSTAL CARDS PRINTED—\$1.50 THOUSAND, plus 20¢ per type line; Government Postals, \$10 per thousand extra; quick delivery; shipped prepaid, cash with order. Mid-Western Press, Huntington, Ind.

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printers, 2715 Vine, Cincinnati, O. my12

WINDOW CARDS, PROGRAMS, HERALDS: Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. my5

14x22 WINDOW CARDS, THE BELL PRESS, Winton, Pa. my12

1,000 POSTCARDS, \$10. REPRODUCED from photograph-negative or picture; 15 word advertisement, name and address sell them or give them, mail for 1¢ sample, 10¢. Tuclaw Art, Stanhope, N. J.

SALESMEN WANTED

ERNIE AIRLINE TIRE INFLATOR - Big demand and big profits; retails \$1.95 cost 65¢; send \$1 for sample and detail territory desired. Kramer Industrie, 321 South Anita, Los Angeles 49, Calif., or 110 Broadway, San Antonio, Tex. ap22

VENDING MACHINE SALESMEN WITH experience in selling new operators from; business opportunity advertising, can make a good connection with Shipman if honest and reliable and can show proof of producing volume business in the past; our line consists of U.S. postage stamp vendors, candy bar, 5¢ Wrigley Gum and Life Saver vendors and several new vendors on the way; write at once, stating experience and where you wish to travel. Shipman Manufacturing Co., 1326 South Lorena, Los Angeles 23, Calif. ap26

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNER—the best, not the cheapest; no disappointments. Nieman Studios, 1236 S Halsted St., Chicago CA 6-2544. ap21

SIDE SHOW BANNERS, 8x10 FEET, \$34.75; artistic painted; also other banners made; quick service. W. Courtney Barbourville, W Va Phone 4301. ap21

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ap28

SECOND EDITION — TATTOOING THE World Over; just off the press; \$2; write for prices in quantities; new tattoo supplies; list free. Mill Zeis, 728 Lesley Rockford Ill.

WANTED TO BUY

USED PHONOGRAPH RECORDS — 1920 to 1940 period; any quantity, any label. Jacob Schneider 128 West 66th St. N. Y. C. ap21

WANT TO BUY — AN ELECTRIC CHAIR, Sword Box with Swords; also medium Spiderweb Cabinet, other articles for side show. What have you? O. B. (Babe) Francis, Soldiers' Home Hospital, St. James, Mo.

WANTED TO BUY—PUNCH AND JUDY Puppets; new or used set of hand puppets; state condition and price. Box 402, Chester, Penna.

BINGO SUPPLIES and EQUIPMENT IMMEDIATE DELIVERY!

• Electric Flash Boards • Electric Bingo Blowers Wire or write for Catalog

John A. Roberts & CO. INC. 817-823 Broadway, Newark 6, N. J.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

A-1 COMBO ORGANIST FOR TRIO, NOTHING to furnish; good reading, faking, appearance essential; start \$100 week, steady location; state age, ability. Carl Miller, Terrace, Lake City, Minn.

A-1 HANDYMAN TO JOIN OUTSTANDING Mechanical Exhibit; presentation far above average; the man we seek must also be above average; must be capable licensed semi driver, know canvas and tools; neatness, integrity and self respect essential, and remember positively no drinking; salary \$55 weekly plus yearly incentive bonus; airmail complete facts about yourself. George E. Lambert, Hotel Watterson, Louisville, Ky.

A-1 LEAD TENOR SAX—COMMERCIAL society band; interested top man only, locations, state all in letter. Orchestra Leader, Governor Hotel, Jefferson City, Mo. ap28

AERIALISTS—SALARY \$90 AND BONUS; experienced High Ladder Performers only; state all routines. Photos? Yes! Write Sky High Thrillers, 237 Osgood Ave., New Britain, Conn. ap28

BASS MAN, DOUBLING BALLAD VOCALS, sing harmony in trio; must have combo experience; locations; positively no drunks or characters; write, don't wire; state all first letter; age, experience, how long on last unit. Leader, 3519 South Cedar, Lansing, Mich.

CAVALLARO STYLE PIANIST — LEAD-Trap; commercial; Drumme playing Latin; Tenor Sax doubling violin; minimum \$80. Peppard, 1702 N. Ashland Ave., Chicago 22, Ill.

CLARINET—TOP READER, DOUBLE SAX, best transportation; steady, top wage Viking Accordion Band, Albert Lea, Minn.

HANDWRITING ANALYST — YOUNG lady; 16 weeks' work Chicago; must produce; send snapshot, age, experience, salary desired. Nicholas Delano P.S. D. Box 222, Jackson Heights, N. Y. ap28

MEN FULL OR PART TIME TO SHOW item to filling stations and garages in exclusive territory; five minute demonstration means sale with \$10 cash commission; not uncommon for our men to earn \$200 to \$400 weekly; must have car; position of supervisor also open. Write H. Pearson, B. & B Mfg. Co., Sioux City, Ia. ap28

MUSICIANS—TWO BEAT BAND, SLEEPER Bus, salary, steady some location. State previous band experience. Buddy Blair, Box 113 Colome S. D. ap21

MUSICIANS WANTED FOR COMMERCIAL Dixieland territory orchestra; guaranteed weekly salary; traveling by car. Contact Jess Gayer Orchestra, 2623 N. Huston, Grand Island, Neb.

MUSICIANS WANTED FOR GOOD BEACH location; please state experience. Contact Leader, 3241 N. W. 19th St., Miami 35, Fla.

ONE MAN TO WORK IN HIGH ACT—WILL train if necessary; good season and good salary. Contact Willy Hustrul, Forest Trailer Park, Park Ridge, Ill. ap21

OPENINGS FOR MUSICIANS—ALL instruments; Boy and Girl Vocalists; Organist, Hammond Organ furnished; steady salaried work with well known bandleader, re-organizing. Box C-353, c/o The Billboard, Cincinnati, O. ap28

PIANIST—DANCE AND SHOW EXPERIENCE; year around location; six night-570; seven nights, \$81. Paul A. Lenk, Plantation Club, Nashville, Tenn. ap21

SECOND TENOR AND THIRD ALTO DOUBLING clarinets; fine commercial band; good wages, steady. Skippy Anderson, 777 Insurance Bldg., Omaha, Neb. ap21

VOCALIST—UPPER RANGE BARITONE; Midwestern territory band; Victor recording, combo style preferred; send audition record and picture. Box 259, Appleton, Wis. Also salary desired.

WANTED—FERRIS WHEEL CLUTCHMAN and Helper who can drive Semi, Chair-plane Operator; opening May first. W. T. Yount Route 4, Box 87 Norfolk 6, Va. ap21

WANTED—MUSICIANS, WESTERN, OLD time, who double part, specialties; consider established unit; do show, radio, steady work. Dakota Barn Dance, Box 742, Watertown, S. D. ap21

WANTED—FIRST AND SECOND WHEEL Men; new Wheel first; Second Merry-Go-Round Men; One Chair-Plane Man; good wages and bonus to those that stay thru season; experienced Ride Men, come on; open April 23; all Hunky Panks open. C. T. Timmerman, Tim's United Shows, Box 476, Vale, Ore.

WANTED—TOP FLIGHT PITCH MEN TO handle Sky Glider captive airplanes; roadside pitch item; will train you to demonstrate and sell Sky Gliders. Write Box 1413, Fairhope, Ala.

WANTED — PILOT FOR PLANE; STATE lowest salary six months' work. For sale: 2 small Chimps, \$600 each. Al G. Kelly & Miller Bros., Circus, Hugo, Okla. ap28

WESTERN AND HILLBILLY MUSICIANS—Duets, Trios and Singles; radio and TV work plus personal appearances; state all in first letter and photo, if possible. Ted Daniels, WSD 107 W. Baltimore St., Baltimore 1, Md.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

SENIOR SAILMAKER WITH TOOLS—EXPERIENCED since 1925; new work; \$50 net per week; no holdback. Plevien, 104 W. Cinzie, Chicago.

MISCELLANEOUS

FIRST-CLASS INTERIOR DECORATION work, such as booths, exhibition and other crepe paper work. Contact Harvey Hobbs, P.O. Box 562, Smithfield, N. C.

MUSICIANS

A-1 RINK ORGANIST AVAILABLE—ANY location; years of experience, better rinks; congenial, sober, reliable. Write Box C-360, Billboard, Cincinnati 1, O.

ACCORDIONIST AVAILABLE—COMEDIAN doubling guitar, bass, fiddle, washboard; consider everything. Willie Barfield, Route 5, Box 2721, Miami, Fla. Telephone 87-1282. ap28

ACCORDIONIST—STROLLER; WILL consider all offers everywhere immediately; free to travel. P.O. Box 1442, Miami 9, Fla.

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DIRECT FROM HOLLYWOOD—HAMMOND Organist with latest type own organ, available for anywhere in U.S.A.; 15 years' experience, hotel, dining rooms, restaurants, cocktail lounges; age 37; distinctive organ style by Roland-Treul. El Patio Hotel, 1825 Beachwood Dr., Hollywood, Calif.

DRUMMER—AGE 26, AVAILABLE IMMEDIATELY; draft exempt; Local 10; read, cut shows, play all styles and Latin; location preferred; minimum \$90 per week. Dick Glerum, 704 S. Maple, Oak Park, Ill. Telephone Village 8-2355. ap28

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DRUMMER — UNION, DRAFT EXEMPT, sober, reliable, plenty experience; do fine work with small night club and hotel company. Musician, 102 Rauber St., Rochester, N. Y. ap28

DRUMMER—12 YEARS' SEMI-NAME EXPERIENCE; good appearance, co-operative; prefer two beat "mickey" commercial, but cut any style or show, etc.; draft exempt; go anywhere. Box C-358, care Billboard, Cincinnati, O. ap28

DRUMS, BALLAD, VOCAL—AVAILABLE immediately; varied experience; records, photo on request; excellent references; sober, sociable, reliable. Lee Middleton, 1929 Blaine St., Williamsport, Pa.

EXPERIENCED DRUMMER—AGE 32, SEMI-name, available immediately. Bob Lucas, 1714 1st Ave., No., Escanaba, Mich.

FORMER THEATER ORGANIST WITH Hammond Organ and transportation desired; hotel, lounge or tavern; reasonable rate for permanent engagement; will consider and answer all contacts; available in 30 days; union, large library, memorize everything; double on piano; pictures and recordings upon request. Write: Rudy Sullivan, 127 S. Smallwood St., Cumberland, Md.

FIDDLE—WESTERN; 15 YEARS' EXPERIENCE background all keys; single, double; piano, organ, some vocal. Smokey, 2917 Mahoning Ave., Youngstown, O. Ph. 9-4831.

HAMMOND ORGANIST—AVAILABLE immediately, rinks, hotels, lounges, radio. Address: Jackson, 258 W. 46th St., New York, N. Y. my5

PIANIST — EXPERIENCED, SOBER, READ, fake. Bob Williams, 3422 Baltimore, Kansas City, Mo. ap21

HILLBILLY AND WESTERN TEAM PLAY fiddle, guitar, bass and comedy; Girl Vocalist; prefer radio or will travel with barn dance group only; have car, sound system; neat, reliable and experienced; state highest salary. Musicians, 151 S. Garland Ave., Youngstown, O.

PIANIST—EXPERIENCED; GOOD ENTERTAINER for cocktail lounge or restaurant; attractive lady; no vocals. Box C-361, care Billboard, Cincinnati, O.

TRUMPET PLAYER, DOUBLE FIDDLE AND Vocalist, desires job with small combo or society band for summer months within two or three hundred miles from New York; union, married, draft exempt. Phil Mancini, Hotel Bristol, So. Norwalk, Conn. ap21

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap21

BIG ACROBATIC AND BALANCING ACT—5 people literature on request. Lehmbek Sisters & Co., 2015 Oliver St., Ft. Wayne, Ind.

"ENGAGE" CHARLES LA CROIX, HIGH-class, outstanding Trapeze Act. Available for outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

"GREAT CALVERT" — THE HIGH-WIRE act that has drawing power. No collect telegrams accepted. Address: 164 Averill Ave., Rochester, N. Y. je9

SENSATIONAL PUPPET SHOW IN STROBELITE; presented in vaudeville style on beautiful portable stage. Osborne's Puppets 5223 Cedar Ave. Philadelphia Pa. ap28

WESTERN UNIT, INCLUDING GIRL team; major network, barn dance and theater experience; now on Midwest station. Write: Musician, 2336 Myrtle, Kansas City, Mo. Phone Humbolt 0802.

#3HS HORSE SHOE HORSE CLOCK \$5.75 Each

Finely detailed horse shoe case. At the base of clock two horses roaming in corral. A mounted original Western design. 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.

SESSIONS ELECTRIC HORSE CLOCK, self-starting sweep second hand movement. Gold, Silver or Rose Gold finish. \$6.75 ea. Sample, \$7.25 ea.

ALL METAL, BEAUTIFULLY DETAILED BRONZE WESTERN SADDLE HORSES Height and Dozen Price 10 1/2", \$24.00; 8 1/2", \$18.00; 6 1/2", \$10.20; 5 1/2", \$7.80; 4 1/2", \$4.50; 2 1/2", \$2.25

25% DEPOSIT REQUIRED WITH ORDER, F.O.B. CHICAGO, WRITE FOR FREE FOLDERS—WHOLESALE ONLY.

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DECALS
COASTERS
SERVING TRAYS
HOT PADS

WRITE TODAY! HI-PROFIT for Dealers, Jobbers! NATIONAL SOUVENIR MFG. CO. 131 W. 75th St. Chicago 20, Ill.

SLUM This deal good for Diggers, Duck Games, etc. Giveaways—All Usable Items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea. Our Extra Special 3000 Pc. Lot, \$25.00. Special Lot, 1000 Pcs., \$6.75. LUCKY PRIZE BOXES ASST'D NOVELTIES OF ALL KINDS 15¢ Items \$13.50 Gr. 10¢ Items, \$8.00 Gr. 50¢ Items, \$25.00 Gr. \$1.00 Items \$50.00 Gr. Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D. Mdse. Distributing Co. 19 E. 16th St., Dept. BB, N. Y. City 3

MEN'S AND BOYS' SHORTS Any size, including 44, delivered anywhere in the U. S. at \$5.00 a dozen; check with order or C.O.D. Satisfaction guaranteed or money refunded. No return for less than one dozen of a size. TENNESSEE VALLEY MFG. CO. Chattanooga 3, Tenn.

CLEAN UP WITH PLASTIC RAYON TOWELS Powerful Quick Demonstration Grease Ink Stains rinse right out in cold water. Use over and over. Package holds 6 8"x27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D. SUNBEAM PRODUCTS 634 4th St., South St. Petersburg, Fla.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz. Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C.O.D. GAINOR SALES CO. 114 Transportation Bldg., Detroit 26, Mich. Phone: Woodward 2-8015

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Brand New Rhinestone Case Watch \$9.95 17-Jewel, \$12.95 15-Jewel, \$12.65 17-Jewel, \$14.65 21-Jewel, \$18.95 Gold Plated Stretch Band, 95¢ add. E. G. P. Combination Band, \$1.50 add. Leatherette Gift Box, 65¢ add. Wholesale Only — 25% Deposit With Order, Balance C.O.D. Open Account to Rated Houses. Midwest Watch Co. 5 S. WABASH AVE CHICAGO 3, ILL.

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Men's Model. Retail 98c.
NO. BB201J270
\$8.00 Dozen

Ladies' Modified Model. Retail 98c.
NO. BB201J272
\$8.00 Dozen



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Our Own Imports!! Good Quality—Lustrous Cream Color. Graduated Styles. ONE STRAND

16 inch graduated lengths. White finish filigree clasp. No. BB90J233. Per dozen\$3.50

TWO STRAND

16 and 17 inch graduated lengths. White finish filigree clasp. No. BB90J234. Per dozen\$6.75

SPECIAL!! 16 Inch Single Strand Necklace. White finish filigree clasp. No. BB90J232. Dozen\$1.95

10 1/2-INCH WESTERN HORSE AND CLOCK

6 inch high clock mounting with western motif. Highlighted bronze finish. Manual starting electric movement. 17 inches wide, 11 1/2 inches high, 5 inches deep. No. BB62W788. Each\$5.75



CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No. Size Per Gr.
B34N4 4 inch\$8.40
B34N5 7 1/2 inch18.00
B34N6 8 inch21.00
B34N9 9 inch24.00

HIGH HAT MONKEYS

No. Size Per Gr.
B38N78 4 inch\$3.50
B38N81 7 inch7.20
B38N82 8 inch15.00

DANGLING COMPOSITION NOVELTIES

No. Description Per Gr.
B38N71 2 1/4 inch Donald Duck\$3.25
B38N74 4 inch Donald Duck6.00
B38N72 2 1/4 inch Frogs3.25
B38N73 2 inch Spider3.25
B38N75 2 1/4 inch Spider6.00
B38N79 2 1/2 inch Mula Doll3.25
B38N80 4 1/2 inch Mula Doll6.00
B38N76 4 1/2 inch Devil6.00
B38N77 4 1/2 inch Skeleton6.00

PAPER PARASOLS

No. Size Per Gr.
B24N26 18 inch\$9.00
B26N7 23 inch18.00
B26N8 29 inch with handle33.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No. Per Gr.
B38N68\$6.75

NOVELTY HATS

No. Description Per Gr.
B45N13 12 inch Coolie Hat\$18.00
B45N14 16 inch Coolie Hat24.00
B46N45 Hat Band, per 100014.00

CANES, WHIPS AND BATONS

No. Description Per Gr.
B17N8 Baton With Bell\$16.00
B17N7 Swagger Cane9.50
B17N10 Lash Whip15.00
B15N1 Pennant Cane Heavy grade, per 100018.00
B17N22 Cane Rack Rings, per 1004.00

SPECIAL CHINA HEAD CANES

No. B16N110—Fine quality China Head Canes with assorted heads. Dice Head, Baseball Head, Golf Ball Head, Police Dog Head, Bull Dog Head and Horse Head. Per gross\$16.50

CARNIVAL SUPPLIES

No. Description Per Gr.
B21R16 Cork Gun, Each\$5.25
B21R26 Corks, Per thousand2.75
B527 Baseballs (Special), Dozen1.50
B3N550 Comic Buttons 1 1/2 inch, per 100010.00
B46N27 Leis, per gross2.00

B28N84 9 inch, Per dozen (While stock lasts)\$4.00

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS



Gold Plated Jewelry WATCH SET

Sensational Seller! In Eye-Catching, Luxurious PRESENTATION CASE

The Newest! \$7.95 GROSS
Sample \$10.00

Lots of 50 \$8.25
Lots of 6 \$8.75

The newest! Handsome matched WATCH SET. Outstanding value!

- CHRONOGRAPH, 2 push buttons, 1 yr. guarantee slip, instructions for use as watch or stop watch.
- FANCY EXPANSION BAND
- MODERN KEY CHAIN
- CUFF LINKS and TIE CLIP
- LUXURIOUS CASE

C.O.D. orders from non-rated concerns, 10% with order.

SARO WATCH Dept. BR 1674 Broadway, N. Y. 19, N. Y.

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ATTENTION—DEALERS, JOBBERS AND WAGON MEN Push this profitable line of merchandise this year and get your share of this business. Order early to insure complete delivery, due to big shortage of fireworks. Write for our price list NOW.

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Mdse. Topics

New York

David Schneider and Philip Stogel announce the opening of the Schneider-Stogel advertising agency at 286 Fifth Avenue. . . . A sewing machine needle that threads itself has been developed by John Dritz & Sons. The user simply slides the thread down the shank of the needle to do the threading job. The item retails for 49 cents. . . . A salt and pepper set, described as being an authentic replica in miniature of the world globe, is offered the trade by Dart Craftsman Corporation. The crystal-clear globe revolves on a polished metal frame that is mounted on a clear base. Each globe in the \$1 retailing set opens at the "equator" for refilling. . . . Knoepfler Bros., Inc., announce removal of offices and showroom to 26 West 23d Street in the Haviland China Building. The new location permits the firm to offer better service and a larger line of novelties, smokers' items, toys, drug sundries and general merchandise. Heading the firm are Sam Goldstein and Gunther and Albert Knoepfler.

Chicago

A new, low-cost, effective advertising and promotion medium is offered by the Your Name Cigarettes organization. As the name implies, your name is imprinted on the cigarettes and on the package. L. B. Patterson, president, announces that new machinery enables the firm to offer the cigarettes in quantities as low as 25 cartons at nominal cost. They may also be sold to individuals thru gift, souvenir and novelty shops by taking orders for the factory. . . . For the demonstrating trade, Elek-Trik Seal Laboratories announces its handy, inexpensive kit which enables a person to protect the ignition system of internal combustion engines against corrosion, oxidation and moisture. Applications are said to take but a few minutes. . . . The Tarrson Company is offering novelty users its toy kitty that glows in the dark. It's said to be non-toxic, washable and buoyant, with a durable covering of transparent plastic on which is reproduced the kitty's features and thru which the luminous stuffing glows. The item, retailing at 98 cents, is 10 3/4 inches high.

Detroit

Mr. and Mrs. Vincent J. Chouinard, of Advance Novelty Company, have returned from a buying trip to New York and a visit to the toy show there. . . . Philip Jamra has taken over as sales manager of the A-Z Candy Manufacturing Company, manufacturer of giant lollipops and other hard candy specialties. He succeeds J. A. Juris, who disposed of his interest in the company shortly before his recent death. Jamra is planning an expanded promotional campaign for the A-Z line. . . . George Brehm, head of Bremdun, Inc., manufacturer of the foot fixers sold under that name, is scheduled to return from an extended Florida vacation in mid-April. . . . Mrs. E. Caillons, of Callo Manufacturing Company, reports plans for a merchandising program for the firm's lines, including silver cleaner and a corrosion-preventive for cars.

Saruel Sharkey has moved his Sharky Raincoat Company to new quarters at 407 East Fort Street in the Globe Building. The company is renewing promotion on its lines of raincoats despite the difficult supply situation. . . . Silvio Giuliani, proprietor of Golden Art Supply Company, reports the company is planning to move to a larger factory in the fall. Present plant size of this plastic manufacturer is limiting production. . . . L. W. Humphrey, head of Humphrey Products Company, manufacturer of hair curlers for the theatrical and specialty fields, reports the supply situation appears clear for about 60 days. Probable stoppage of production is in prospect thereafter. . . . G. E. Palmer Company, distributor of specialty products, including plastic towels, has moved to new quarters at 19365 Harper Avenue. . . . Paul S. Patterson, operating Patterson Novelty Company, plans to open a wholesale department for the general merchandise trade in June at 405 Woodward Avenue.

Lester Gordon, of Gordon Service Company, who has been put-

(Continued on page 77)

NOW... THE FIRST TIME ANYWHERE

This New ACTION Money Maker... #107 FISHERMAN CLOCK...



Lacquered Gold and Silver Plated, 2-tone finish, guaranteed not to tarnish. Two miniature fish swim in a glass encased pond with lighting controlled by separate switch. Fisherman's rod moves as fish nibble bait.

Dependable United self-starting electric clock manufactured under Westinghouse license. A SURE-FIRE SALES WINNER!

25% deposit, balanced C.O.D. If not for resale, add Federal Excise Tax.

Telephone: ORegon 3-8330

\$8.50 Each in Dozen Lots
Samples, \$9.50 Ea.

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\$400.55 Worth of Fast Selling Items, only—\$97.70

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o/j Chronograph Watches.....	\$ 9.95	\$3.95	3 for \$11.85
Rebuilt Rhinestone Case and Dial Ladies' Watch.....	29.95	7.95	3 for 23.85
Rebuilt Rhinestone Dial Men's Watch.....	29.95	7.95	3 for 23.85
Ladies' Rhinestone Set—necklace, earrings, bracelet.....	17.95	3.95	6 for 23.70
3-Piece Boxed Pen Sets.....	1.95	.45	12 for 5.40
Men's Elgin or Waltham Reconditioned Watch.....	29.95	9.95	9.95
Ladies' Elgin or Waltham Reconditioned Watch.....	29.95	9.95	9.95
Items Can Be Purchased Separated as Listed (Samples \$1 add.).	\$400.55		\$108.55

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.

YOU SAVE AN EXTRA 10%. Your cost only \$97.70

Wholesale only—\$1 additional for samples. 25% with order balance C.O.D. 5-day money back guarantee if not satisfied

JOSEPH BROS. 5 S. Wabash Ave. Dept. B-21 Chicago 3, Ill

"The Watch and Diamond House"

ENGRAVERS MERCHANDISE



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DEXECO, INC.

191 SOUTH ST.

PROVIDENCE 3, R. I.

YOU'LL SELL 'EM BY THE CARLOAD! WHITE STRAW COWBOY HATS



Flocked—high gloss finish—with name of any Park, Resort or Beach

We have a full line of resort hats including Fluorescent Satin Be-Bop and Jockey hats in a rainbow of colors! WRITE—PHONE—WIRE

SPECIAL!

Six new spring jewelry creations in Necklace, Bracelet, Earring and Brooch sets, 24K gold finish. \$42.00

Also six hand pronged Rhinestone sets, 24K gold finish. \$48.00

25% Dep.; Bal. C.O.D.

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Dazzling New Deck of 52 Plastic Coated Playing Cards with 52 ART PHOTOS

In Full NATURAL COLOR

"MODELS OF ALL NATIONS"—You've never seen anything like it. REAL art studies—in thrilling poses. Every photo different. Rush order today. You won't be disappointed!

WOLF DECK (original), \$10.50 doz.; sample, \$2.00. Sample of Both Decks, \$3.00. Exclusive Playing Card Co., Dept. BM-4 1139 S. Wabash Ave. Chicago 5, Ill.

WE DO IT AGAIN!

BALLOONS

=14 Mottled Kats, GR.\$8.00
=9 Mottled Kats, GR.5.00
=11 Mottled Animal Print, GR.5.00
=11 Pastel Animal Print, GR.4.50
=10 Mousehead—Inflatable Ears, GR.6.00
=15 Mousehead—Inflatable Ears, GR.8.50
Reed Balloon Sticks—Best, GR.60

FEATHER DOLLS

4" Tinsel, GR.\$ 6.00
5" Hi Hat Beads & Tinsel, GR. 7.20
6" Hi Hat Beads & Tinsel, GR. 12.00
7" Hi Hat Beads & Tinsel, GR. 14.40
8" Hi Hat Beads & Tinsel, GR. 22.00
9" Hi Hat Beads & Tinsel, GR. 22.00
12" Hi Hat Beads & Tinsel, GR. 36.00
15" Hi Hat Beads & Tinsel, DZ. 6.50
Feather Backs—Bright Colors, GR.8.00

FUR MONKEYS

4" Bright Colors, GR.\$ 3.50
7" Fur Monks—Bright, GR.7.00
10" Hi Hat Monk—The Best, GR.14.00
=200 Jumping Monks—U.S. GR. 20.00

PARASOLS, SILK

10" 6-Rib, Crook Handle, GR.\$33.00
12" 8-Rib, Flowered, GR.48.00
14" 8-Rib, Flowered, GR.54.00
Metal Trombones, GR.22.00
Plastic Bugles, DZ.2.00
Flying Birds, U.S.—Best, GR.7.50
Tri Motor Airplane Pinwheels, GR.18.00
Lash Whips, GR.12.00
Batons, GR.12.50

Write for Catalog.

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Precision ground & polished lenses. 24K gold plate frames. Pearl sweat-proof brow rest. Adl. \$5.40 Doz. cable temples. 10 ass't. designs. Each in gorgeous 4x8x2" black and red plastic presentation case shaped like curved open book suitable for more jewels.



Magnificent replica. Startling as the expensive original with its 3 huge heart shaped pearls and 7 full carat diamonds enhanced by 48 50 point dazlers. Set in long-lasting platinum-like metal. 10 ass't. designs. Each in gorgeous 4x8x2" black and red plastic presentation case shaped like curved open book suitable for more jewels.

In lots of 6 doz. \$15 doz. Sample\$2.1 doz.\$18 Free Catalog, 25% dep. C.O.D.'s.

Ted BURKE Industries
Dept. B-41, 10 W. 27 St. MU 4-6756

Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name **EACH WEEK**. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MA - ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

- | | | | |
|------------------------|------------------------|-------------------------|-------------------|
| DeCosta, R. A. 18c | Nozzolillo, Joseph 10c | Dietel, Robt. F. J. 10c | Porter, Glenn 12c |
| Adams, Albert | Burns, Mrs. Pat | Allen, Rex L. | Burns, Ray |
| Albrecht, Geo. | (Lona Eange) | Bryant, William | Franklin |
| Allard, Maurie | Burger, Clyde | Leon | Burke, Wm. |
| Allen, Barney M. | Burns, Greater | Show | Byers, Greater |
| Alonza, Mabel | Campbell, M. M. | Candera, Barbara | Caper, Don |
| Alzona, Turtle Girl | Carroll, W. H. | Carolin, Derrel | DeWynn |
| Amerson, Mrs. Chas | Carpenter, Charley | Chambers, Miss | Mickie |
| Anderson, Arthur | Chapman, Gene | Chapman, Gene | Donna |
| Anderson, Renee | Chapman, Lawrence | Chapman, Lawrence | Wm |
| Andreano, Eva N. | Chase, Roland | Phillips | Chase, Roland |
| Austin, Ralph J. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Anthony, Jack | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Archer, Horace | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Archer, Willard | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Asberry, Bethel | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Austin, Richard L. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Baker, James A. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Baker, Charlie | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Balances, Alfred C. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Balsley, Gerry | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Basler, Fred Tex | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Barton, Hank | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Barton, Beverly | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Barton, Billy | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bartow, Geo | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Baxter, Joe | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bean, Jim (Temperance) | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Beard, A. J. (Jack) | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Beardsley, Mrs. Nora | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Beaman, Marcel | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Beck, Chas. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Beeman, Chas E. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bergman, Mrs. Edw. H. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Berry, Ace | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Retzold, Rena | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Blazer, Mrs. Alice | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Blazier, W. R. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Blinstein, Sam | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bloome, Geo. Wm. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bottom, Alonna Jean | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bottom, John & Mrs. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bottom, Joyce Ann | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bozza, Thos. M. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Braconier, H. L. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Brautley, Jos. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Breeden, Wm. D. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Brock, F. J. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Briggs, Mary Frances | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bright, Pat | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Brockbahn, Jr. Geo. | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Brown, Fred J. & Wm | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Brown, Vona Earl | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Brunley, Archie | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |
| Bruno, John | Chitwood, Guy | Chitwood, Guy | Chitwood, Guy |

- | | | | |
|---------------------------|-------------------------|-------------------------|-------------------------|
| Crawford, Geo. Shawn | Lambert, Constance | Laon, Harry W. | Lane, Patsy |
| Creeley, Miss Lee | Lane, Patsy | Lang, Bob | Lanko, Eunice |
| Curtis, Mrs. Bertha | Lanko, Eunice | Larenz, Mrs. Helen | Lasley, Charles |
| Curtis, Dave & Fay | Larenz, Mrs. Helen | Lasley, Charles | Laughlin, John |
| Curtis, Sid | Lasley, Charles | Laughlin, John | Lauchlin, Martin |
| Cusson, Abe | Laughlin, John | Lauchlin, Martin | Laurence, Wilfred Olive |
| Cutler, Mrs. Doris | Lauchlin, Martin | Laurence, Wilfred Olive | LePalce, Bert |
| Cyr, Conrad | Laurence, Wilfred Olive | LePalce, Bert | Lelov, Helen (Ginger) |
| Cyr, Mrs. James | LePalce, Bert | Lelov, Helen (Ginger) | Lee, Coleman |
| Dally, James Robt | Lelov, Helen (Ginger) | Lee, Coleman | Lee, Mrs. Ruth |
| Dale's Circus | Lee, Coleman | Lee, Mrs. Ruth | Levan, Mrs. Lee |
| Daniels, Groter P. | Lee, Mrs. Ruth | Levan, Mrs. Lee | Lewellen, Jr. Buddy |
| Davennort 'Bittis | Levan, Mrs. Lee | Lewellen, Jr. Buddy | Little, Carl T. |
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| Johnson, Bob | Little, Mrs. M | Little, Mrs. M | Little, Mrs. M |
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| Johnson, Harry Lee | Little, Mrs. M | Little, Mrs. M | Little, Mrs. M |
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- 11x9" Rayon Plush Scotty, asstd. colors. • 11" Stuffed Dolls, plastic material, gayly dressed. Pressed Masked Face. • 15x8" Rayon Cloth Clown, gay colors. Pressed Masked Face. Each of the 3 above numbers—\$7.50 doz. in gross lots \$6.50 doz.

SEND \$23.50 and Receive 36 Samples Prepaid! (1 dozen of each of the 3 above numbers)

You must mention Billboard for these prices! 25% dep. req., bal. C.O.D. if not rated. Send for FREE catalog of new Jumbo Concession and Carnival numbers. Closeouts on hand. State nature of your business. No curiosity seekers. SALESMEN: Some territories open.

ACE TOY MFG. CO.

122 West 27 St. New York 1, N. Y.

CORRECTION

In April 14th Billboard, the #1601 WESTERN HORSE CLOCK was listed at: Lots of 6, \$15.25. Should have read: Lots of 6, \$5.25 Ea.

FIRST DISTRIBUTORS 1748 W. North Ave. Chicago 22

GIVE TO THE RUNYON CANCER FUND

Salesboard Sidelights

Ben and Marshall Maltz, Peerless Products, Inc., Chicago, are enjoying a rise in board activity, following firm's steady releases of new numbers to boost player appeal and selection. Marshall says the new items, coming off the production line at the rate of several a month, are responsible for the growth of business volume and promises customers the "well will not dry up."

J. M. Trotter, T & C Sales Company, Jacksonville, Ill., is placing a good deal of the credit for improved business on firm's premiums. J. M. joints to the latest offering, a "man-made" diamond that sparks many a board punch or ticket play with its sparkle. Display Products Corporation, Daytona Beach, Fla., is offering operators a new safety salesboard stand. Officials claim it is proving to be good punchboard insurance, and can be used for all makes, sizes of the numerous Charley and other type numbers.

Hi-Lo Sales, Litchfield, Ill., continues to enthuse over the reception being given its new Pick-M number. Word is that the fast-action game corrals mounting play volume in many type locations, according to Hi-Lo'ers.

Samuel J. George, Gam Sales Company, Peoria, Ill., reports on nice initial activity on its Baseball Tip.

Roy Galentine, Galentine Novelty Company, South Bend, Ind., tells of some happy tidings centering on his line of Blackhawk salesboards and jar deals. **Jay Zelle**, general manager of Triangle Manufacturing Company, Minneapolis, let's it be known that ticket shipments are proving above par compared with last year levels. Day and night shifts are turning out the numbers at Triangle, he points out.

Pipes for Pitchmen

Continued from page 76.

jewelry and double photo layout for a May 1 opening. Mr. and Mrs. George Byers, ace med workers, were clicking off the long green with a neat jewelry layout in the H. L. Green store, Dayton, O. Fount Duston and Lavada Clarke were spotted on a down-

Continued from page 74

ting out rubber exercisers for the pitch trade, plans to bring out some new specialty items later this year. **John Leuzinger**, head of Cellogene Chemical Company, has returned from a business trip to Peoria, Ill., and is launching a seasonal promotional campaign for his wallpaper remover.

From All Around

Sweden Freezer Manufacturing Company, Seattle, maker of soft ice cream and frozen custard machines, announces a 2½-gallon

table model, Space Saver, as an addition to its line. The firm aims at installations on backbars, counters, etc., where space is at a premium. The company recently appointed two new dealers, **Langford Refrigeration Company**, Everett, Wash., and **Cheatham & Carter**, Olympia, Wash. **Spors Company** announces its spring catalog for dealers containing "hundreds of name brands and tested sellers" in gift, premium, toy, blanket and toiletry lines. **Pump-It, Inc.**, Hollywood, has a \$1 retail pump device fitting over a catsup bottle that pumps the sauce from the bottle, eliminating the irritation of clogged bottles. For the gift and premium trade is the **Lopaz Star Jewelry set**, offered by **Berkshire Manufacturers' Distributing Company**, featuring ruby, amethyst and aqua colored stones set in gold plated necklace, bracelet and earrings. Satin lined velvet gift boxes accompany each set. **Penn Jewelry Company** offers costume jewelry sets—gold-plated necklace, bracelet, costume pin and matched earrings set with semi-precious stones in aqua, rose, ruby, green and multi-color—at attractive prices for quantity orders by prize users.

Parris-Dunn Corporation is manufacturing for the prize award field a line of toy rifles and pistols and rollback golf games. **Silly Putty Marketing**, is reportedly meeting with popularity in the novelty field because of heavy publicity and sales promotion campaigns put on by the firm. A new version of the Slinky 'Em game has been announced by **James Industries, Inc.** Based on the Slinky, the standard walking spring toy, the new game has a self-contained runway down which junior-size Slinkys flip-flop end over end to land on the score board. Three different games may be played by using scoreboard overlays. Fastest moving item in **Capitol Records'** Bozo licensee group is reportedly the Bozo puppet doll retailing for \$1. An elastic string makes it an action toy. **Emil Lackow**, manufacturer of smokers' articles and small leather goods, has moved his factory and headquarters to 707 East Yanonali Street, Santa Barbara, Calif.

For demonstrators is the **Donald Company's** ventlock, a device which permits window ventilation at night yet prevents prowlers from gaining entrance to a house—a 35-cent item. A plastic bookmark that can be exactly adjusted to the page, paragraph and even the line at the point where the user stopped reading is announced by the **Hugh Slocum Company**. **Hall Whiteaker**, vice-president of **Prince Gardner Company**, St. Louis, manufacturer of men's and women's billfolds, announces the appointment of **Adele Buescher** as advertising manager.

town San Antonio location with their name pins. **A. Fox** joined the **F. E. Gooding Shows** after a successful winter around Miami. **Red McCool** was working med in Flint, Mich. **Ken and Greta Reynolds** clicked handsomely with a jewelry layout on **Jefferson Street**, Dayton, O. **Jack David** was getting the lucre with shampoo at **Neisner's**, Wilkes-Barre, Pa. **Fred Mavis** was doing big business on graters in **Grant's Store**, East Liberty, Pa. **Prof. Jack E. Sharkey** was still going strong in New England. **Jack Ryan** was working **Neisner's**, Cincinnati, with a unique herb and oil demonstration. **Cliff Stand** opened in Atlantic City with your-name-on seashell brooches.

April showers aren't bringing pitchmen any business this year.

"AS YOU KNOW I'm attending Tri-State College in Angola, Ind., and much to my surprise met an experienced pitchman, who attends school there also," pens **Myers Woodall** from Gary, Ind. "His name is **Don Gambert**. The strange part, however, is that I had known his twin brother, **Bob Gambert**, a long time before I met **Don**. **Bob** is a fraternity brother. **Don** is an experienced Broadway worker and a really good man. So far we have made several week-end trips together and have pitched jewelry to good business. Let's have some pipes from the **Chrono Kid** and **Lin Moye**."

Good weather and big tips result in hefty lettuce crops.

PATRICK O'TOOLE . . . veteran pitchman, who has been in the home show business the past five years, letters from **Port Arthur, Tex.**, that he is making ready for the second annual **Port Arthur Exposition** which will be held May 23-28. He says that last year's exposition played to 30,000 people in five days and that the boys who made the event on the pitch walked away with a nifty winter's bank roll. **O'Toole** anticipates an even larger attendance this year, as 50 per cent more exhibit space has been sold this year than in 1950. **O'Toole** also will produce the show in **Lake Charles, La.**, which last year had 150 exhibits and an attendance of 100,000. He says that with the entire State getting behind the show this year it promises to be a banner spot for pitchmen.

F. L. FRANCIS . . . has opened a novelty stand on the highway at **Salisbury, N. C.**

MRS. W. KRAMER . . . punch-needle worker of several years ago, is making her home in **Melbourne, Fla.**

SAM FREED . . . advises from **New York** that he has been working trade papers in that area for over 30 years.

LOUIE BROWNING . . . blasts the following from **Yakima, Wash.** "Bill and Edna Roberts stopped in for a few days visit with us after making winter fairs at **Valley City, N. D.**, and **Bozeman, Mont.**, to good returns. They are en route to **Northern California** and **Nevada** to make their favorite sheet spots."

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? **Mack Postel**, 2952 Milwaukee Ave., Chicago, Ill. ap21

ARCTIC ICE CREAM VENDORS, Cigarette Machines, all makes; write for prices. **Gaylord Carson**, 764 Fuller St., St. Paul, Minn.

BALLY CHAMPIONS AND BALLY CITIZENS, very clean and perfect mechanically. Write **Kay Specialty Co.**, 1137 Osage, Kansas City, Kan. my5

BARGAINS—RECONDITIONED AMUSEMENT Games, Arcade Equipment, Vending Machines; write for lowest prices. **Logan Distributing Co.**, 2322 Milwaukee Ave., Chicago 47, Ill. je2

CANDY GUM AND NUT VENDING BUSINESS; 440 machines now on location; Two Panel Trucks, Office Supplies, Typewriter, Adding Machine, Coin Counter, Small Tools, etc. Also a few Cigarette Machines, all on location. Now being operated with all on location. **Write for lowest prices**; excellent; good personal reason for selling; machines are all leased from a large operating company; machines not available on the open market; franchised territory, three Northwestern Ohio counties; possibilities excellent; good personal reason for selling. **Box #C-328, c/o Billboard**, Cincinnati, O. ap21

CIGARETTE AND CANDY MACHINES—Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy Used Equipment. **Central Vending Machine Service Co.**, 3967 Parrish St., Philadelphia 4, Pa.

CIGARETTE MACHINE—SPECIAL! Dugrenier Model S, 7 columns, refinished, 25¢ slot, ready for location, \$49.50; all other models in stock; 25% with order, balance c.o.d. **Veeco Sales Co.**, 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

COIN RADIOS, CORADIOS, COLUMBIAS—RCA's, completely reconditioned, reasonably priced. **Automatic Appliance Co.**, Box 233, Cedar Falls, Ia.

EIGHT EXHIBIT DOME TOP ROLL CHUTE Merchants Diggers, \$75 each; Five Kiddie Mutoscopes, complete, \$30 each; Five Electro Hoist Diggers, \$50 each; Grandmother 10¢ Solar Horoscope, \$75; Six Keeney Anti-Aircraft, Brown, \$40 each. **Herb Eversthor**, 1182 No. High, Columbus, Ohio.

FACTORY REBUILT USED CIGARETTE Machines; excellent condition; advise your cigarette price requirement and we will mail you list of available models with price list. **Arthur H. DuGreenier, Inc.**, Haverhill, Mass. ap21

FOR SALE—20 VICTOR 1¢ UNIVERSALS, \$11 each; 20 Victor 1¢ Topper Standards, \$9 each; condition like new, 1/3 deposit. **Birmingham Vending Co.**, 540 N. 2d Ave., Birmingham, Ala. ap28

FOR SALE—TWO HILCO ICE CREAM BAR Vendors, 100 bar capacity; Sealed-In Kelvinator Refrigeration Unit; one floor sample, one slightly used; \$500 takes both. **King-Pin Equipment Co.**, 826 Mills St., Kalamazoo, Mich.

FOR SALE—SPEED BOWLER, \$125; **Shuffle Champ**, \$150; **Keeney's 4-Way**, \$225; **United Express**, \$125; **Star Series**, \$175. **Weatherwax Dist.**, 136 Lafayette, Schenectady, N. Y.

FOR SALE—2 1946 DELUXE PHOTOMATS, slightly used, \$400 each; 1/3 with order, balance c.o.d. **f.o.b. Charlotte**. **Saxon's, Inc.**, 723 W. Trade St., Charlotte, N. C. ap28

FOR SALE—TEN STRIKES AT \$39.50 EACH or will trade for shuffle type games; these Ten Strikes are positively in first class condition; free crating. **Reliable Shuffleboard Co.**, 5728 Broadway, Chicago, Ill.

FOR SALE—4 SEEBURG SHOOT THE BEAR Guns, perfect condition and like new, \$349.50 ea.; 1/3 deposit, balance c.o.d. **Jack Klein**, Georgetown, Tex.

HAMILTON 1¢ SCALES, \$37.50 UP; ALSO some Mills, Rock-Ola, Pace; all in A-1 condition. **R. M. Osborn**, 635 Knower, Toledo 9, Ohio.

HOLLYCRANE DIGGERS—ALL TYPES cheap; used Eries for carnivals, merchants; **Electro-Hoists**, **Mutoscopes**, **Buckleys**, **Rotary Merchandisers**, **Supplies**, **National**, 4243 Sansom, Philadelphia, Pa. ap28

NINE REFRESHOMATS, 16 STEWARTS with coin changers for still drinks; machines in perfect condition; practically brand new; priced right. **Box 636, Billboard**, 1564 Broadway, N.Y.C.

SCIENTIFIC POKERINO TABLES—10 LATE de luxe models, \$85 each; uncrated f.o.b. **Write James Travis**, 700 E. Main St., Millville, N. J. Tel. 2278. ap28

SEND FOR BARGAIN LIST OF PENNY Games; must sell. **Atlas Specialty Co.**, Paris, Tex.

SHOESHINE MACHINES—GRADUATING from college; am leaving town; of necessity, must sell several practically new **N. W. Engineering Shoeshine Machines** cheap. **J. D. McKeenan**, 919 Temple, Knoxville, Tenn.

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. **Veeco Sales Co.**, 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ap28

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. **J. Schoenbach**, 1645 Bedford Ave., Brooklyn, N. Y. ap28

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. **Flatto Mfg. Co.**, 5436 S.W. 8 St., Miami 44, Fla. ap28

WANTED TO BUY—KEENEY BOWLING Champ and Match Bowler Conversions for Shuffleboards. **Reliable Shuffleboard Co.**, 5728 Broadway, Chicago.

WANTED—USED COFFEE MACHINES, liquid ingredient type; quick sale if priced right; write full details. **Box 629, The Billboard**, 1564 Broadway, N.Y.C. ap21

5¢ NINE COLUMN PACKAGE GUM Machines, \$22.50; 3 and 5 Compartment Nut and Candy Machines, \$10; Penny Flipper Games, \$10; Gingers, \$25; **Hamilton Scales**, \$40. **Al Hoff**, 1918 Rose, Baltimore 13, Md.

6 8¢ KEENEY BOWLING TEN PINS—Practically new; \$275 takes all **Bill's Arcade**, Seaside Heights, N. J.

25 COLUMBUS 1¢ VENDORS—GOOD condition, \$5 or best offer; extra parts free. **Justice**, 1202 Chestnut St., Wilmington, N. C.

25 LIKE NEW 4 COLUMN VARIETY SHOP 1 Cent Vending Machines; cost \$100 each, will accept \$80 or consider offer for all. **W. L. Harrell**, Box 723, Jacksonville 1, Fla.

25 SURPLUS SHUFFLEBOARDS—MOSTLY Rock-Olas; will accept first reasonable offer on all or part. **Box 438, Billboard**, 188 West Randolph St., Chicago, Ill.

60 SILVER KING AND 35 ADVANCE BALL Gum Vendors, \$3.50 each in lots of 10 or more; sample, \$5 each. **Rake**, 609 Spring Garden St., Philadelphia 23, Pa.

100 QUIZETTE NAPKIN HOLDERS—NEW idea; no competition; other interests; \$750. **Alwin**, 540 No. 20th St., Milwaukee 3, Wis.

1951 DIRECTORY—LISTING NAME AND address of 11,500 Coin Machine Operators and Distributors, \$25. **Carolina Co.**, Box 125, Matthews, N. C.

Merchandise Topics

EMPIRE HOLDS DOWN PUNCHBOARD PRICES

WRITE TO EMPIRE TODAY FOR PRICE LISTS AND ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST MOST UP TO DATE PUNCHBOARDS EVER MADE—AT AMERICA'S LOWEST PRICES!

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WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES • TIP BOOKS • Buy Direct From Manufacturer at Very, Very Reasonable Prices. — **Columbia Sales Co.** — 302 MAIN ST. WHEELING, W. VA. Phone: Wheeling 340

SALESBOARDS
APRIL SPECIALS—25% DEPOSIT

1000 25¢ Charley	Prof. \$38.00	\$.95
1000 25¢ Charley, X Tk.	Prof. 50.00	1.25
1800 5¢ LULU, X Tk.	Prof. 18.00	1.49
1000 25¢ J.P. Charley	Thin. Prof. \$52.06	\$1.24
1000 25¢ J.P. Charley, X Tk.	Prof. 52.06	1.49
1000 5¢ J.P. Girlie Bds.	Prof. 28.00	1.89
240 6 for 25¢ Giant Hole	Prof. 32.00	1.89

DELUXE SALES CO., BLUE EARTH, MINN.

SALESBOARDS—JAR TICKETS NEW LOW PRICE

Notes	Play	Description	Def.	Profit	Net Price
300	25¢	QUARTER KOLORS, THICK	Def. \$15.00	\$.80	
400	5¢	LUCKY BUCKS, THICK	Def. 7.00	.90	
1000	5¢	J.P. CHARLEY, THIN	Def. 17.00	1.25	
1000	25¢	J.P. CHARLEY, THICK	Avg. 52.00	1.55	
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	2.50	
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg. 24.89	2.25	
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	2.25	
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	2.25	
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	2.25	
1000	25¢	SIX TWO BITS	Avg. 114.28	2.25	

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock. Plain Tip Definite, Jackpot. Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C.O.D.



THE HOTTEST THING IN PUNCH BOARDS
OUR NEW PUT & TAKE PELLET BOARD #600-D

PUTS (5¢ to 10¢)	\$41.25
TAKES (10¢ to \$1.00)	26.00
Definite Profit	15.25

Send for Descriptive Circular, or Better Still, Send \$3.00 for Sample or \$24.00 for Trial Dozen to

THE JAYVELL CO.
8512 Morganford Rd.
St. Louis, Mo.

GAM'S DAILY TALLY CARD BASEBALL TIP
Manufactured by **Gam Sales Company**
1321 South Adams Street
Peoria, Illinois
Write for latest prices.

GIVE TO THE RUNYON CANCER FUND

USED EQUIPMENT PRICES AT LEVELING-OFF STAGE

Arcade Activity Continues High; Shuffle Game Demand at New Peak

CHICAGO, April 14.—Prices on virtually all equipment listed by distributors in the current Index of Advertised Used Machine Prices (appearing elsewhere in this issue) indicate a leveling off trend is taking shape. In the past, by comparison, there had been a swing toward rising prices in the used market.

In the arcade field, the most active pieces of the week were

Exhibit's Dale Gun; Seeburg's Bear Gun; Williams's Star Series; Baker's Kicker & Catcher; Chicago Coin's Goalee, and Mutoscope's Photomatic '47. Over-all the price structure in the arcade used market, the index indicates, still shows a tendency to increase, but this is to be expected with the advent of the active buying period for arcade, amusement park and resort operators.

Shuffle Activity

The asking prices for used shuffle games remained substantially the same as in last week's index, activity in shuffle games is now rivaling the interest of a year ago. This probably is due to the fact that territories are more available for shuffle games than for any other type of amusement equipment. In the amusement game division—five balls, giant pinballs, counter games and novelty games—the strength of the market appears to center in giant pins such

as Bally's Citation, Champion and Jockey Special, and Universal's Photo Finish. Champion had 10 separate distributor listings this week.

Music Holds

Music equipment, one of the strongest points in the used market since the beginning of the year, remains at about the same price levels as a week ago with a few lower price quotations noted. In this category are AMI's Model B; Aireon Deluxe, and Seeburg's 9800. Among the higher quoted prices are Seeburg's Regal and 146 S and Wurlitzer's 850.

Distributor prices on used venders still appear steady at the same levels of four weeks ago. Among the exceptions are Northwestern's Deluxe, which has been in the \$10 to \$15 class the past month, and in the current index is listed at \$24.50. New to the index was Smokeshop 612, which was listed in three models: Custom, Royal and Regal.

How every phase of the amusement industry has increased its grosses vastly in the 10-year span between 1939 and 1948, as shown by United States census figures, is shown in a special article in this week's issue. The article, by Ben Atlas, Washington Bureau chief for The Billboard, starts on Page 1 and continues on Page 51.

Williams Bows 3-Dimensional Baseball Game

Adjust for Nickel or Dime; Distribs Ready To Deliver

CHICAGO, April 14.—Super World Series, a new three-dimensional baseball game, has been released by Williams Manufacturing Company, Sam Stern, executive vice-president, announced this week. Shipments have been made to distributors, and the new coin game is available for immediate delivery, he said.

Super incorporates many of the features of its 1950 predecessor, Star Series, but is said to be geared for faster action. Average playing time is 50 seconds a game, Stern declared.

Balls are batted by the player and hits and runs are scored according to the player's skill. The game is over when three outs are made. When a hit is made a figurine of a ball player travels the base paths behind the unit's backglass. The action is reproduced in lights on the playing field.

A nickel, dime and quarter, single-entry coin mechanism is used which will accept credit in any combination of coins. It may be adjusted to operate at the rate of a single play for a nickel, or one for a dime and three for a quarter. Switching from one rate to the other may be accomplished by the operator on location in a matter of seconds, Stern said.

He stated that release of the game has been timed to enable it to reach locations at the start of the baseball season.

Universal Sets D. W. MacClay As Expediter

CHICAGO, April 14.—Appointment of W. D. MacClay to the executive staff of Universal Industries was made this week by Vice President Bill Ryan.

MacClay has been in the industry for over 20 years. Two months ago he resigned as director of personnel for O. D. Jennings & Company, a post he held for two years. This was his second association with Jennings, as he had previously been the firm's director of purchases. He also was once a member of the J. H. Keeney organization. During the war he was appointed division chairman of the Chicago Commission on National Defense by Mayor Kelly after having been selected from a list of citizens compiled by the city council.

MacClay's duties at Universal will be concerned chiefly with expediting equipment made by the firm for the armed forces.

Hub Inked Distrib For Bowl-o-Matic

NEW YORK, April 14.—Nat Cohn, president of Bowl-o-Matic Sales Company, announced this week the appointment of Hub Enterprises, Baltimore, as distributor in Maryland, West Virginia, Virginia and the District of Columbia. Sol Silverstein, Hub topper, was readying a showing of the 18-foot coin game for operators in his territory.

Batten Resigns Exec Post at Exhibit Supply

CHICAGO, April 14.—Joseph A. Batten resigned as vice-president and treasurer of Exhibit Supply Company, effective today.

He joined the firm in 1946 following 25 years in the banking field. In that span he was associated with the Federal Reserve Bank in New York; the Northwestern National Bank of Philadelphia as vice-president and trust officer, and has been with the National Bank Examiners, Comptroller of the Currency, U. S. Treasury Department, in districts 2 and 3.

Batten left the firm because of a desire to live in Southern California and be with his young son, who has been residing there for the past year. Following a brief vacation he may re-enter the banking field in Los Angeles.

Capitol's Peep Show, New Coin Movie Machine

NEW YORK, April 14.—Capitol Projectors has begun delivering "Peep Show," an adult-height coin movie machine first shown to the trade at the park show in Chicago last November. Since that time, the machine has been improved and the cabinet decorated to attract greater attention on location, according to Leo Willens, sales manager.

Approximately the height of the old Panoram, the new Capitol unit is set 6 feet high and 23 inches wide. Viewer is on a set-back portion of the front panel, Willens pointed out, as an aid to patron comfort. Large, illuminated color transparencies are set into the cabinet to catch the eye.

All servicing is done from the front of the machine, Willens noted, and projector mechanisms are interchangeable. One of the first units off the production line has been placed in operation at the Rialto Arcade here.

Production of the firm's midget movie device is being continued together with the new model. Willens said many of the smaller machines are going into super markets, with export activity also increasing.

Milwaukee Ops Air Fair Trade Act, New Assn.

MILWAUKEE, April 14.—The informal Wednesday night get-together of operators here may lead to the revival of the local trade organization. At a session this week, lawyer Michael Klein took the floor to explain the benefits industry-wide which would accrue to everyone if the ops banded together.

Among the targets he listed as worth shooting for were a fair trade set-up for operators on a State-wide basis.

Present when Klein spoke were Joe Beck, Les Reder, Joe Pelligrino, Sam Hastings, Ken Kulow, Doug Opitz, Melo Curro, Matt Schaefer, Nick Di Cristo and Harry Jacobs Jr.

Exhibit Supply Gun Gets Okay

CHICAGO, April 14.—Exhibit Supply this week received an opinion from the U. S. Treasury Department, stating its Gun Patrol unit was considered an amusement device, and therefore subject to a \$10 annual tax.

The opinion of Deputy Commissioner Charles J. Valera follows: "The coin-operated device 'Gun Patrol' regardless of whether prizes are offered for scoring hits, is considered to be a coin-operated amusement device since the suc-

Canadian Ops Hit By New Excise Tax; Arcade Biz in Boom

10% Levy Hike Affects All Units; Lower Candy, Gum, Bar Fee Helps

TORONTO, April 14.—The coin machine industry took a severe pasting this week with the announcement of the federal government's new budget.

All machines were affected by the increase in excise tax from 15 per cent to 25 per cent, and the increase in sales tax from 8 to 10 per cent.

Another headache is depreciation which holds off charging on new unessential capital goods for four years. This will curtail the purchase of better equipment by the various operators, with the likelihood they will hold on to what they have, it was pointed out.

Lower Candy Tax

On the vending side, soft drinks were unaffected, altho the price of cigarettes went up 3 cents per pack. Chocolate bars will be made larger as the result of government lowering the excise tax on candy, chewing gum and chocolate bars from 30 to 15 per cent.

While most of the vending operators are happy about the budget, they are still affected by the lack of supplies of materials and parts coming in from south of the border.

Electric motors and copper wire are in short supply, according to

Pittsburgh May Get Coin Assn.

PITTSBURGH, April 14.—In an effort to acquaint the public in this area with the coin machine industry, Sydney Reinwasser, general manager of Pittsburgh Coin Machine Exchange, has started the formation of a local association.

The principal purpose, Reinwasser explained, is to show people, particularly those living in outlying districts where there are strong civic organizations, that coin machine operators in this area are responsible people. "To do this on a general scale rather than as an individual, I'm hoping to form an organization of coinmen," he said. Previous attempts to form an organization failed, but Reinwasser believes coinmen now "are at the point where they know they should do something along organizational lines" as a form of insurance for their licenses as operators.

Keith Copping of Canteen Services, Ltd. Four to five months delivery is being quoted on accessories required for coins. Export controls by the American government has cut heavily into some of the imports by distributors, with

(Continued on page 93)

Mfrs. Talk Bell Act With U. S. Attorneys

CHICAGO, April 14.—At the invitation of Otto Kerner Jr., U. S. district attorney here, 24 representatives of bell machine manufacturers and distributors met Tuesday (10) to hear an explanation of the Johnson Act by Charles McNelis, special assistant to U. S. Attorney General J. Howard McGrath.

McNelis told representatives that reports on sales of equipment as well as stock on hand, as required by the act which bans interstate shipment of bells to all States except Nevada plus a few counties in Maryland, was on the whole satisfactory. However, he requested that manufacturers and distributors be certain that future reports cover the last day of each month as specified in the law. He also pointed out that he was meeting with bell interests to get suggestions to make the law workable.

Markings Discussed

One of the key points of the meeting was the correct identification of completed equipment and parts. One section of the Johnson Act states that each and every

HOP SKEE BALL TO DIME PLAY

NEW YORK, April 14.—The price of a game of Skee Ball has been doubled at the Pokero Arcade, just off Times Square, but unit play shows no sign of slackening. This was reported this week by Nat Choderker, manager of the arcade, following 10 days of trial at the dime-play peg.

Players racking high scores also earn coupons valued at twice the rate in effect at a nickel.

part of a bell should be separately identifiable from any other part. This could only be done by numbering each part which, as the manufacturers pointed out, would be impossible. They suggested numbering the cabinet and mechanism for identification, comparable to numbering the body and engine of an automobile. McNelis said he would take this suggestion back to Washington for consideration.

Over-all, the meeting was an encouraging one for manufacturers and distributors.

CUT PRICE PAYS OFF

California Arcade Op Ups Play Via Coppers

By SAM ABBOTT

BALBOA, Calif., April 14.—In these days of rising prices, Harold Hannaford, operator of the arcade in the Fun Zone here, has changed some of his 5-cent machines to operate on 2 cents. The move, Hannaford believes, has increased his business.

"People are penny conscious today," Hannaford explains. "As we are selling nothing but amusement, the more we can give for the money the better. I feel people come into an arcade with a certain amount of money to spend. If the games are interesting, they will spend all of it, whether at a nickel or two pennies."

Hannaford has found that he wear and tear on machines under his cut-rate policy is heavier. However, he is combatting this by

keeping his equipment in first-class shape.

Biz Increase

The fact that his business has increased under the new policy was shown over the Easter period when the gross exceeded that of 1950.

Taking over the arcade in the Al Anderson Fun Zone on Balboa Island three years ago, Hannaford has made several changes. He increased the size of the arcade by some 700 square feet. Today the spot has a total of nearly 2,400 square feet.

Hannaford came to Balboa three years ago after working at Whitney's-at-the-Beach in San Francisco. A nephew of George Whitney, owner of the area, Hannaford had been an assistant manager there from 1941 to 1948. He bought

(Continued on page 93)

NAMA '51 Meet Agenda Stress On Operators

Convention Geared To Times; Study Business Methods

CHICAGO, April 14.—The program for the National Automatic Merchandising Association's (NAMA) sixth annual convention in Cleveland November 12-15 will be geared to the current needs of the operator and will place less emphasis on selling and more on business efficiency. This decision, in anticipation of shortages on manpower, materials and supplies, coupled with the rising cost of doing business, was made at a meeting of the 1951 convention and exhibit executive committee held here Wednesday (11) and presided over by Thomas B. Hungerford, National Vendors, Inc., convention chairman.

A request for shorter speeches and more time for round-table discussion was made by operator

(Continued on page 80)

Bulk, Tab Gum Units at NATD

CHICAGO, April 14.—Bulk nut and candy and tab gum venders occupied an important position in the vender exhibits at the 1951 National Association of Tobacco Distributors convention, with two vender "firsts" also prominent in the annual tobacco show. The vender newcomers, displayed alongside the cigarette, cigar and candy equipment, were Belvend Manufacturing Company's Jolly Boy ice cream bar machine and J. H. Keeney & Company's refrigerated sandwich vender.

Stoner Manufacturing Corporation presented its Penny Vender,

(Continued on page 81)

Cig Machines Pace NATD Vender Exhib

Seven Firms Show Production Equipment; Deliveries Prompt

CHICAGO, April 14.—Twenty venders displayed by 11 companies, paced by seven cigarette machines, occupied a prominent part of the 1951 National Association of Tobacco Distributors' exhibit this week. With in-production models shown by all leading cigarette vender makers (see candy and other stories in this section for other types of equipment) tobacco wholesaler-operator interest was directed toward a single end—"when may I expect delivery on orders placed now?"

Manufacturers, who were quoting a minimum of one and two-week shipments and up to 60-days "and beyond" delivery, countered such queries with the statement, in effect, that "the fact that we're here and exhibiting speaks for our production and delivery hopes during coming months."

Delivery Pic

J. T. Teahan, vice-president of Eastern Electric, Inc., reported that following the firm's recent move to 100 per cent control of its eight-column Electro unit production, delivery was being made on an "immediate" basis as on its 10-

Name Distributors For Pencil Vender

PHILADELPHIA, April 14.—The first two appointments in a projected distributor net to handle its nickel pencil vender were announced this week by Kaye & Company.

The outlets, said Milton Kaye, are Northwestern Sales & Service, New York, and Bunny Distributing in Lawrence, Mass.

NATD BALLOTS FOR '52 MEET

CHICAGO, April 14.—National Association of Tobacco Distributors invited suggestions this week for the 1952 site of its annual convention, which will celebrate the organization's 20th anniversary.

A special ballot was presented to members, exhibitors and other interested parties asking a selection of one of eight cities, or the name of an unlisted city filled in. The cities suggested on the ballot were Atlantic City, Chicago, Houston, Los Angeles, Miami Beach, New York, San Francisco and Washington.

Uneda Takes on New Vender Lines

NEW YORK, April 14.—Uneda Vending Service has been named distributor of the Vendall candy machine by Belvend Manufacturing Company, Nat Hockman, partner in the Brooklyn outlet, announced this week. Sales territory assigned Uneda will be fixed soon, but it is expected to include several States along the Eastern Seaboard.

Hockman also said his firm recently took on distribution of the Smokeshop, cigarette vender produced by Automatic Products.

NATD TO ORGANIZE SPECIAL VENDING MACHINE DIVISION

Increased Trend to Vender Op In Tobacco Field Brings Move

CHICAGO, April 14.—A resolution to set up a vending division was adopted by the National Association of Tobacco Distributors during its annual convention this week. The move came as a result of the "unmistakable trend toward increased use of venders in the tobacco, confectionery and allied product fields."

Milton Bass, NATD public re-

Location Sales Fireworks Mark NATD Cig Session

Meeting Sizzles as Op Threat Debated; DuGrenier Tells Stand

By DICK SCHREIBER

CHICAGO, April 14.—Direct sales to location—the perennial headache of the cigarette vending machine business—got a thoro airing at a vending machine session here Tuesday (10) as part of the National Association of Tobacco Distributors' annual convention and show.

Altho the session was officially titled, *Systematizing Vending Machine Operations*, both factions of the direct sales program were on hand, certain that sooner or later the matter would creep into the discussion.

The early part of the meeting, presided over by Charles J. Cooper, Cooper Tobacco Company, Lansdale, Penn., was confined to posting procedures, discouraging theft and that old favorite: How many machines can a serviceman service?

Not Bored, But—

No one was bored, but operators, jobbers and machine manufacturers obviously were waiting for

someone to take the bull by the horns and get started on location sales.

Chairman Cooper, reading from a typewritten list of previously picked topics, finally got around to the real meat. "What," he asked in effect, "did the approximately 100 gentlemen think about location selling?"

One operator suggested that legislation, perhaps under the trade practices acts, was the way to stop such shenanigans. But Nick Novasic, West Allis, Wis., operator promptly squelched that idea.

Law No Answer

"You can't legislate anyone out of business that way," Novasic said. "What we (the cigarette operators) have to do is show our customers that our way is best."

Dave Clayman then took the floor. Clayman started the present wave of direct-to-location sales while he was with Yeaton Manufacturing Company. He is now sales manager of DuGrenier, old-line vender manufacturing firm

which lately announced it would encourage jobbers to sell direct to stops.

"The best thing for jobbers," said Clayman, "is to have an operation." But, he continued, "some retailers want to own their own machines, or can be induced to own their own."

Clayman explained DuGrenier's

(Continued on page 82)

Cigaromat Corp. Skeds 2-4 Week Vender Delivery

CHICAGO, April 14.—Cigaromat Corporation of America, exhibiting the only cigar venders at the National Association of Tobacco Distributors' convention, presented its three and six-column units and offered two-to-four week delivery. Martin M. Berger, executive, reported increased jobber interest over previous tobacco meets, which he attributed to a widening field for cigar machine installation in restaurants and industrial plants.

Greater price selectivity, offered by the three-price choice of two for 25 cents, dime and 15-cent smokes thru a single machine, was another factor tending to promote cigar machine interest on consumer and operator levels, Berger declared.

Additional cigar vender interest also was evidenced at the Tuesday (10) cigar clinic. Harold F. Douglas, of V. P. Benton & Bowles, Inc., cited venders as doing much the same product promotion service for cigars as for cigarettes. He forecast an increased use of this sales medium by the industry in coming years during his address, *Cigar Advertising*.

lations manager, told *The Billboard* the growing numbers of wholesaler members engaged in

BROWN, TOO

Shoe Shiners Keeping Acme In the Black

NEW YORK, April 14.—Progressive merchandising together with the design of a variety of models to fill specific needs have kept Acme Sales Company active and healthy in the shoe shine machine business, a field largely abandoned by the dozen or more manufacturers who tried their luck in it the past three years.

Acme, exclusive distributor of the Uneda shiner, produced by a subsidiary firm, still finds its coin version, the Model 750, its staple item. Sam Sacks, president, reports that many successful routes have been established and operator demand for the unit continues to grow.

To further the use of shiners in locations found unsuited for coin operation, however, Sacks has come up with a number of special models, each tied to a separate merchandising plan.

Merchandise Gim

His latest is a complimentary unit offered to shoe stores. Stores which purchase the machine offer shoe customers free shines with each new pair bought. The patron then gets a card, prepared by Acme, which entitles him to 50

(Continued on page 81)

Delicia To Intro 3 New Vend Items

NEW YORK, April 14.—Delicia Chocolate & Candy will introduce three new nickel items early in May, each aimed for the vending market and to be made available in 100-count packs.

The new items, cheese flavor sticks, malted milk and coconut cream bars, will supplement the standard vend products in the Delicia line, Variety Stix and Lucky Bite.

operating cigarette, cigar, candy and similar vending equipment necessitated the setting up of a special automatic merchandising division. NATD's increased interest in, and exposure to, vender operation demanded specific trade association service be rendered members so engaged, he said.

With initial work already started on creating the special vender division, the resolution urged that the unit be set up and functioning as soon as practicable.

36 Firms Keynote Candy During '51 NATD Convention

Most Machines Offered for Early Delivery; Intro New Vend Packs

By FRED AMANN

CHICAGO, April 14.—With record accent on candy at the National Association of Tobacco Distributors' convention here this week, exemplified by 30 candy and six vender manufacturer displays, the wholesale tobacco industry emphasized the increase in automatic merchandising interest created during the past year by this non-tobacco field. The confectionery phase of the annual exhibit appeared even more impressive by comparison with the 1949 show in New York, which did not include candy in any shape, manner or form. The 1950 meeting hosted 26 candy and four vender firms.

Candy machines exhibited included four units in current production, one scheduled for initial production within 60 days and one on the indefinite list, because of the materials situation.

Candy Venders

A rundown of the machine displays follows: Stoner Manufacturing Corporation, showing its full line of bar venders, revealed no price changes, changes in construction or substitutions. Delivery, altho slowed by firm's increased activity in defense work, is being maintained on a definite schedule within a several week period.

Belvend Manufacturing Com-

pany, national distributor for the Vendall candy machine, promised initial shipment of units this month, with early June delivery on current orders.

J. H. Keeney & Company's refrigerated candy vender, for one-quarter and one-eighth-pound boxes, was shown as a production unit. Delivery is said to be on a prompt basis.

DuGrenier, Int., announced the list price of its new eight-column Model D candy machine, housed in firm's cigarette vender cabinet, as \$200 including stand. A two-tone

(Continued on page 80)

Spacarb Sets Op Ad Drive

STAMFORD, Conn., April 14.—Spacarb is furnishing its operators mats of an ad plugging automatic merchandising and aimed at turning up sound industrial prospects for cup machine placement. To be run locally by the operator under his own imprint, the ad reads in part:

"We urge you to investigate automatic vending for your own industry . . . see how cup drinks help build employee morale, increase productivity, actually decrease absenteeism."



VICTOR'S SUPER REVOLVING MARKETS

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
Chicago 39, Illinois

Firms Stress Candy Machines

• Continued from page 79

finish adds \$2.50 and a nickel changemaker (permitting use of dimes for nickel sales) adds \$5 to the machine price. Delivery was said to be on an immediate basis. Rowe Manufacturing Company, Inc., showing its candy unit also housed in a cigarette vander cabinet, stated that the machine will list at \$199.50 (including \$21.50 stand) when deliveries start late in June. Addition of firm's own penny refunder unit, costing \$12.50, will permit vending at three price levels: nickel, odd cent and dime thru the seven columns. The seventh column may be converted, for \$7.50, to vend nickel gum and mint packs.

National Vendors, Inc., announced that its Model 8 CE, eight-column electric candy machine, altho set for production line output as far as dies were concerned, was being withheld pending change in the materials picture. Unit was featured in firm's exhibit, however.

The 30 candymakers showing

merchandise presented bar and packaged goods lines that emphasized automatic merchandising influence. Several new vend counts were introduced and a bid for summer business was shown by the display of warm weather items.

While a tightened picture was painted for cellophane, glassine and foil wrappers, some easing during recent weeks was seen as a sign that this phase of the business was not altogether in the bleak stage. As a last resort it was pointed out by leading candymakers that waxed paper wrappers could be used to good advantage.

Cadbury-Fry announced new 100-count packs for three nickel and three dime bars; Fry's 5-cent and dime bars, peppermint 5 and dime and chocolate cream 5 and dime bars. All nickel packs are priced at \$2.85, with the dime packs \$5.50. Previous high count before the 100 pack was 60-count in the nickel items only.

Queen Ann Candy Company, Hammond, Ind., reported renewed spotlighting of the bar field, commencing with recent introduction of 100-count nickel and dime lines. A Carmallow Trio dime item, packaged 100-count, is slated for May 15 introduction at \$5.83.

Paul F. Beich Company reintroduced for the third summer its two-bar line of warm weather candy. North Star at \$2.82 and Frosted Fudge at \$2.70 per 100-count, both vanilla-coated fudge pieces, are to be promoted thru July. For 1952, officials stated, the summer items would receive extra emphasis with a special advertising program.

Necco announced two promotions involving bonus cartons on 12-case orders. The Twin mint dime bar, \$5.86 per 100-count, is being offered until April 25 on this purchase plan; each 12-case order will be billed for 11 cases, with the 12th case as a bonus. Firm's Necco OK dime bar, at \$5.50 per 100-count, is being offered on a similar basis, with the difference that all 12-case orders will be billed as such, but a 13th case will be shipped without cost. Termination date of this plan has not been set.

Hoben Candy Corporation reported offering a 15-cent reduction on each \$3.60 100-count pack of its Hoben Malted bar with each 25-case order. Firm also announced it was planning to use a summer coating on the bar if current coating tests proved the move feasible, flavor-wise.

Unveiling of a new Beech-Nut narrow tab gum for penny venders was made by King & Company, Chicago area bulk and gum vender distributors. Currently available in peppermint flavor only, the new tab size comes packed in 100-piece cartons. Price was not revealed.

Vending Op Robbed

LOS ANGELES, April 14.—Two armed bandits this week held up Edward L. Nelson, vending machine operator, and his secretary, Helen Molnar, and escaped with \$877.

Nelson said the bandits forced him and Miss Molnar to lie on the washroom floor after kicking him in the face. Nelson forced the washroom door open after the bandits fled.

SPECIAL CLEARANCE SALE!

- 50-Columbus Nut, 5¢ \$ 4.95
- 20 Sun Nut, 5¢ 3.95
- 25 Silver King Nut, 5¢ 7.95
- 25 Master Nut, 1¢ or 5¢ Play 6.95
- 25 Victor Nut, 1¢ 6.95
- 25 Asco Hot Nut, 5¢ 12.50
- 25 Andrew Nut, 1¢, 2 Col. 9.95
- 25 Almond Vendors, 5¢ 9.95
- BRAND NEW 4.95
- 25 Adams Gum, 1¢ 9.95
- 25 Wrigley Stick Gum, 1¢ 9.95
- 25 Hunter Target Games, 1¢ 25.00
- 1/2 With Order, Balance C.O.D.

WANT TO BUY
Stoner Candy, Silver King Nut, Counter Games, Shipman 3-Col. Stamp and Cigarette Machines.

CAMEO VENDING SERVICE
432-G West 42 St., New York 18, N. Y.
LONGacre 3-1334

delicious

INDIAN BRAND

PISTACHIO NUTS

ALL GRADES
Freshly Roasted and Salted

WRITE FOR PRICES

AGRESS NUT & SEED COMPANY
Third St. at Third Ave., Brooklyn 15, N. Y.
MAIn 4-3212

NAMA Prepares "All-Out" Op Member Drive

CHICAGO, April 14.—National Automatic Merchandising Association has set up a broadened membership drive designed to make "every eligible operator a member before the 1951 NAMA convention in November." A steering committee including B. W. Scheuer, Vendomat Corporation of America, Baltimore, chairman of the association's membership building and maintenance committee; Arch C. Riddell, Harmony Cigarette Service, Inc., Pasadena, group's vice-chairman; Erroll Eckford, Coca-Cola Bottling Company, Baltimore, and Ernest H. Fox, Austin Packing Company, Baltimore, will co-ordinate plans for the drive.

To make it easier for one and two-man operations to come into the association, NAMA emphasized, it has broadened the basis for operator membership dues. One-man operations can become association members for \$15 a year, two-man operations \$25 a year. The basic \$35 three-employee membership remains unchanged.

In anticipation of intensified legislative activity, NAMA also changed the dues basis for bottler-venders "in order to attract bottlers who are substantially interested in vending."

Field Director

A field membership director, H. F. Maloy, has been appointed to expand membership services made necessary by the national defense emergency. It was reported Maloy will also appear at local and regional meetings.

To support the membership drive and the work of the field membership director, a series of direct mail promotions is being sent to prospective members, timed to coincide with regional meeting activities, NAMA stated.

Calif. May Okay Bulk Milk Unit

SACRAMENTO, April 14.—The California Assembly agriculture committee gave a do pass recommendation to Assembly Bill 968 which would make it possible to get a cup of milk by inserting a dime in a dispensing machine.

NAMA '51 Meet

• Continued from page 79

members present. They also stressed the need for down-to-earth presentations of accounting procedures and cost study interpretations.

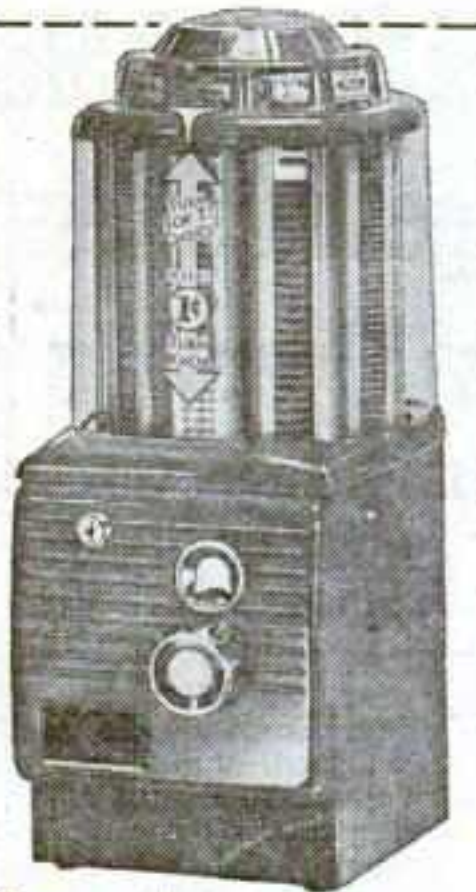
The convention committee also brought up a further point for discussion: Since most operators merchandise more than one product, there should be more general sessions on the program. Plans also were made for awarding prizes for attendance at both the convention and the exhibit.

Exhibit Space Sold

A report from Bernard N. Osmond, director of convention and exhibit activities, revealed that even with the convention seven months distant, over one-half the exhibit space in the Cleveland Auditorium has already been sold.

Present at the convention and exhibit executive committee meeting were the following representatives of manufacturing, distributing and operating companies: B. A. Bouchard, Mars, Inc.; Charles H. Brinkmann, Rowe Manufacturing Company; Harold Cummings, Cadbury-Fry (America), Inc.; William S. Fishman, Automatic Merchandising Company; Nick Novasic, West Allis Vendors; Howard I. Olsen, William Wrigley Jr. Company; Arch Riddell, Harmony Cigarette Service, Inc.; G. R. Schreiber, editor of Vend magazine; A. W. Weymouth, Weymouth Service Company; Herb A. Geiger, Geiger Automatic Sales Company; Hugh C. Howes, Howes-Shoemaker Company; M. L. Heffer, Johnson Tobacco Company; H. E. Conner, Coca-Cola Bottling Company, Inc., of Chicago, and Richard A. Galvin and Irving Cole, of Consumers Cigarette Service, representing the Cleveland host committee for the convention.

OPERATORS -HERE IT IS!



Northwestern

SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor . . . big capacity . . . fast servicing . . . simple construction. It is a dependable, rugged machine. proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

MAKE BIG PROFITS with the Sensational



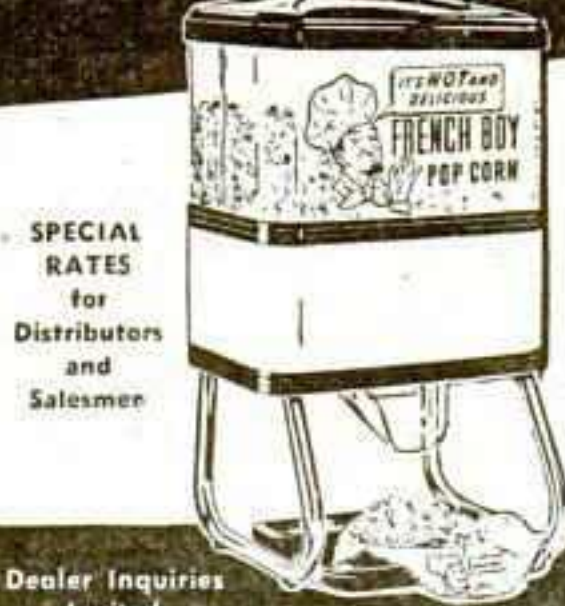
Makes Possible
75%-25%
SPLIT

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 sprays). Two 5 cent and two 10 cent slots afford simplicity and appeal for selecting. Durable all metal cabinet—baked enamel finish with high lustre 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

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits

Write for full information
... it means BIG PROFITS!
\$51.50
F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us.
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CHICAGO 47, ILLINOIS

"POP" CORN SEZ OPERATORS

Factory reconditioned vendors are your best buy. They're guaranteed and we make immediate delivery. Always check with the factory first.

AUTO-VEND, INC.
5210 BONITA DALLAS, TEXAS
Reminder: Don't get caught short on replacement parts. Order NOW while we have a complete stock on hand.



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

NEW Northwestern '49 Special

- 1¢ or 5¢ Immediate Delivery! Single \$17.35 EA.
- 25 to 100 \$17.15 EA.
- 100 or More \$16.95 EA.

Write for Charm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping.

1/3 Dep., Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS • ORDER TODAY!

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Phone: LOcust 7-1448

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VENDALL CANDY BAR MACHINE DIST'B

- VENDERS, Pistachios 62¢
- CASHEWS, Whole 59¢
- BALL GUM 26¢-2%

COIN MACHINE AGENCY
Formerly Rake Coin Mach. Ag.
2116 Fifth Ave., COurt 1-3842
Pittsburgh 19, Pa.

SUNBRAND Pistachio Nuts
1950 CROP—RED SALTED JUMBO UNIFORM SIZE, approximately 38 to 42 oz. Reduced to 58¢ lb. Large size, 45 count, 47¢ lb. Packed in triplex 5 lb. bags. Shipped 12 to a carton. Min. 300 lbs. Importers & Distributors for a Quarter Century

AMERICAN PISTACHIO CORP.
111 Reade St., New York 13, N. Y.

Charms

Paul A. Price Co.
220 Broadway, New York 38, N. Y.

VICTOR'S AMAZING NEW TOPPER
Sold 4 to a Case \$48.00
Sample, \$12.75

PISTACHIOS
25 lb. carton Small, 47 1/2 lb. Vender's Mix, 57 lb. Large, 65 lb. Extra Large, 66 lb. Full Cash With Order.

Plastic Auto-graphed Foot-balls, \$4.25 per M. Metal Plated, \$6.00 per M.

RAIN-BLO GUM, 140, 170 or 210 Count, in 25 cartons, 25¢ lb. in lots of 200 or more with freight prepaid, 24¢ lb. less 2%.

COLOR BALL GUM — All Sizes 25¢ or 40¢ carton, 26¢ lb., 160¢ lots of 24 lb. with freight prepaid. **FULL CASH WITH ORDER.**

Write for our **FREE Complete Charm List**

1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.
Orders Under \$10.00 Money in Full. **ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.**

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

Vancouver Parks Oust Bottles, Add Venders

VANCOUVER, B. C., April 14.—Cup venders are scheduled to make their appearance in local parks and beaches this summer. The park board's decision to discontinue sale of bottled soft drinks at its booths paved the way for the vender installations, which the board plans to purchase out of a \$10,000 appropriation for that purpose.

The machines will vend three brands of cola, orange and root beer drinks, six-ounce size for 7 cents. A flavored water six-ounce drink will be sold for 6 cents in orange, lime and grape flavors.

Park officials explained the handling of soft drink bottles almost eliminated the margin of profit for park operators, and that broken glass took a toll of cut feet and hands especially at beaches each year.

Set Vender Test On NYC Railroad Car

NEW YORK, April 14.—A test exploring the potential of venders in railroad cars has been given the green light by the New York Central Railroad (NYCRR) and will be launched next week by the Union News Company.

The test machine, an eight-column Stoner Univendor, will be installed in the "Bee Liner," a self-powered, single-car carrier making the two-hour run between Springfield, Mass., and Boston. Frank Finneran, Union News executive in charge of coin vending, said four columns of the machine would be devoted to nickel candy bars and the remaining four to cigarettes at a quarter a pack. Service will be performed at either end of the line.

While train vending has been mulled for some time by the railroad as a way of increasing nonfare revenue, no general placement of equipment will be made until the planned test has run its course. Finneran indicated at least a month will be spent digesting the results of the Bee Liner experiment.

the satisfaction of both the railroad and Union News, wholesale use of venders on rolling stock will be held back by the peculiarities of railroad operation.

Mac Collins, concession manager of NYCRR, said that one of the main hindrances will be the practice of shifting individual cars to different trains due to fluctuating traffic flow. Placement will probably be limited, therefore, to trains of relatively stable car length such as commuters.

Too, drink machines or any venders requiring electrical power will be by-passed for the time being. Trains held over for check or service after runs have their power turned off and refrigerated machines would suffer product spoilage or not deliver properly cooled merchandise at the start of the next run.

SMOKESHOP "612"
THE NATION'S FINEST CIGARETTE VENDOR
Tear Out And Mail Ad For Details
AUTOMATIC PRODUCTS CO.
250-B W. 57th St., N. Y. 19, N. Y. • PL 7-3123

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!

EPY
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

3 BRAND NEW PICTURE FRAME SERIES
in BEAUTIFUL COLORS

1. Television, radio, stage and screen stars. AVAILABLE IN TWO SERIES. **\$12.00** Per M. Please specify when ordering.

2. BIG LEAGUE BALL PLAYER

3. WESTERN STARS

STILL AVAILABLE
Plastic COMIC MIX containing your favorite comic characters \$2.75 M
Plastic detailed WESTERN SERIES 3.25 M
1/3 Deposit, Balance C.O.D.

CHARACTER CHARMS
1349 Fifth Ave. Pittsburgh, Pa.

Shoe Shiners

Continued from page 79

free shines at the store. Presumably, once he got familiar with the shining power of the automatic machine, he would be more apt to try a coin model later at a commercial location.

A major shoe store chain here is testing the plan in a Times Square outlet.

Another complimentary model is promoted to plants and large offices where management is concerned over the personal appearance of employees. The machine is either sold or rented to the location, and employees use it without charge. The rental schedule returns \$15 a month to the operator.

A successful variation of the non-coin model, the Shu-Shine Joe, is contributing substantially to several charitable ventures. Under the plan set up by Sacks, employees in locations housing the machine may join the Shu-Shine Club for 20 to 30 cents weekly. They deposit their dues in an honor slot and can then make use of the machine as often as they please. The operator sets aside 20 per cent of the gross income as a contribution to a charity designated by the employees. Each month a check is sent to the charity. The canceled check is then displayed on the face of the shiner for the employees to examine.

This model, in common with some other Uneeda non-coin versions, has patrons applying polish themselves with an applicator attached to the machine. A tubular foot rest is affixed to the side of the unit.

Yet another plan being tested by Sacks calls for an attendant to brush the dust off shoes and apply polish manually. The patron then goes to a dime coin machine where he has the shoes brushed automatically by a hair brush and buffer rotated at either end of a common axle. The attendant gets a nickel from each customer.

Bulk, Tab Gum

Continued from page 79

tab gum unit, with cabinet designed to complement the firm's candy bar equipment. Unit also stocks candy-coated gum or penny chocolate bars in its six columns. Representative models of its four-machine bulk vender line were also shown by Belvend Manufacturing Company. The cabinet type bulk units, said to be available on an immediate delivery basis, range from two to five-selection machines.

King & Company, Chicago area distributor for Northwestern Corporation, exhibited bulk nut and candy venders and featured the Northwestern 10-column selective tab gum machine. Paul Crisman, King official, reported tobacco wholesaler interest in the unit, which lists for \$25.95.

From LITTLE ACORNS mighty INCOMES grow!

ACORN
The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mase.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

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Choice Territories Still Open—Write, Wire, Phone! East & Midwest M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 1-6478 Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

CHARMS—Proven Sales Boosters
Write for Complete Price List!

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Northwestern

MODEL 49
\$16.95 Ea.
In Quantities of 100 or More, 1c and 5c. Immediate Delivery.
1/3 with order, balance C.O.D.

Highest Quality Colored Bubble Gum Chewy. Non-Shrinking. Less than 150 lbs. 27¢ lb.
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4 lb. Vacuum Tins Mixed Nuts 55¢ lb.
2251 West Pico Blvd., Los Angeles, Calif.

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Cigarette Machine Special!
DUGRENIER, Model S
7 Cols., Refinished, 25¢ Slot, \$49.50 Ready for Location.
All Other Models in Stock 25% With Order, Balance C.O.D. **VEEDCO SALES CO.**
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CIGARETTE MACHINES

National 930, 270 Pack Cap.	\$85.00
Rowe Royal, 8 Col.	85.00
Rowe Royal, 10 Col., 400 Pack Cap.	90.00
Rowe Imperial, 6 Col., 180 Pack Cap.	69.50
Uneeda Model A, 9 Col., 270 Pack Cap.	89.50

CANDY MACHINES

Uneeda 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

Accepting Orders for the New **VENDALL CANDY VENDOR**, 8 Cols., 120 to 248 Bar Cap.

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
Uneeda Model 500 9 Col., 350 Pack Cap

UNEEA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

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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 defense fact information compiled by the National Automatic Merchandising Association.

Months in preparation, the NAMA survey is fact not guesswork. Fact tabulated by Ernst & Ernst nationally known certified public accounting firm.

Co-operating with NAMA in what its editors 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 serves its country in time of crisis—is read by other business leaders in your community, by your locations, by your bank and civic officials.

Everyone has always believed venders fill an important function building morale and increasing efficiency in thousand of vital locations. Now, for the first time, the NAMA Operator Mobilization Survey demonstrates vending's 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.

Per your offer in the April 21 issue of The Billboard:

Send the next 12 months of Vend starting with April, 1951, for \$3. Money enclosed.

Send 10 reprints of "Vending Is Essential." 50¢ is enclosed.

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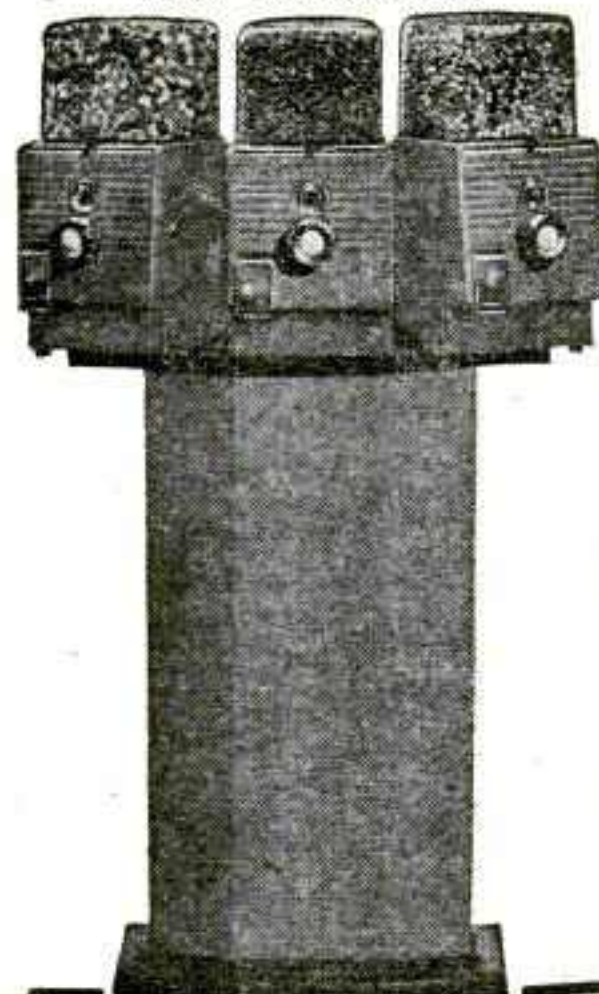
PILE UP PROFITS WITH VICTOR'S HOT-POP FOR DETAILS—WRITE

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

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.

Chicago Cig Sessions Sizzle

Continued from page 79

position at length, declaring that had DuGrenier pursued its old policy of discouraging wholesalers from buying new machines for resale to locations, this policy would only have forced wholesalers to buy used machines.

DuGrenier's position, Clayman said, was comparable to the position of the Vendo Company, Kansas City, Mo., manufacturers of Coca-Cola bottle venders. Clayman pointed out that Vendo has been selling machines to Coke and Coke for years has been reselling the machines direct to locations.

(This comparison was later challenged by Fred Brandstrader, of the National Automatic Merchandising Association. The situation were not comparable, Brandstrader argued, since Coca-Cola has franchised bottlers in a protected territory. Whether the bottler sells the machine outright, leases it or rents it he still gets the product business. On the other hand, once a cigarette machine is sold to a location, no one can determine who will sell that location cigarettes.)

Two Kinds of Stops

Clayman admitted he thought there were both kinds of locations—those which want to own their own and those which prefer to deal with an established vending machine company. At some length he traced how the tobacco jobbing business has changed from firms dealing exclusively in tobacco products to companies which job candy, razor blades, playing cards and a multitude of other items.

When the jobber buys machines to sell to locations, Clayman declared, he does so because he wants to recover business he lost 15 years ago. At approximately this time cigarette vending machines became a potent retailing force.

Clayman started to say he had been told it would be impossible to sell machines direct in New York City when Chairman Cooper requested he give someone else an opportunity to talk. At this juncture, the chairman gave the floor to Robert Klein, one of DuGrenier's Eastern representatives and Novasic, of West Allis, posed a question most operators have been asking privately.

Why Was It Done?

"Did DuGrenier institute its direct sale policy," Novasic asked, "because it couldn't sell any other way?"

"DuGrenier did it to make dollars and cents," Klein snapped. Novasic turned then to Clayman who earlier had remarked it was time to make "an intelligent approach" to location sales.

What "intelligent approach" could an operator take to such a program asked Novasic?

Operator-Wholesalers?

The solution, Clayman replied, was for the vending machine operator to become a tobacco wholesaler. Clayman maintained the operator would not be able to depend on vending in the future and would have to diversify his business by selling direct. Clayman added that some operators were using ma-

chines which were built 17 years ago. "This has been bad for the business," he commented.

A number of operators took the floor to predict failure for any direct sale program since such programs leave the location owner with all the headaches of selling cigarettes over-the-counter (principally inventory leakage), and multiply those problems by mechanical or electrical machine breakdowns.

Niell Mitchell, sales manager of Lehigh Foundries, dropped a quiet bombshell as he explained Lehigh's attitude toward location sales, an attitude shared by most other major manufacturers of cigarette vending machines.

Lehigh's Research

Lehigh extensively researched the whole question of direct sales, Mitchell said, particularly in 1948 when the firm had an inventory of 200 finished machines and few real buyers. At that time, Mitchell said, an association of location owners, representing 4,500 stops, approached Lehigh to have the firm manufacture a cigarette vender for their group. Having seen other direct-to-location sales programs fail for lack of the service conventional operators provide, Lehigh turned the suggestion down.

The real way to stop location sales, Mitchell observed, is for operators to keep their houses in order. Most of Lehigh's requests for location-owned equipment, he stated, came from those areas where the cigarette vending business has such restrictive trade practices as commission fixing.

"Do away with this stuff," Mitchell concluded, "and you solve the problem."

When the fireworks died down, Clayman and Klein had excused themselves to fill other engagements. No one was left to argue, and the chairman was asked to present a formal resolution to NATD frowning on direct sales as an uneconomic, impractical method.

ADVANCE 21-A • Unit-C STICK GUM and MINT VENDOR

Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 3 3/4" wide and 2 1/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1¢ or 5¢ or 10¢ mechanism.

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DISTRIBUTORS OF ADVANCE VENDING MACHINES 1647 Bedford Ave., Brooklyn 25, N. Y.

READY FOR DELIVERY NOW!



1c or 5c

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ALL-PURPOSE BULK MERCHANDISER

Featuring the new WHITE FLASH BRUSH HOUSING

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BRAND NEW LUCKY BOY VENDORS



\$9.75 Lots of 5 \$8.75 EACH Lots of 25, 1¢ or 5¢ MODEL \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 80¢ Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

FREE

5 LBS. NUTS OR BALL GUM WITH EACH MACHINE

BLOYD MFG. CO. VALLEY STATION, KY.

Name Personnel For 2 NAMA '51 Committees

CHICAGO, April 14.—NAMA President J. B. Lanagan this week announced the personnel for two more association committees, including a 15-man legislative and a five-man traffic group for 1951. Latter committee was reappointed, with 1950 members retained.

Chairman of the legislative group is George M. Seedman, Rowe Service Company, Inc., Los Angeles. A new function of the body will be to co-ordinate the work of State legislative chairmen on a regional basis and report results to national headquarters. It also will undertake a survey to examine the need for more general tax and legislative work in addition to NAMA's campaign against per machine taxes.

Legislative committee members are F. H. Allan, Canteen Co., of Kansas City, Mo.; H. Dan Bracken, Sterling Automatic Co., Seattle; E. C. Christian, Cliff Well Cigar Co., Inc., Richmond, Va.; William W. Dennin, Pacific Nik-O-Lok Co., Inc., Los Angeles; W. G. Fitzgerald, International Ticket Scale Corp., New York; Meyer Gelfand, G. B. Macke Corp., Washington, and D. C. Letts, Smoky Mountain Canteen Co., Oak Ridge, Tenn.

Maurice Levitch, Stern Cigarette Vending Machine Co., Norwood, O.; R. A. Parina, Messrs. Parina & Co., San Francisco; George D. Pratt, Automatic Canteen Co. of America, New York; Harry Rosen, Allegheny Cigarette Service Co., Wilkinsburg, Pa.; John F. Saxon, Ace-Saxon, Inc., Miami; R. L. Strain, American Locker Co., Inc., Chicago, and E. C. Williams, Sparcarb of New England, Inc., Boston.

Traffic Group

Reappointed chairman of the traffic committee is A. C. Schacht, Automatic Canteen Co. of America, Chicago. This committee acts in an advisory capacity to answer questions of members regarding freight rates and claims, classification ratings and relations with the Interstate Commerce Commission. Other committee members are:

W. M. Boring, Vendo Co., Kansas City, Mo.; Harold W. Freeze, Ford Gum & Machine Co., Lockport, N. Y.; Arthur C. Moeller, Rowe Manufacturing Co., Inc., Whippany, N. J., and Frank H. Vogel, Columbus Vending Co., Columbus, O.

Fred L. Brandstrader is secretary of both committees.

Cig Machines

Continued from page 79

either type cabinet in the electric machines.

J. H. Keeney & Company, Inc., featuring its electric cigarette vender, promised fast shipment on current orders. Paul Husted said that the unit remains the same in construction, appearance and price.

Also showing their cigarette machine offerings were DuGrenier (see cigarette meeting story) and Superior Manufacturing Company, national sales agents for the location-sold Yeaton machine.

A PACKAGE DEAL



on cash or TIME PAYMENT 20 weeks to pay. Write for details.

IDEAL DEAL for the new and small operator.

ALL FOR \$161.50

8 TOPPER VENDORS (like picture)

200 Pounds Ball Gum—(42,000 balls of gum)

4000 Assorted Charms

Freight paid on Gum and Charms

ROY TORR LANSDOWNE, PA.

GET NEWER CHARMS

Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lower! Send 35¢ for complete samples.

PENNY KING CO. 415 Neptune Street, Pittsburgh 20, Pa.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

ALMONDS California Vendors, packed in 5 lb. vacuum sealed tins. 30 lbs. per case. 79¢ Lb. \$3.95 Can. Plastic Charms, small, 1,000... \$2.75 Metal Colored Charms, small, 1,000... 4.25 Plastic Charms, large, 1,000... 3.25 Copper & Nickel, large, 1,000... 5.25 Hand-Painted Imported Charms, per gr. 1.25 Toy Watches, 2 gross... 2.50 Stone Set Rings, 1 gross... 1.95 "Hep Cat" Buttons, 1,000... 5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$3.25 each EXTRA HEAVY STANDS \$3.99 each

We are factory distributors for 11 leading makes of VENDING MACHINES. One-Third Deposit on All Orders. PARKWAY MACHINE CORP. 715 Ensor St. Baltimore 2, Md.

30 DAY MONEY BACK TRIAL

Northwestern Sensational MODEL 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices LESS THAN 25 \$17.35 LESS THAN 100 \$17.15 100 OR MORE \$16.95



NOW The Sensational MODEL 49 Also Available in 10c Play

1c or 5c Play PLEASE SPECIFY WHEN ORDERING

MERCHANDISE AND SUPPLIES		M & M	
PISTACHIO, Jumbo	ALMONDS, 480 Count	JELLY BEANS	39¢
Queen	5 Lb. Vacuum Packed	BALL GUM, All Sizes	25¢
FANCY TULIP, Large	RAINBOW PEANUTS 28¢	(200 Lb. Min.)	
INDIAN NUTS	MIXED NUTS	Freight Prepaid	26¢
CASHEW, Whole	BOSTON BAKED BEANS	ADAMS, All Flavors	42¢
CASHEW, Butts	BEANS	WRIGLEY'S, All Flavors	46¢
VIRGINIA PEANUTS, Whole	LICORICE LOZENGES	Stamps, Charms, etc.	
Complete Line of Parts, Supplies, Stands, Globes, Brackets, etc.	1/3 Deposit, Balance C. O. D.		

Time Payment Plan Available—Trade-ins Accepted.

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

RECONDITIONED—READY FOR LOCATION!

SILVER KING 5c HOT NUT \$12.50 \$2.50 Extra for Cup Dispenser

NEW COUNTER GAMES Hit-a-Homer... \$27.50 Kicker & Catcher... 37.50 SK Target Kings... 45.00 SK Hunters... 45.00 Acme Elec. Shocker... 24.50 Model F Target Skill... 47.50 ABT Skill Guns... 47.50 ABT Strike-a-Lites... 47.50

VENDING CANDIES Boston Baked Beans, Rainbow Peanuts, Licorice Lozenges, 8 Fridge Mix. 23c Lb. in 30 lb. Ctns. Add 1¢ lb. for 10 lb. Ctns.

Silver King 1¢ Bulk... \$ 7.50 Silver King 5¢ Bulk... 8.00 Columbus 1¢ Bulk... 7.50 Columbus 5¢ Bulk... 8.00 Asco Hot Nut 5¢... 12.50 N.W. Deluxe 1 & 5¢ Bulk... 15.00 N.W. Mod. 33 Ball Gum... 7.50 Advance Ball Gum 1¢... 4.50 Master No. 2 1¢ or 5¢... 10.00 Master 1¢ Novelty Bulk... 8.50 N.W. Model 49 Bulk 1¢... 12.50 N.W. Mod. 40 1¢... 6.95 YuChu Ball Gum 1¢... 5.00 Shipman Duplex Stamp 1¢-3¢... 22.50 Match Box 1¢ (New)... 4.95 Columbus Duo 5¢... 15.00 Pop Corn 5¢ 10¢... 49.50 Electro Serve 5¢ Popcorn 19.50 DuGrenier Mod. 5, 7 col., 25¢... 59.50 National 9-30, 9 col., 25¢... 59.50 UNEEDAPAK Candy... 75.00 Lucky Boy 1¢ Bulk (New) 9.75 Adams Gum, 1¢, 6 col... 14.50 Exhibit Card 1¢... 15.00 Rowe Royal, 10 col., 25¢... 90.00

RAKE'S CHARM MIX Hand picked selection of the best items from all manufacturers. 20 items. Per M... \$8.50 QUALITY STAMP FOLDERS—Write!

NORTH-WESTERN MODEL 39 1¢ BULK \$7.50

NEW VENDORS NW Mod. 49 Bulk... \$17.35 NW Tab Gum, 1¢... 25.95 NY Roll Type Stamp... 69.00 Adams Gum, 4 Col., 1¢... 22.50 Acorn Standard, 1¢ or 5¢... 14.45

LEAF RAIN-BLO GUM ALL SIZES 5¢, 17¢ and 21¢ count 26c Lb. in 25 lb. Ctns. 200 lbs. or more shipped prepaid from factory only.

WRITE FOR CIRCULARS AND PRICE LIST OF COMPLETE LINE WE TAKE TRADE-INS—Liberal Allowance! 1/3 Deposit With All Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE 609-A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

Chicago

Stepped-up demand for United's Five-Player Shuffle Alley and Twin Shuffle-Cade has forced the firm to increase its production line schedules. **Billy DeSelm**, general sales manager, reports. A visitor last week was **Sam Taran**, Miami distrib., who just a week ago was in Puerto Rico on business. Also visiting United's plant was **Joe Simon**, who is planning a re-entry in the coin machine field soon.

Frank Mencuri, back from an Eastern trip, reported at Exhibit headquarters last week that arcade business had picked up sharply in the past few weeks. Firm is in production on its new horse, Bronco. Exhibit's **Chester Gore** is showing a new line of cards, featuring the latest in jet planes and other high-powered aircraft.

Gail Carter, vice-president in charge of sales at Permo, Inc., is getting letters from all parts of the country commending him on the MCA souvenir mailing made a week ago. Permo also followed its 1950 program of sending personal photos to operators whose pictures were snapped in the Permo rooms at the Palmer House during the convention.

Herb Perkins, head of Purveyor, reports business on the upgrade, attributing it to the slackening of low temperatures. He says that when the weather really breaks the per-machine grosses should show big increases. Meanwhile, the Purveyor rebuilding program is about finished. A new display room for premiums and equipment is being set up by Perkins and **Tom McNeill**.

Monty West completed a brief road trip thru Illinois and Iowa and found operators concerned as to how long new equipment would be made in quantity. As a result they were in a buying mood for games and the firm's double music line, **Rock-Ola Rocket '51** and **Williams Music Mite**. **Len Micon** states that of the three different Music Mites, the model with a nickel, dime and quarter chute seems to be in greatest demand.

Over at Allied Coin, **Julius Crum** reports premium activity has stepped up sharply in the past few weeks. **Billy Knapp** is back from a trip thru Indiana and Illinois where he bought and sold quantities of games. **Vic Weiss** has been confined to the office because of the premium biz spurt.

Empire Coin Machine Exchange thru **Howie Freer** reported a steady stream of local and out-of-town operators last week. He said many of them were interested in lining up **Bowl-o-Matic** games. This is the 18-foot automatic bowling alley game featuring electronic controls. **Gil Kitt** is building a comprehensive sales campaign aimed at urban and resort locations.

Eddie Ginsberg, Atlas Music Company, reports an increasing number of favorable reports on dime play in Chicago. He adds that the firm is co-operating with operators in their dime play efforts. Two future Kentucky Derby hopefuls were foaled on his Palatine, Ill., farm last week.

Paul Leven, L. & L. Tobacco Company, Grand Rapids, Mich., had a busy time at the Palmer House attending a large number of committee meetings at the NATD convention. Firm has had much success in cigarette and candy vending in Michigan. Leven, a bomber pilot in Italy during the last war, attended the show with his wife and mother.

Lou Casola, Midwest Distributing Company, Rockford, Ill., reports that he's getting many inquiries on firm's newly devised insert bushing which converts nickel wall boxes to dime play. They fit all types of boxes and sell for a quarter. Casola says the bushing has been a big help to operators switching to dime play.

Art Weinand, Rock-Ola vice-president and director of sales, led a delegation of staffers who gave blood to the hospitalized **Mrs. J. A. Sears**, wife of the company's vice-president in charge of purchasing. Rock-Ola is making daily shipments on the **Rocket '51-50** music machine. . . . **Coven Distributing Company**, distributors of the **Wurlitzer** line and **Chicago Coin's Hit Parade**, has prepared decals for ops stressing dime play. **Mac Brier** says that the firm is satisfied with inquiries resulting from a South Bend, Ind., showing last week.

Coinmen You Know

At First Distributors, **Joe Kline** is due back from a Florida vacation. Meanwhile, **Willy Finke** is doing a good job of handling the firm's executive sales duties. **Mal Finke** says the premium business continues to expand and First now has a wide selection of all types of merchandise.

At Chicago Coin Machine Company, **Sam Lewis** is busy with orders on Hit Parade and distributors who are anxious to get the line for territories still open. **Ed Levin** has returned from that long deferred vacation and ready for a heavy spring sales campaign.

Universal Industries has been a beehive of activity the past couple of weeks with visitors dropping in from all parts of the country. Firm continues to get a flood of orders on the Winner game. **Bill Ryan** and **Mel Binks** also report a steady number of inquiries for the Deluxe Twin Bowler and Shuffle Tournament.

News from the Bally plant is that Turf King is in its eleventh month of continuous production, one of the longest runs on any coin machine in many years. **Ray Moloney**, **George Jenkins**, **Herb Jones** and **Jack Nelson** have been greeting out-of-towners from all parts of the country seeking orders on the giant pin game.

Tom King and **Paul Crisman** hosted a parade of visitors to their exhibit booth at the NATD show last week. Paul enthused over the reception given the Northwestern 10-column tab gum vender and bulk units featured. "It was a buying crowd," he said.

Jimmy Martin was one of the booth boys at the DuGrenier space. He called attention to the firm's new candy bar machine, using his own patented candy mechanism. . . . **Bel Hall**, **Ron Schleppey** and a host of other Belvend bell ringers were on hand. At the company's convention booth tobacco men eyed the array of bulk and bar venders, and the ice cream machine offered.

M. M. Berger, Cigaromat Corporation of America, had a cheerful word about industry reception accorded the cigar machine. Increased emphasis on this type equipment by the tobacco industry during the past year was indicated by keener interest in exhibits at the show.

Kandy Kit Company figured in the room display of the Green Mill Processing Company at the Palmer House tobacco show. The Kandy Kit brothers, **Joseph** and **Bernard Kaden**, donated the use of one of their cup venders so Green Mill could "automatic merchandise" its sirup products in approved fashion for thirsty conventioners.

Paul Husted, J. H. Kenney & Company, was an ardent video viewer during the four-day convention. He had the Kenney television set operating in the booth alongside firm's refrigerated candy, sandwich venders and its electric cigarette unit. . . . **Ben W. Fry** was one of the many cordial National Vendors, Inc., boys ready to delve into details of firm's cigarette equipment during the show.

C. R. Adelberg, **Bip Glassgold** and other Stoner reps were on tap eager to accommodate visitor queries on the multiple machine candy, general merchandise line displayed. . . . **J. S. Mill**, Rowe Manufacturing Company, had a genial word for all and sundry who stopped in the Rowe booth. In addition to the firm's cigarette offerings, interest was reported high in the candy machine.

New York

Lou Wolcher, of Western Distributors, on the West Coast, planned in last week for confabs with **Nat Cohn**, Bowl-o-Matic sales prexy. Purpose of the trip was to get Cohn to ship more units faster, said Wolcher, who reported that a bank of units in San Francisco's Whitney's Playland is getting maximum play. Meanwhile, **Nat Choderker**, of Pokerino Arcade on 42d Street here, has increased the number of Bowl-o-Matics in his spot to six.

Frank Michelli, office manager of Eastern Electric since the ciga-

rette machine manufacturer set up sales headquarters here, has resigned his post. He says he is reluctant to move to New Bedford, Mass., where the sales office is being relocated. **Ken Jensen**, former Eastern sales manager, resigned last week.

Dave Lowy, of Dave Lowy & Company, is hinting about a new game he hopes to introduce here soon after securing license department approval. . . . **Nat Hockman**, of Uneeda Vending Service, announces that **Irving Feldman** has joined his staff of mechanics. Feldman was formerly employed by **Joe Kalishman** in the recently dissolved Uneeda Enterprises.

Al Denver, president of the Automatic Music Operators' Association, and **Sid Levine**, the org's attorney, returned last week from short Florida vacations to find their desks high with work waiting their attention. . . . **Sam Sacks**, head of Acme Sales and Uneeda Shine Machine, readying a Bar Mitzvah for his son, **William**, next month.

It's still two-way traffic at **Mike Munves**. For a while it looked as if the arcade equipment outlet would sell itself out of business long before the onset of its regular spring season. But, reports **Max Munves**, just back from a stay in Florida, new sources of machines have been found, and enough is being obtained to fill continuing orders.

Max Shiffman, of Premier Music, has given up his sewing machine business in Staten Island and returned to active management of his juke route with associate **Dave Lutzker**. . . . **Bernie Boorstein**, of Leslie Distributors, is looking forward to a June wedding with Canadian **Anne Flinker**. . . . **Joe Clinton** has taken an indefinite leave from Bay Ridge Music due to a heart ailment.

Dave Simon, of Simon Sales, flew to Chicago last week, returned and then took off for Florida. . . . **Dave Lowy** is mapping a promotion to interest top-flight candy makers in using the new refrigerated candy vender manufactured by J. H. Keeney. Lowy now has a sample unit on display in his showroom. . . . **Max Weiss**, of M. W. Vending, has returned from a Florida vacation.

Hartford, Conn.

Stanley Gillespie has sold his route of some 100 pinballs and juke boxes to Reliable Coin of Hartford, which is operated by **Abe and Paul Rechtshafers**. Amount of cash involved in the transaction was not disclosed, although a sizable sum was included in the negotiations, it was reported. The Rechtshafers have been expanding in recent months, with the recent opening of a retail television store, called the House of Television.

Lou Chack, general manager of General Amusement Game of Hartford, is sporting a new spring outfit.

Mary Fish, mother of **Abe Fish**, head of the Connecticut State Coin Association, is due home later this spring from a three-month vacation in Arizona. She's been visiting her brother, **Barney Resnick**, retired coin machine operator. . . . **Arline Kaiser**, formerly on the staff of WONS, Hartford, has been named secretary to

Vital Statistics

Deaths

Henry Schmid Sr., 60, founder of Automatic Golf, Inc., Detroit, died April 8 in Fort Lauderdale, Fla., following a heart attack. His company made a golf practice game, coin-controlled, just before the war, and was getting set to resume production in New Baltimore, Mich., where he made his home.

Schmid was associated in the venture with a son, **Henry Schmid Jr.**, but was better known in his own state as the head of **Schmidville**, a family colony at New Baltimore, where his nine children and 21 grandchildren have their own homes. He is survived by his widow and numerous descendants.

Jack Warner, Hartford branch manager for Capitol Records, replacing **Joan Mullane**, who resigned.

Frank E. Stern, president of Stern & Company, is again active in the spring campaign of the Hartford Jewish Federation. . . . **Record Bar, Inc.**, 494 Farmington Avenue, Hartford, has filed a certificate of incorporation, listing as incorporators **James Ginsbury**, **Marie Ginsbury** and **Henry Karliner**.

Pittsburgh

Morris Moskovitz, partner, Sidmor Vending Company, says "Be particular about what charms you use and you'll have less trouble with them. It is not the expensiveness of the charm that is important."

Glen Gillette reports a switch to two candy bars for 10 cents isn't good at locations well patronized by youngsters. "If the kid only has a nickel, he will pass the machine," he says. "You may lose an estimated 20 per cent of your sales volume. If you're play is really good, it's wise not to experiment."

S. P. Moore, district sales manager, Tri-State Automatic Candy Corporation, believes 1951 should be "a good drive-in year. Last year good business ran all summer." . . . **Oscar Williams**, head of Keystone Music Company, reports the job of making any money in the phonograph business is pretty difficult.

M. J. Abelson, of Oak Manufacturing, back from a trip East, may head for the West Coast. "Business is picking up a little," he says. . . . **Alexander Showe**, partner, Theatre Candy Company, who does quite a bit of business with Wrigley's, is much interested in Wrigley's plan of retiring employees for one month of the year without pay at 65 and for two months of the year without pay, the following year.

Stanley Haggerty, of McKee's Rocks, Pa., was hustling on his music route the first week of April, for partner **Stanley Dudzinski** was ill at home with the flu.

Harry Rosenthal, of Banner Specialty Company, celebrated his birthday April 1, and son **Herbert**, in business with his father, celebrated his birthday April 7. . . . **Harry Rosen**, president of the Milk Vending Service Company, Wilkingsburg, Pa., drove his family back home from an extended vacation at Miami Beach, to find associate **E. Alfred Rosenzweig** in Montefiore Hospital for three weeks with a bad back, then at home for four weeks recuperating. At present "E. A." gets to work half a day.

Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange, reports the flu has been a factor in keeping out-of-town ops away from the city the last couple weeks, and business has been down.

Some good weather brought out the following looking for equipment: **Lou Sabatini**, music op from Grindstone, Pa., who is showing a patent on a wooden construction block similar to a concrete block, which positively won't warp, is fabricated, and has been used in the construction of a home at Uniontown, Pa.; also **Benjamin Farrah**, of Ambridge, Pa., who reports more men are working in defense plants in Beaver County, and that music operations look pretty good.

John Zanot was in from Reimersburg, Pa., saying fishermen along the Allegheny River are getting their cottages ready for summer, and playing jukes better there.

Luke Grossman, of Grossman Music Company, in the South Hills district, in town, as was **James Thompson** of the North Side and of New Kensington, Pa.

Joseph McGlenn has purchased the candy and ball gum route of **Mr. and Mrs. R. J. MacNeil**, of Refreshment Service, Inc. MacNeil, engineer for a steel corporation, has developed another spare-time occupation as vice-president of his community's building and loan association in the largest township in Western Pennsylvania.

Detroit

David U. Farlow, a theater manager here for 15 years, is going into the penny and nickel candy vender business under the name of Penny Shopper. Farlow is establishing headquarters in Lincoln Park.

Wanda Rheame is establishing Monarch Music Company on Cass Avenue. . . . **Donald J. McCarthy** is establishing the Northwest Vending Service on Bentler Avenue. . . . **Alfred Grodzicki**, who sold Grodzicki Music Company several months ago, is on the staff of The Detroit Times.

Earl M. Smith, **Herman Finkheimer** and **Bernice G. Ferguson** have teamed up to operate the Self-o-Matic Laundries, formerly known as the Self-Serve Laundry. . . . **Leo Weinberger**, owner of Leo's Amusement, is switching over his operation to concentrate on shuffleboards.

Earl E. Benson and **Norman F. LaFleur** have registered the name of Michigan Nickel Company. . . . **Erwin Anderson**, formerly of Perry, Mich., is opening the Washington Square Automatic Laundry, Kalamazoo. . . . **Nino Garofalo**, owner of Nino's Music, is planning to take on another line in addition to his music route, possibly in a related coin machine field.

Los Angeles

Adam Lynch and **W. H. Christensen** have started an operation here. Formerly of Milwaukee, they bought their equipment at Badger Novelty Company. Here they are purchasing machines from **Bill Happel Jr.**, of Badger Sales Company. . . . **Irving Rich**, of Consolidated Novelty Company, visited Badger Novelty Company. He is spending much time on King Bros.' picture lots and saw them finish "Drums in the Deep South." The Kings have many friends in the coin machine field.

Bill Muchnik, local op, is looking for a new picture tube for his television set at home. . . . **Bill Bolton**, of Bolton & Lewis in Oceanside, Calif., in town and introducing his 3-year-old son to **Stanley Turner** at Paul Laymon Company. **Ed Wilkes**, of the Laymon firm, is looking forward to the arrival of the Clyde Beatty Circus in Pasadena so that he can attend with his two young sons.

Paul Laymon, Wurlitzer distributor, spotted a Wurlitzer 1400 on a recent KECA-TV show featuring **Hal Sawyer**. Also appearing on the video presentation was **Ben Light**, Tempo recording artist. . . . **Homer Gillespie**, of Long Beach, is confined to a Bay City hospital. Gillespie manufactures the **Wishing Well**.

H. O. Heddergott, West Coast representative for National Rejectors, back in town from a trip to the Hawaiian Islands. While in Honolulu, Heddergott conducted schools for servicemen with coin changers and rejectors as subjects. While in the Islands, Heddergott spent some time with **Bill Granfield**, who recently established a cup vending route on Oahu. . . . **Phil Sreden**, bulk merchandise operator, has added the Alpha Beta Supermarket chain to his route and is putting Acorn equipment on location there. There are about 25 markets in the set-up. . . . **Tom Workman**, San Gabriel music operator, in town for supplies and equipment.

Milwaukee

Chet Meisner and his father, **John**, who operate music routes in Waukesha, made the record distributor rounds last week hunting for money makers. . . . **Dorothy Jonas**, of Metro Records, reports one record that routeman **Ted Curro** is getting a lot of requests for is **Vaughn Monroe's** "On Top of Old Smoky."

After five years at **Sam Hastings'** wax warehouse, **Toni Molik** informs she is leaving the job April 19. Toni is staying in the record business, but this time the switch is to the distributor's side. Her new job will be sales rep for **James Martin's** line of record labels. Toni will call on dealers, operators and deejays in Milwaukee, Racine and Kenosha.

Kenny Vogt, WFOJ deejay, and head stockroom man, **Bob Markwardt**, of Major Distributing bowling team, are setting the pace for the Saturday afternoon keggers. Their efforts have kept the team 15 games ahead of the pack.

April is a month of celebrations at the Mercury distrib., with **John** (Continued on page 90)

FIVE-STATES MEET GETS OPS OKAY; SEE EXPANSION

Nebraska Org Joins Move; Seek Director To Handle Convention

MINNEAPOLIS, April 14.—The coin machine industry in the Northwest drew a step closer to resumption of the Five-States convention this week when it was learned that the participating State associations, with a sixth, the Nebraska org now being formed, had approved such a move. They were

to meet this week to retain a paid secretary to stage the event. In all likelihood, this post will be offered to Ken Ferguson, Stillwater, Minn., operator, who directed the previous conventions here.

It was further understood that distributors in Milwaukee, the Twin Cities and Omaha, servicing the six-State area, had reported they would back the regional confab by exhibiting and participating in the sessions.

Primary purpose of the push for a regional convention this year, preferably by June if arrangements can be made, would be to discuss ways and means of overcoming rising costs in the phonograph business and to get firsthand information from dime-play tests in the territory.

Ops Want Meet

Because of the vast amount of detail work required to stage a

convention of this type (the 1949 meet outdrew the last MOA convention) it was deemed inadvisable to attempt a convention without the aid of a paid secretary. A suggestion made by one State org to hold a one-day meeting of executives of the various State orgs was vetoed by ops in other associations—the ops feeling that it was important to discuss these matters in an open forum and attempt to work out solutions to those problems peculiar to operation of all types of equipment in the Northwest area.

First choice of the participating associations as secretary is Ken Ferguson, who has, since the last Five States meet, gone into convention and outdoor show promotions by setting up a company to handle such events. With his past experience he is deemed the logical choice to take over the 1951 coin machine show.

FIGHT TELECAST HELPS WIS. OPS

MILWAUKEE, April 14.—Fight telecasts, which normally cut into juke box play in public locations on Wednesday and Friday nights, actually have been a boon to ops here.

With only one tele station in operation locally, the fights are shown via film on Saturday afternoons, normally slow juke box play hours. As a result of the telecasts, however, ops report larger crowds in the locations, with the patrons lingering after the fight film, playing the juke box and spending the balance of the afternoon in the spot.

17-Inch Video For Coin Ops Bowed by Trad

ASBURY PARK, N. J., April 14.—Trad Television Corporation has placed into production a new coin television console, set to operate for 30 minutes upon insertion of a quarter. Unit is ready for delivery, stated George Trad, and a distributor net is being organized.

The new model features a 17-inch picture and measures 24 by 19½ by 39 inches. The cabinet is finished in mahogany and is equipped with casters for easy mobility. Collections may be made rapidly without moving the set from the wall, Trad pointed out. Double door lock protection is provided.

Trad asserted the decision to produce the large set followed a survey of hotels and other coin video locations. The company has discontinued its 12½-inch table model, he said.

Introduction of the new model presages a return of emphasis on the coin machine field, by the Trad organization, it was indicated. One of the earliest to enter the coin radio business, it most recently devoted much of its production capacity to home TV sets and commercial projection models.

Trad said the new coin console lists at \$299.95.

CSCA Plugs Patriotism at Monthly Meet

HARTFORD, Conn., April 14.—“You hear a lot these days about being a good American, but how many in this industry of ours has been going out and diligently practicing the ideals of Americanism?”

This was the question asked at last week's meeting of Connecticut State Coin Association, Inc., by President Abe Fish.

“We need more and more interested men in this industry to go out and sell the industry not only on the basis of Americanism—freedom of thought and action to all religions and creeds—but on the ideals of good sportsmanship,” he declared.

Fish praised the efforts of all CSCA members to participate in the organization's now widely known hearing sessions, in which gripes or arguments concerning specific practices of competing coinmen are aired at occasional CSCA meetings in Hartford.

Guests included Meyer Parkoff, Atlantic-New York Corporation, Seeburg distributors; Jack W. Gordon, district manager for Seeburg, Chicago; Barney Sugarman, Runyon Sales, New York, AMI distributors; Jack Mitnick, AMI; Bob Jones, Redd Distributing, Wurlitzer distributors, and Ben Becker, Bally Manufacturing Company, Chicago.

Next meeting is slated for Thursday (19).

Nebraska Ops Plan New Org

OMAHA, April 14.—More than 200 operators will gather here next week to form a State-wide association, Howard Ellis announced. Group will convene at the Paxton Hotel, and has invited Mike Imig, president, and Harold Scott, secretary of the South Dakota Phonograph Association, to attend.

Ellis, who attended the SDPA meeting this week (see separate story), said the operators, after preliminary discussions which have been going on for some time, were ready to organize their own group, and had already expressed a desire to join the Five-States group in sponsoring a regional convention in Minneapolis later in the year.

United Skeds Bi-Weekly Op Service Class

MILWAUKEE, April 14.—United, Inc., Wurlitzer distributor in Wisconsin and Upper Michigan, Monday (2) started a series of bi-weekly service schools for operators and their service personnel. Harry Jacobs Jr., president, said that the schools will be held every other Monday, with about five sessions scheduled.

On the agenda at the schools are complete coverage of the Wurlitzer models 1400 and 1450, and a review of the 1250. Following the school sessions, refreshments are served.

SDPA OKAYS DIME PLAY MUSIC TEST

Experiment To Start Immediately With Ops Using Varied Locations

WATERTOWN, S. D., April 14.—With practically a 100 per cent membership turnout, the South Dakota Phonograph Association (SDPA) held its quarterly meeting here at the Grand Hotel Sunday thru Tuesday (8-10). At the close of the three-day session, Mike Imig, president, and Harold Scott, secretary, announced operators in South Dakota would start a 10-cent play experiment in various types of locations thruout the State immediately.

Imig, who attended the Music Operators of America (MOA) convention in Chicago last month as representative of the SDPA, gave a full report on the convention to the State members.

On the dime play subject, Imig said South Dakota operators felt something must be done as soon as possible to increase the juke box grosses if operators were to survive the current crisis. As a result, after a thoro discussion of every phase of nickel vs. dime play, it was decided by ops that a series of tests would be started as soon as possible, covering every conceivable type of location in the State.

Report Results

Operator who will undertake the dime play tests will all feature one play for 10 cents, and three for a quarter. Results will be reported to Harold Scott as soon as they are conclusive, and Scott, in turn, will relay these results to all SDPA members.

Final reports of tests are to be made at the summer meeting of the association, scheduled for Sioux Falls July 8-10.

A portion of the meeting, Imig stated, was turned over to Howard

Ellis, Omaha operator, who attended the SDPA sessions to seek assistance in forming a State-wide operator association in Nebraska. This group will hold its first official meeting in Omaha next week at the Paxton Hotel, Ellis stated, and more than 200 operators have already agreed to attend. (See separate story.)

Other guests at the SDPA meeting included Barney Luchman, (Continued on page 88)

Collegians Give Jukes Strong Support in Poll

NEW YORK, April 14.—The campus juke box still is a central gathering place for collegians according to results culled from *The Billboard's* 12th Annual College Poll. The juke box ranks as the second most popular method of students to hear records. Only the disk jockey and the radio record show stands in front of the music machine in student acclaim.

In view of a general music trade belief that the deejay, is the only disk-selling medium of importance,

it is significant that the wax whirlers outstripped the boxes by about 20 per cent in the voting. In attaining the second-best position, the jukes copped a sizable majority of votes over the home phonograph and the recorded TV show.

Cleve Ops Get MOA Meet Info

CLEVELAND, April 14.—Phonograph Merchants' Association met here last week to hear a report on the Music Operators of America convention from Jack Cohen, president, a delegate to the national meet.

PMA session was held at the Hollendon Hotel, and after routine business had been disposed of, Cohen related the factors aired at the MOA meet.

Charter Calif. Firm

SACRAMENTO, April 14.—Music, Inc., has been granted a charter to sell and lease phonographic, electrical equipment and radios in Los Angeles County. Authorized capital was listed at \$25,000. Gray Binkley & Pfaelzer filed the incorporation papers. Directors of the firm are Lois L. Bauman, Glendale; John T. Binkley, Altadena, and Erma V. Bartruff, Alhambra.

Merchandising Music

WARP-PROOF RECORDS . . . The problem of warped records came in for an airing by Paul F. Miers, Easton, Pa., last week. Miers says some of the labels come in so warped that it requires up to a week of treatment to get them in shape for the jukes. This not only results in a financial loss due to lost play, but in the cases where the records have been requested, it tends to make for bad public relations. Miers would like to see the diskeries send out plastic, warp-proof records to juke box operators, thus eliminating the problem for the ops and getting heavier promotion via jukes for the record manufacturers.

Wisconsin Ops Set 10-Cent Play Test

Vote To Continue MOA Membership; Air Fair Trade Act, Television at Meeting

MILWAUKEE, April 14.—Meeting Monday (9) after a two-month hiatus, Wisconsin Phonograph Operators' Association membership heard a report on the Music Operators of America convention from its president, Clinton Pierce; set-up a plan for ops to test 10-cent play and discussed the Fair Trades Act and television. Last-named subject was of special interest to ops in those areas expecting tele coverage when the station freeze ends.

Before adjourning, the meeting, on a motion posed by Irving Groff, of Green Bay, Wis., voted to continue its membership in MOA, and to pay its \$250 assessment to that org at the start of the MOA fiscal year June 1.

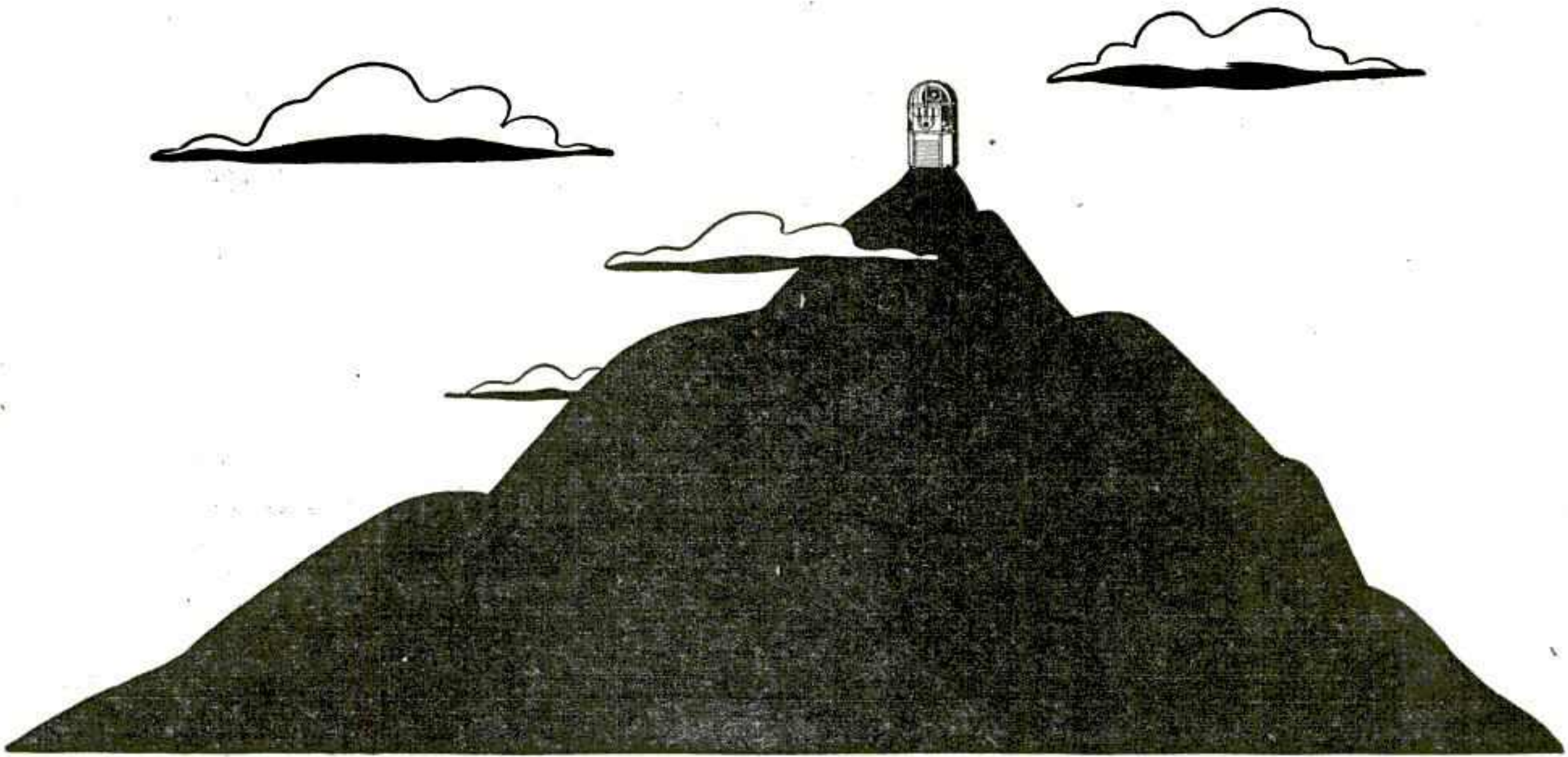
One of the most important decisions reached by those in attendance was to immediately initiate a drive thruout the State to increase WPOA's membership. Doug Opitz, secretary-treasurer, was authorized to begin a mailing campaign, with funds voted to cover not only the mailing, but secretarial help in the campaign. Mem-

bers also voted to contact all ops in their respective areas as part of the membership drive and also pledged to bring at least one new member to the next State meet, scheduled to be held in Madison May 7.

With Pierce presiding, the meeting devoted a majority of its agenda to discussion of 10-cent play. Most operators present agreed that something would have to be done to hypo grosses, but there were a number who were hesitant about experimenting with a dime price peg. Among the problems anticipated in the changeover were public resistance to a one play for 10-cent price as opposed to two-for-dime; cost of converting equipment and location resistance.

After a thoro discussion of the problems involved, it was decided by some operators in the Brodhead, Green Bay, Beloit and Madison areas, as well as others who have routes in Milwaukee suburbs, to test both versions in their areas. Actually, the bulk of the tests will be made on straight 10-cent three-

(Continued on page 88)

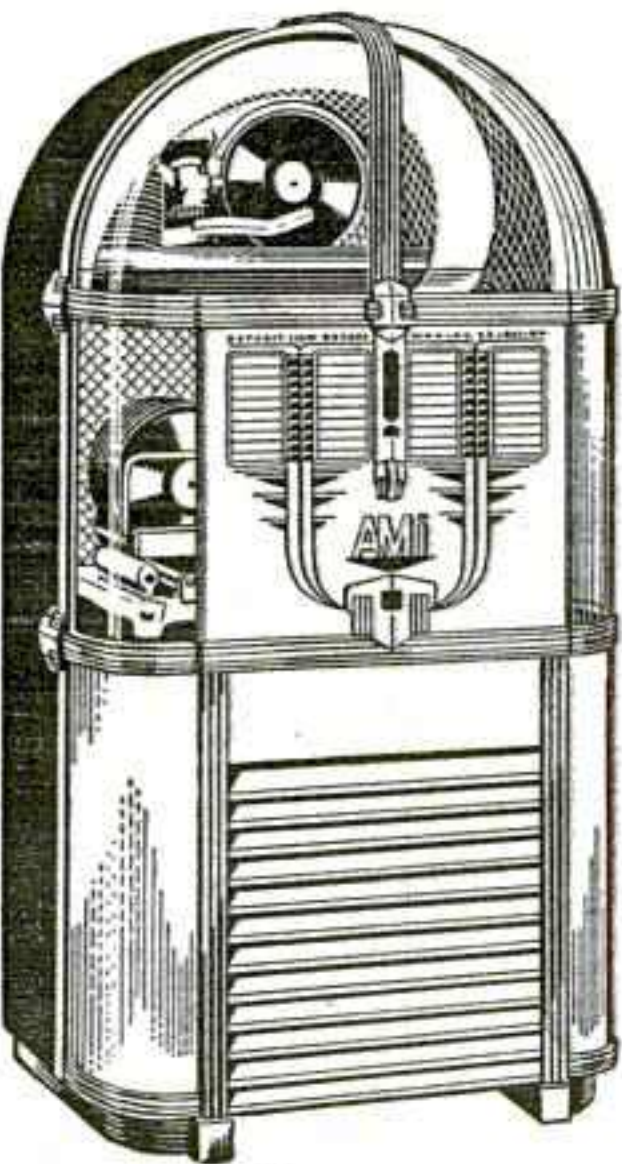


For Faraway Places!

Those choice locations in faraway places seem to be a lot closer when there's an AMI to bring the music. Distances of one-hundred miles and more create no problem for the operator with an AMI in the remote spots.

The huge cash box on the model "C" allows the machine to go uncollected for a couple of weeks at least. AMI's sturdy, dependable mechanism assures continuing trouble-free performance, lets operators forget about breakdowns that don't occur. And the model "C" is so light, so compact, so easily handled, that only one man need ever accompany this juke box to any faraway place.

Extend your income by extending your territory—with an AMI model "C."



First Juke on the Moon?

*One of these years some hardy band of jet-propelled
adventurers is going to want a juke box on the moon.*

*The operator whose route reaches out into
interstellar space will probably put
an AMI in that lunar location.*



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Record Reviews

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

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

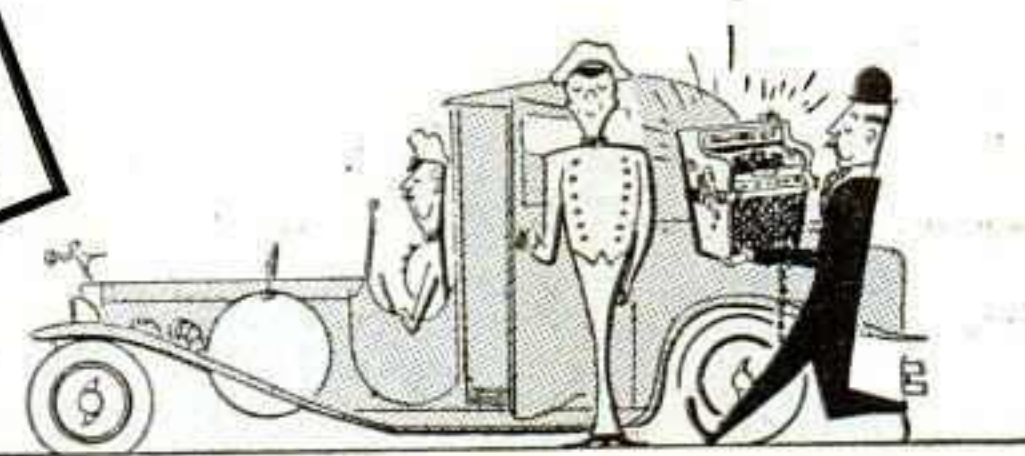
ARTIST TUNES
LABEL AND NO. COMMENT

Continued from page 42

		POPULAR
ZIGGY TALENT		
The Circus Day Parade	VICTOR 20-4118—Ziggy leads the way thru a gangly and spirited waxing of a novelty paean to the circus. With the Ringling gang and other circuses kicking off the season, this side should draw deejay play as well as kidddy buyers.	75--80--75--70
The Donkey Song	Ziggy has a gay time with a breezy novelty, also tinged with kidddy potential.	70--74--70--67

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR
JOHNNY KAYE (Johnny Allan Ork) Old Devil Moon	MONUMENT MO-1—Kaye comes on strong in a Como-ish style on this fine oldie. The Allan orking is good as is the recording.	70--75--67--67
Once in a While	Kaye does another standard but doesn't prove quite as convincing on this effort as he did on the topside.	62--65--60--60
ARTHUR GODFREY-JANETTE DAVIS (Archie Bleyer)		
When You and I Were Young Maggie Blues	COLUMBIA 39326—This oldie, being sparked on the revival trail by the Bing and Gary Crosby try, is handled here in excellent tempo and in a fine conception. If tune goes, this version should get a big share.	86--87--86--85
Love and Devotion	Miss Davis goes it solo on this amusing hillbilly satire. Side sags under the weight of too many choruses. But it's catchy and could draw some action.	77--80--74--78
PERCY FAITH ORK		
Nervous Gavotte	COLUMBIA 39329—A delightful swiny Faith original instrumental should attract many deejay spins.	74--80--72--70
The Hot Canary	Faith has ensemble strings playing the solo part on this fast-stepping novelty piece. He also has a chorus doing the new lyric which has been put to the piece. A truly ear-catching coverage job which should pick up plenty of business.	86--86--86--86
PERCY FAITH ORK		
The Syncopated Clock	COLUMBIA 39328—An excellent, fine-sounding coverage on this hit. Leroy Anderson instrumental should cop a big piece of the second money.	79--80--78--80
On Top of Old Smoky	Percy Faith Ork-Burl Ives	75--75--75--76
LEE BROTHERS (Paul Weston)		
My Resistance Is Low	COLUMBIA 39303—The Coast counterpart for the Ames Brothers do a pleasing job of this show-like lilt by Hoagy Carmichael and Harold Adamson.	74--78--72--72
The Strange Little Girl	This growing country-style verse-chorus bit of mysticism is treated in a simple, reverent pop manner which could accumulate a steady and sturdy sale.	79--80--79--78
FRANKIE YANKOVIC & HIS YANKS		
Play Ball	COLUMBIA 39327—A bright baseball novelty is done in the engaging Yankovic manner. Could draw seasonal deejay play but doesn't figure for much retail action.	69--75--60--72
Shenandoah Waltz (Matty Matlock)	This catchy territorial waltz is handed the brisk treatment. Should score with Yankovic's Midwestern following.	73--75--70--75
BING & GARY CROSBY		
Moonlight Bay	DECCA 27577—The fabulous pere et fils combine makes light of the oldie in so purely joyous a manner as to insure another big winner.	93--95--91--92
When You and I Were Young Maggie Blues	Gary everything but steals this side from his old man with a performance which reveals those same relaxed qualities which were the making of Bing. Another strong contender.	90--93--89--89
EILEEN WILSON (Sy Oliver)		
I Won't Cry Anymore	DECCA 27546—The Hit Parade thrush fashions a neat chant, with vocal group and ork, of a pretty new ballad. Builds a fine mood and sets a good dance beat.	83--85--81--83
At the Close of a Long, Long Day	A polished job with an excellent nostalgic oldie should draw deejay attention. The coupling represents Miss Wilson's most likely work on wax to date.	83--85--81--83
ANDREWS SISTERS (Vic Schoen)		
Too Young	DECCA 27569—Patti Andrews sings a storm as she makes a solo effort all the way on this growing ballad. Vic Young's backing is effective and simple. A fine coverage job.	84--84--84--85
Gotta Find Somebody To Love	The Sisters unite here for a bright, lively slice of a melodically delightful and infectious waltz. A sturdy effort which could catch for big returns.	87--87--86--88

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Music Mite

MODEL 52
**Insures More Play
with a
SINGLE ENTRY-SLUG PROOF
5c-10c-25c
COIN MECHANISM**

**ONLY Music Mite OFFERS ALL THESE
ADVANTAGES TO MUSIC OPERATORS**

SELECTIVITY including "Cancel" button . . . CREDIT UNIT accepts up to \$2.00 of credits in any combination of coins . . . PROVED PERFORMANCE featuring the famous RCA record changing mechanism and every up-to-the-minute engineering feature . . . SIMPLE TO SERVICE with the exclusive "In-A-Drawer" feature which permits the entire mechanism to be pulled out at once for servicing from the front.

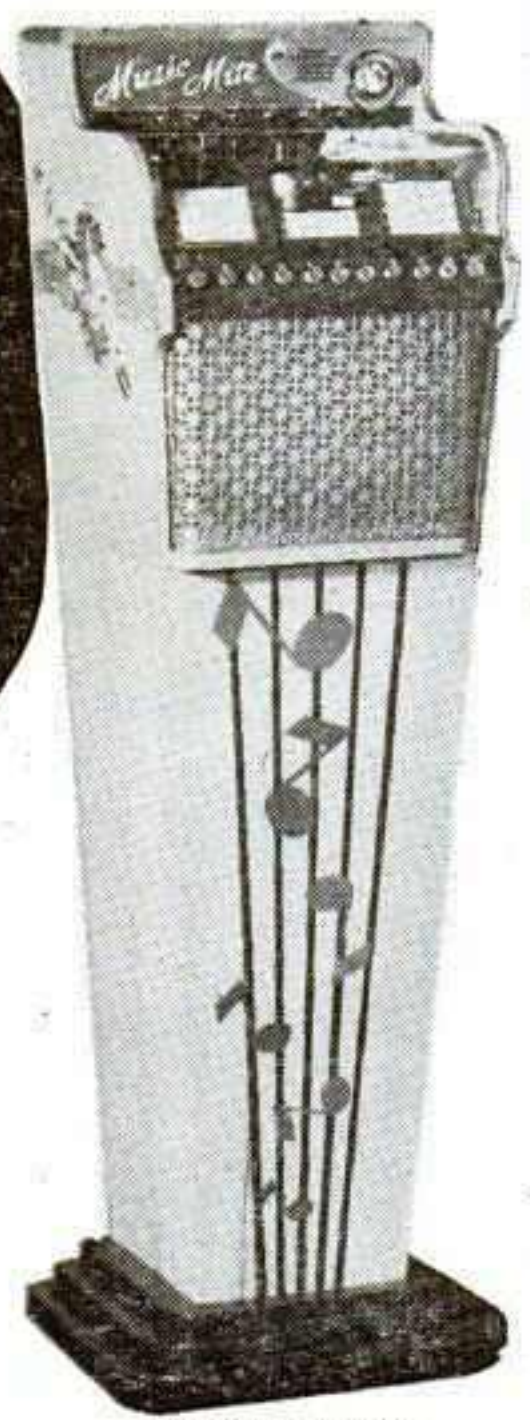
Music Mite defies all imitations because it is tried, tested and proven on location—and offers so much more and costs so much less than any other "small" machine ever built!

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1. Straight 5c Play
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**HEAR IT—SEE IT—BUY IT
TODAY FROM THE WILLIAMS
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PEDESTAL STAND (Optional)
For those locations where space doesn't limit installation to the bar or counter you can set MUSIC MITE on this exquisite pedestal type stand.

BEAUTY . . . PREFERRED!



EVANS' 20 Record, 40 Selection CONSTELLATION

Tastes in architecture and furnishings have matured. Gingerbread and frills have given way to enduring, ever-modern beauty of simple, easily maintained functional design.
In phonographs, Evans' Constellation cabinetry sets the pace. Its clean, smooth lines, emphasizing the basic appeals of motion and light, are welcome anywhere.
This evidence of Quality is backed by the dependable Constellation mechanism . . . trouble free in performance! Together they make a powerful combination for profitable, long-term operating.

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SEE EVANS' PROFIT STIMULATORS ON PAGES 95-96

LABEL AND NO. ARTIST	COMMENT TUNES	78	79	80	81	82	83	84	85	86	87	88	89	90
DICK HAYMES How Thoughtful of You DEC 27545—Haymes warbles a pretty new ballad in pleasant fashion with a tasty ork and vocal group assist.		78	78	78	78									
I'll Never Know Why Haymes is not in the best of form for his warble of one of the likeliest ballads of the day. The orking holds the side together.		75	75	75	75									
VAUGHN MONROE ORK Sound Off VICTOR 20-4113—The familiar military cadence chant is handed a ringing etching rich in spirit and resonance. Vaughn's strongest bid in some time is bound to stir up action.		87	87	86	87									
Oh, Marry, Marry Me Vaughn is in top form as he warbles the lead on an attractive slicing of a pretty, plaintive, folksy verse-chorus item in the current trend. Rounds out one of the likeliest Monroe couplings in months.		86	86	86	86									
EZIO PINZA (Johnny Green, Cond.) September Song VICTOR 10-3256—Pinza, making his Victor bow, applies his big tonsils to this lovely evergreen for a lush and rather austere reading.		77	80	77	75									
Yesterdays The Kern favorite is just a shade better suited for Pinza and he does it up brown. His "South Pacific"-bred following will probably go for this coupling.		79	80	80	78									
PERRY COMO (Mitchell Ayres Ork) Hello, Young Lovers VICTOR 20-4112—Magnificent Como on a magnificent Rodgers-Hammerstein song from "The King and I." This dinking is bound to start the song soaring.		90	90	90	90									
We Kiss in a Shadow More splendid R-H and equally brilliant Como chanting should help establish this beauty as an Honor Roll contender. The coupling should make a big haul.		90	90	90	90									
PATTI PAGE (Jack Rael Quartet) Down the Trail of Achin' Hearts MERCURY 5579—Patti should have another winning slice out of this sincere thrashing of an attractive down-to-earth country moaner. She does the verses solo and doubles with herself for the choruses.		88	88	88	88									
Ever True Ever More Patti turns on her great beat for a crisp reading of a classic set in a rhythmic frame. Good change-up effort for the thrush.		83	85	82	82									
LES BROWN ORK (Lucy Ann Polk) Very Good Advice CORAL 60438—Brown hatches a clean and tasty dance conception of a charming item from the Disney "Alice in Wonderland" score. Lucy Ann Polk vocalizes.		75	78	73	75									
'Twas Brillig Another "Alice" piece, this one drawn from the brilliant nonsense selection, is put to a beat 'or another tasty dance side. Lucy Ann sings it in so-so fashion.		72	75	70	72									
MODERNAIRES (George Cates) I'm Late CORAL 60439—The group, in a fine Cates' setting, does a sprightly job with this lively extract from the Disney "Alice in Wonderland" score.		73	75	72	71									
Alice in Wonderland The lovely title tune from the Disney flick is done rather uneffectively by the group.		60	60	60	60									
AL TRACE ORK (Lola Ameche) Pretty Eyed Baby MERCURY 5609—An almost exact duplication of the Jane Turzey waxing of this same tune, right down to the vamp of the vocal stunts by Lola Ameche. The item has a nickel-catching infectiousness.		78	78	75	80									
That's the One for Me Another novelty, a West Coast flash, draws a crisp shuffle-go from the Trace gang with Lola Ameche and Bobby Hart warbling a chorus each. Another likely juke item.		74	74	70	78									
STAN KENTON ORK September Song CAPITOL 1480—An unusually commercial departure for Kenton is this subdued mood dance reading of the standard with the spotlight on an ensemble vocal by the band—unusually proficient for tootlers. This is Kenton's strongest bid in some years and should certainly draw deejay attention.		82	85	80	80									
Artistry in Tango Kenton, for the umpteenth switch, sets his theme into a crisp tango rhythm. Should please his fans no end.		73	78	72	68									
JAN GARBER ORK (Roy Cordell-Joy Conley) Where the Red Roses Grow CAPITOL 1483—This promising bounce ballad with the "Near You" flavor is handled in the familiar easy-dance style of Garber with a due harmony vocal by Cordell and Miss Conley.		78	78	75	80									
Bright Lights and Blond Haired Women A pleasant, light bouncer serves as the base for a tasty dance slice.		70	70	68	72									
MITCH MILLER ORK-CHORUS (Burt Taylor) Cider Night COLUMBIA 39300—Wonderfully gay dinking of an English drinking song in samba time. A real rousing and spirited performance and live recording should assure this one of a big ride.		89	90	88	88									
By the Moonlight An otherwise dull adaptation of the Beethoven sonata is distinguished by a splendid Burt Taylor vocal. Taylor sounds like a comer.		73	80	70	70									
DORIS DAY (Four Hits-L. Stevens) Very Good Advice COLUMBIA 39295—A lovely item from "Alice in Wonderland" is done with a bewitching charm by Doris with a neat assist from the Stevens' orking. Deejays will spin lots of this one.		82	85	82	78									
It's So Laughable A highly attractive and plaintive ballad is rendered in a warm mood by Doris and the Hits. Here's an item to keep an eye on; it could break thru for big returns.		85	85	85	85									
DORIS DAY (Leith Stevens Ork) Something Wonderful COLUMBIA 39293—From the splendid Rodgers-Hammerstein "King and I" score comes this extremely pretty class ballad. Doris sings it beautifully, if a wee bit too deliberately.		86	87	86	85									
We Kiss in a Shadow Doris, tackling another beautiful "King and I" ballad, spreads her warm glow all over the wonderful lyric. The coupling's bound to be a winning proposition.		87	87	87	87									
LAVIER CUGAT Greek Bolero COLUMBIA 39256—The Cugat band gets a big rich sound in a crisp reading of a pretty original which should please Cugie's still potent following.		74	78	74	70									
Co Co Coconut An enticing medium rumba has a catchy strain and a cute nonsense warbled by Abbe Lane and the ensemble. Should do okay with rumb-addicts.		76	78	75	75									
ENNY GOODMAN SEXTET Lullaby of the Leaves COLUMBIA 39121—Here's a swinging reading of the oldie in as good a sextet record as Benny has produced in recent years.		75	79	75	72									
Temptation Rag Benny stokes up some genuine excitement with this cleverly patterned, driving sextet go on the Dixieland standard. Has sure commercial values if the deejays have it brought to their attention.		78	81	78	75									
VAUGHN MONROE ORK Shall We Dance? VICTOR 20-4114—One of the bright tunes in "The King and I," this makes for a neat dance slice by Vaughn and crew.		78	80	78	77									
On Top of Old Smoky Could come in as second best reading on the heels of the Weavers-Terry Gilkyson smash dinking. A fine, relaxed job by Vaughn and his organization.		85	85	85	85									

(Continued on page 88)

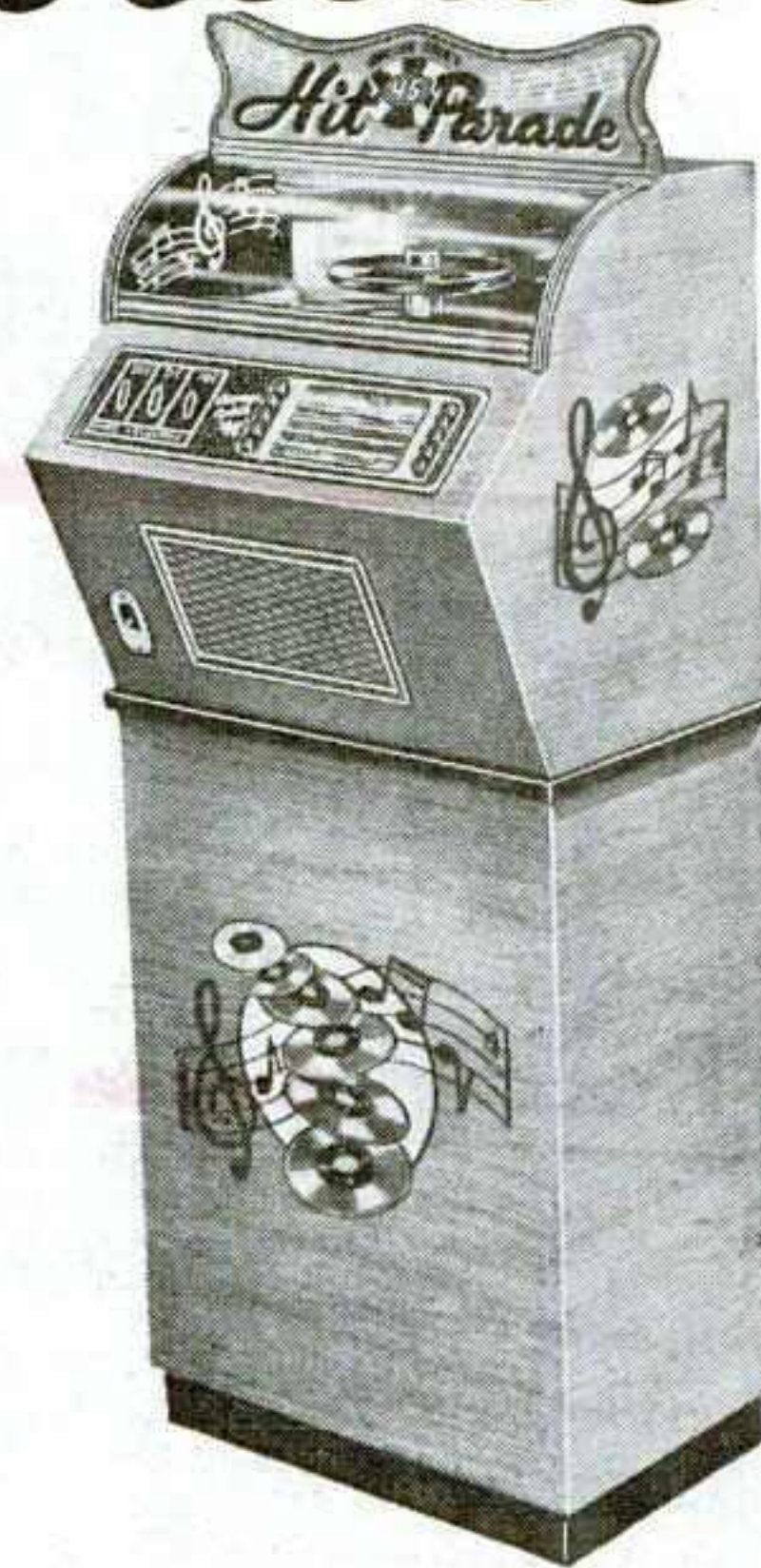
Chicago Coin's "Hit Parade"



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

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

PEDESTAL SIZE
HEIGHT — 30"
WIDTH — 20"
DEPTH — 13"



A MEDIUM-SIZE PHONOGRAPH FOR EVERY LOCATION!

Smaller than a "jumbo" and larger than a "midget," the "45 Hit Parade" fits into any size location. In a large tavern "Hit Parade" stands out. . . . In the corner "hamburger joint" it fits snugly into place. . . . And, in neighborhood shops that are neither large nor small, its medium size is perfect.

QUESTION: WHAT EXCLUSIVE FEATURES DOES THE "45 Hit Parade" HAVE?

ANSWER:

- 1-ELECTRICAL SELECTION**—all of the new standard size phonographs now use electric system. No complaints from patrons—permits connection with wall boxes.
- 2-5c-10c-25c TRIPLE ENTRY** drop coin chute. Most easily convertible to 2 plays 10c—5 plays 25c or 1 play 10c—3 plays 25c.
- 3-LARGER, STURDIER, HANDSOME CABINET**—Made of solid oak veneer—and really built to last. Hand rubbed finish.
- 4-IRIDESCENT LIGHTING**—A spectrum of brilliantly reflected color that rivals the illumination of a "jumbo" phonograph.
- 5-A LARGER SPEAKER**—Using a 9" oval speaker, "Hit Parade" gives greater volume without distortion of tone. The proof is in the listening.

— PLUS THESE —

- CREDIT ACCUMULATOR • CANCEL BUTTON • SELECTIVITY
- RCA SOUND SYSTEM • SIMPLIFIED MECHANISM

SEE "Hit Parade" AT YOUR DISTRIBUTOR OR WRITE TO CHICAGO COIN FOR DETAILED COLOR FOLDER

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Insert Bushing Converts 5c Wall Boxes to 10c

Fits All 5c Boxes

25¢ Each

See Your Distributor
or Write Direct

MID-WEST DISTRIBUTING CO.

208 N. Madison St. Rockford, Ill.

Louisville Rep In New Offices

LOUISVILLE, April 18.—Southern Automatic Music moved to larger quarters here today. Features of the new location include a large parking lot which is convenient to both offices and shops, better loading facilities, air conditioning, enlarged showroom space, a modern parts department and new servicing equipment. Firm is distributor for AMI and amusement games.

Dime Play Okayed

Continued from page 84

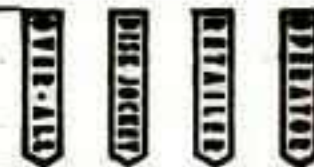
Nebraska Music Company, Omaha; Hy Sandler, Lieberman-Hy-G Music, Minneapolis; Ray Selman, La Beau Novelty, St. Paul, and Sol Fried, Howard Sales, Omaha. Gordon Stout, Pierre, S. D., operator, was honored by the association on Monday, with that period of the meeting set aside as Gordon Stout Day. The banquet held Monday night featured eight door prizes, awarded by Stout's daughter.

Record Reviews

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

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

LABEL AND NO.
ARTIST COMMENT
TUNES



Continued from page 87

POPULAR

TONY FONTANE (Low Douglas Ork)

A Love Like Yours

76--77--75--76

MERCURY 5611—Fontane hands a warm, feelingful effort to a pretty new Italian-derived ballad. Another plus effort for this highly promising Chicago youngster.

No One But You

76--77--75--76

This scintillating new class waltz is well done by Fontane, vocal group and the Douglas ork.

AL TRACE ORK

Good Night Cincinnati, Good Morning Tennessee

75--75--73--77

MERCURY 5610—This catchy oatune, showing c & w promise, is handed a neat pop-style go here with Bobby Hart serving up the lyric.

Chew Tobacco Rag

77--75--75--82

A bit more of the country feel is added to this pop reading of a fast-stepping c & w novelty via the vocal efforts of "Arky." Could catch a steady flow of juke action

BOB CONNALLY (Low Douglas Ork)

Kentucky Waltz

73--77--70--71

MERCURY 5608—Newest pop market crack at the territorial waltz is a pretty tune. Newcomer Connally shows potential on this tasty reading.

Chapel of the Roses

77--82--74--74

Connally is even more impressive on this glowing treatment of a highly attractive current plug ballad. Deejays should pick up on this Connally guy—he could be a talent of tomorrow

BENNY STRONG ORK

Pretty Little Bells

76--76--73--79

CAPITOL 1462—This attractive and promising bounce gang-song draws a clean-cut and lively reading by Strong and his ensemble. Good juke fare here.

Are You Sincere?

69--70--67--70

Tasty dance slicing of a pleasant oldie spots a neat Strong vocal effort.

Wis. Ops Set 10-Cent Play

Continued from page 84

for-a-quarter play, with only a few locations trying the two-for-a-dime, five-for-a-quarter price.

Regional op meetings will be held by WPOA members in the next few weeks to work out further details of 10-cent play tests, it was decided, at which time answers to the conversion cost problem will have been received.

Fair Trade Talks

After relaying the information on the California Fair Trade and Unfair Practices Act given to the MOA convention by Howard Call, Pierce reported that he had investigated the Wisconsin Fair Trade Act, and found it inadequate as far as coverage for the coin machine operator was concerned. At present the association prexy stated, there was little that could be done—it would take practically a new law to achieve the desired coverage.

During the course of the meeting, Pierce read letters from George A. Miller, MOA president, explaining the new fiscal year set-up; a promotion program sent along by Dick Steinberg, and a message from the South Dakota Phonograph Association which was meeting in Watertown the same day (see separate story).

Conversation with operators in attendance at the WPOA session indicated that they had already

okayed the proposed Five-States convention (see separate story).

Business meeting was preceded by a round-table luncheon discussion, which covered various local operating problems, record and equipment cost and dime play

COVEN SUPPLIES 10c PLAY DECAL

CHICAGO, April 14.—Coven Distributing, Wurlitzer rep in this area, has prepared a special decal for operators to use in conjunction with 10-cent play tests. The decal, Ben Coven, firm head, reported, is to blend in with the decor of a juke box, rather than to just be pasted on the front of a machine. Decals are being made by the Chicago Decalcomania Company, and will be made available to ops shortly.

Firm also reported it had received information from the Wurlitzer factory that all postwar models of that firm's juke box line can be switched to dime play with the following coin combination: two nickels, one dime, and quarters.

Distrib has set up a special department in its service division to assist ops in the switchover from nickel to dime play, Coven stated.

The Only Counter Model Phonograph Featuring 12 SELECTIONS RISTAUCRAT

S-45

the 12 Record *Selective* 45 RPM Phono

Operators are selecting the RISTAUCRAT S-45 because offers:
(1) low investment in capital, (2) greater appeal on location
and (3) twelve records to play. Write today for full details
about the dramatic new S-45.

Check These 5 BIG Advantages . . .

- EYE-CATCHING 3-COLOR CABINET
- TROUBLE-FREE OPERATION
- RECORDS PLAY IN ROTATION
- CREDIT UNIT—UP TO 20 PLAYS
- TAKES UP TO 5 WALL SPEAKERS

RISTAUCRAT, Inc.

1216 E. Wisconsin Ave. Appleton, Wis.

ROCK-OLA

Rocket

BETTER TONE

Compact Rocket Amplifier has receptacle wired for remote volume control plug-in. A 500 ohm line output for auxiliary speakers. Base compensated volume control — individual three point treble control and three point base control.

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

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:

BB'S COLLEGE POLL. The second installment of the survey of top musickers named by colleges and universities (Music Department).

AMUSEMENT INDUSTRY RECEIPTS TRIPLE. The U. S. business census for 1948 reports upswing in showbiz receipts. (General Department).

REMINGTON HAS NEW 45 LINE Low-price LP diskery has bowed in a new low-price 45 boxed-set (Music Department).

LOWDOWN ON BANDS Teen-agers give out with frank opinions on name orks (Music Department).

And other important news items as well as the Honor Roll of Hits and pop charts.

**YOU ARE BUILDING A GREATER AMERICA
WHEN YOU HELP THE AMERICAN HEART**

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

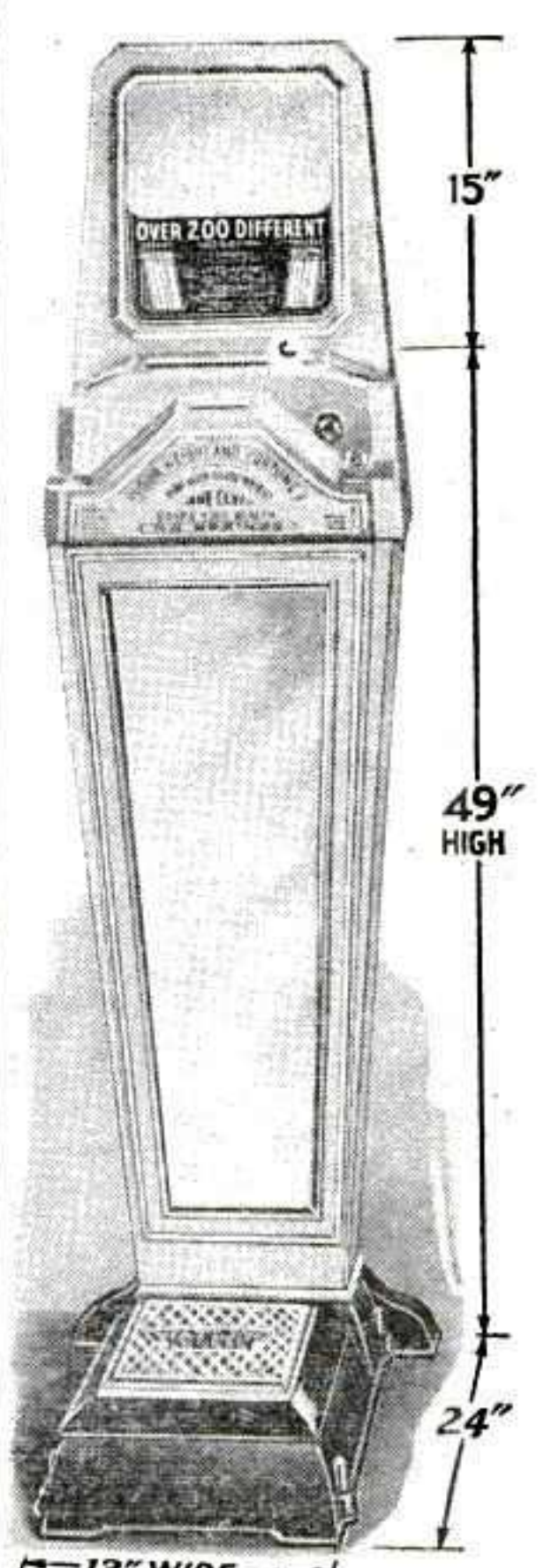
Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of April 14	Issue of April 7	Issue of March 31	Issue of March 24
ABC (roll down).....	\$35.00	\$35.00		
Advance Rolls (Genco) (roll-down).....	35.00(2)	19.50 (2)	\$35.00	\$35.00
Ali Baba (Gottlieb).....	49.50	45.00 49.50	45.00 49.50	39.50 49.50
Alice In Wonderland (Gottlieb)	49.50(2)	49.50 55.00	49.50 55.00	49.50
Aquacade (United).....	69.50 104.50	104.50	74.50	74.50
Arizona (United).....	159.50	154.50 159.50	119.50	119.50
Atom Jet (Mutoscope).....				150.00
Auto Rail (roll down).....	35.00	35.00		
Baby Face (United).....	39.50		49.50	49.50
Bally Hoo (Bally).....			40.00	
Bango (Chicago Coin).....	49.50	39.50 49.50		
Banjo (Exhibit).....				34.50
Bank-a-Ball (Gottlieb).....	135.00		145.00	139.50
Barnacle Bill (Gottlieb)...	49.50 50.00	55.00 69.50	55.00	49.50
Basketball (Chicago Coin)...		159.50	169.50	134.50 169.50
de Bop.....	149.50	149.50		225.00
Bermuda (Chicago Coin)...	49.50		24.50	114.50
Big City (roll down).....	35.00	35.00		24.50
Big Top (Genco).....	89.50	89.50	54.50	24.50
Black Gold (Genco).....	69.50 75.00	69.50 89.50		54.50
Blue Skies (United).....	49.50	49.50 54.50	49.50 54.50	44.50 49.50
Boston (Williams).....	99.00 124.50	124.50	125.00	104.50
Bowling Champ (Exhibit)...	99.50	99.50		94.50
Bucaneer (Gottlieb).....	44.50 74.50	69.50 74.50	69.50	49.50
Buffalo Bill (Gottlieb).....	109.50	129.50	140.00	140.00
Build Up (Exhibit).....		55.00	55.00	
Buttons and Bows (Gottlieb)	109.50	79.50 109.50		79.50
Camel Caravan (Genco).....	99.50		145.00	150.00
Canasta (Genco).....	129.50 149.50	149.50		
Caribbean (Williams).....		34.50		
Carnival (Bally).....	64.50 89.50	89.50	89.50	90.00
Carolina (United).....			75.00	64.50
Catalina (Chicago Coin).....	49.50			29.50
Champion (Bally).....	324.50 350.00	275.00 (2)	295.00 300.00	325.00 349.50
	375.00 425.00	295.00 (2)	325.00 (3)	375.00 (2)
	300.00 295.00	309.50 324.50	349.50	395.00 (2)
	289.50	329.50 349.50	375.00 (2)	
	275.00(3)	350.00 (2)	395.00 (2)	
		360.00 374.50		
Champion (Chicago Coin)...	89.50	89.50		
Chico (Chicago Coin).....		34.50	50.00	
Chinderella (Gottlieb).....	49.50(2)	49.50 (2) 50.00		34.50 49.50
Citation (Bally).....	224.50(2)	175.00	200.00 215.00	225.00 245.00
	235.00 279.50	195.00 (3)	225.00 (2)	249.50 250.00
	204.50 195.00	200.00 214.50	250.00 259.50	275.00 279.50
		219.50 224.50	275.00	
		235.00	295.00 (2)	
		249.50 (3)		
		250.00 259.50		
College Daze (Gottlieb).....	62.50 99.50(3)	99.50 135.00	140.00	119.50
	135.00			
Colly Races (Gottlieb).....		39.50 59.50		
Collias (Williams).....	99.50	99.50		89.50
Colt-icer (Williams).....	100.00 119.50	169.50		
	169.50			
Com-Wa-Ditty (Williams)...	49.50	49.50	49.50	39.50 49.50
Comble Feature (Bally).....		189.50		194.50
Combeamy (Williams).....	135.00 139.50	135.00 139.50	135.00	134.50
Comight Balls (Pamco).....				
Comroll down).....		29.50		
ComPaso (Williams).....			79.50	
ComPrika (Bally).....			195.00	
Comighting Irish (Chicago Coin)	149.50			174.50
Comoating Power (Genco).....	74.50	74.50 85.00	70.00 85.00	85.00
Comying Saucers (Genco).....		175.00		
Comur Horsemen (Gottlieb)....	145.00 169.50	169.50 175.00	170.00	164.50 169.50
	175.00	189.50		
Comotball (Chicago Coin).....	99.50	125.00	105.00	105.00
Comsshie (Williams).....	135.00	135.00 149.50	125.00 129.50	129.50
Comsrgia (Williams).....		179.50	169.50	
Comrummy (Gottlieb).....	99.50			
Commo (Williams).....			39.50	
Comld Ball (Chicago Coin).....	39.50			
Comld Cup (Bally).....	99.50 109.50	79.50 90.00	89.50 180.00	89.50
	124.50 150.00	124.50 129.50		145.00 (2)
		134.50 139.50		
Comld Mine (roll-down).....		45.00		
Comden Gloves (Chicago Coin)	99.50 225.00	99.50	99.50	99.50
Comdola (Exhibit).....	44.50 69.50	69.50		
Comnd Award (Chicago Coin)...	64.50	55.00 64.50	55.00	65.00
Comvest Moon (Bally).....	79.50	79.50		59.50
Comvest Time (Genco).....	149.50	159.50 165.00		
Com'N Run (Daval).....		39.50		
Comroll down).....		39.50		
Comlday (Chicago Coin).....	59.50	59.50		
ComRods (Bally).....	99.50			
Comnpty Dumpty (Gottlieb)...	99.50	47.50	34.50	
ComRoll (Bally) (roll-down)...		29.50		
Comk'n Jill (Gottlieb).....	32.50 49.50		39.50	
Comiboree (Exhibit).....		39.50		
Comey Special (Bally).....	79.50(2)	69.50 74.50	99.50 115.00	89.50 115.00
	125.00 159.50	75.00 79.50 (2)	125.00 (2)	159.50
		89.50 (2)	139.00 159.50	
		109.50		
		125.00 (2)		
Comr (Gottlieb).....	169.50	169.50		189.50
Com(Exhibit).....	159.50			154.50
Com21 (Gottlieb).....	59.50 69.50	59.50 74.50 (2)	79.50 90.00	65.00 79.50
	74.50 89.50	89.50		119.00
	119.00			
Comucky (Bally).....			349.50	
ComJones (Gottlieb).....	119.50		134.50	
ComArthur (Gottlieb).....	90.00 109.50	139.50	140.00	125.00
	139.50			
ComRobin Hood (Gottlieb)...			60.00	
ComYear (Marvel).....			49.50	
Comngton (Bally).....			249.50	
ComUp (Keeney).....	32.50	32.50		
Comy Inning (Williams)....	104.50		32.50	
Comson Sq. Garden				
Comottlieb).....	169.50	169.50	175.00	
Comc (Exhibit).....	59.50	59.50		
Comr League Baseball				
Comnited).....	39.50	39.50 44.50	39.50 40.00	34.00 39.50

	Issue of April 14	Issue of April 7	Issue of March 31	Issue of March 24
Majors of '49 (Chicago Coin)	44.50 89.50	89.50		49.50
Manhattan (United).....				24.50
Mardi Gras (Genco).....	49.50 50.00	49.50 (2)	49.50	99.50
Maryland (Williams).....	89.50 124.50	124.50	100.00	99.50
Mercury (Genco).....		139.50		124.50
Merry Widow (Genco).....	49.50 54.50	55.00	55.00	
Mexico (United).....				24.50
Monterrey (United).....	49.50			39.50
Moon Glow (United).....	49.50	49.50	49.50	49.50 (2)
Morocco (Exhibit).....	49.50			
Nevada (United).....				24.50
Oklahoma (United).....	69.50 95.00	95.00 119.50		
	119.50			
Old Faithful (Gottlieb).....				129.50
One, Two, Three (Mills).....	69.50	69.50		
Paradise (United).....	49.50	49.50	49.50	44.50 49.50
Photo Finish (Universal)...	225.00 275.00	225.00 269.50	260.00 275.00	295.00 335.00
	375.00(2)	275.00 (2)	295.00 (2)	350.00 375.00
		299.50 (2)	299.00 300.00	
		349.50 350.00	325.00 335.00	
			375.00	
Pinch Hitter (United).....	59.50(2)	59.50		
Pinky (Williams).....				184.50
Playtime (Exhibit).....	79.50		95.00	99.50
Pokerino (Mutoscope) (roll down).....			49.50	
Pro Score (Ponsler) (roll down).....	50.00	19.50 50.00		
Puddin Head (Genco).....		59.50	55.00 59.50	
Punchy (Chicago Coin).....		175.00		174.50
Quarterback (Williams).....	89.50 110.00	89.50 110.00	110.00	94.50 (2)
		125.00		110.00
		100.00		
Racer (Bally).....				
Rag Mop (Williams).....	165.00			
Rainbow (Williams).....	59.50			
Ramona (United).....		55.00	55.00	49.50
Rancho (Bally).....		39.50	39.50 49.50	
Rip Snorter (Genco).....	99.50	119.50 129.50		
Robin Hood (Daval).....		34.50		39.50 (2)
Robinhood (Gottlieb).....	39.50 49.50		39.50	
Rocket (Bally).....	99.50 149.50	129.50 149.50		139.50
	150.00 159.50			
Rockette (Gottlieb).....		179.50	109.50	169.50 179.50
Rondeevoo (United).....	39.50 49.50	39.50 49.50	39.50	34.50 49.50
Round-Up (Gottlieb).....		50.00	74.50	59.50
St. Louis (Williams).....	49.50 99.50	89.50 99.50	100.00	89.50
Sally (Chicago Coin).....	49.50	49.50 59.50	54.50 65.00	49.50 (2)
Samba (Exhibit).....		34.50		
Saratoga (Williams).....	49.50			
Screwball (Genco).....	59.50	39.50 50.00		34.50
		54.50 59.50		
Select-A-Carp (Gottlieb)....	124.50	95.00 124.50	95.00(2) 120.00	95.00 (2) 99.50
Serenade (United).....	59.50	59.50	49.50	49.50
Shanghai (Chicago Coin)...		45.00	60.00	
Shantytown (Exhibit).....	79.50 129.50	79.50		
Sharpshooter (Gottlieb)...	69.50 89.50	69.50 89.50	89.50 95.00	99.50
	94.50 95.00			
Short Stop (Exhibit).....		29.50		45.00
Show Boat (United).....				49.50
Singapore (United).....	39.50(2)			24.50
South Pacific (Genco).....	104.50 109.00	119.50 (2)	140.00	99.50
	119.50 129.00	129.50		
Special Entry (Bally).....	64.50 110.00	49.50 59.50	49.50 65.00	49.50 75.00(2)
	125.00	74.50 79.50 (2)	79.00 110.00	95.00 110.00
		125.00	125.00	
Speed Way (Williams).....				49.50
Spinball (Chicago Coin)...	39.00 39.50	39.50 (2)	39.50 (2)	39.50
Sportsman Roll (Square)...		19.50 (2)		
Spot Bowler (Gottlieb)....				184.50
Spot Lite (Esquire).....		39.50		
Stardust (United).....	49.50			
Stormy (Williams).....	49.50	49.50		
Summer Time (Gottlieb)...	49.50(2)	49.50 65.00	49.50	44.50 49.50
Sunny (Williams).....	39.50 49.50	39.50 49.50	39.50	39.50
	60.00			
Super Hockey (Chicago Coin)	59.50 69.50	69.50 89.50	80.00	144.50 169.50
	85.00 89.50			
Sweetheart (Williams).....				
Tahiti (Chicago Coin).....	79.50 89.50	119.50		
		119.50		
Tampico (United).....		59.50		
Telecard (Gottlieb).....		94.50		109.50
Temptation (Chicago Coin)...	59.50 69.50	59.50 69.50		69.50
Tennessee (Williams).....	39.50 49.50	39.50 69.50	39.50 80.00	39.50 80.00
Texas Leaguer (Keeney)....	50.00 89.50	50.00	50.00	50.00
Three Feathers (Genco).....	69.50 89.50	69.50 99.50	90.00	
		99.50		
Three Musketeers (Gottlieb)	102.50 134.50	135.00	140.00	114.50
	135.00			
Thrill (Chicago Coin).....		39.50	34.50 39.50	34.50 39.50
Total Roll (Genco) (roll-down).....		35.00(2)	35.00(2)	35.00
Touchdown (Abco).....				35.00
Trade Winds (Genco).....	49.50	29.50 55.00		34.50
Frindao (Chicago Coin)....	49.50			
Frispie Action (Genco).....		44.50 49.50	44.50 55.00	55.00
		55.00		
Tripiets (Gottlieb).....	169.50	169.50		159.50 169.50
Tropicana (United) (roll-down).....				24.50
Tucson (Williams).....		95.00 100.00		94.50
Tumbleweed (Exhibit).....				89.50
Utah (United).....	89.50 124.50	124.50		114.50
Victory Special (Bally)....		39.50 49.50	69.50	40.00
		69.50		
Virginia (Williams).....	39.50 49.50	39.50(2)	39.50 (2)	39.50
Whirl-A-Ball (Amusement Enterprises).....	12.50	12.50	12.50	20.00
Wisconsin (United).....	39.50	34.50 39.50	39.50 50.00	39.50
Whizz (Genco).....	19.50	19.50		19.50
Wurl-a-Ball (Lynco).....		250.00		
Yanks (Williams).....	49.50(2)	49.50(2)	49.50	34.50 49.50

(Continued on page 90)



WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

4

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

- Star Series with new Batting Assembly \$129.50
Quarterback with Batting Assembly Conversion 99.50
Bowlette 39.50
Bally Speed Bowler 89.50

Brand New Williams 2-Player BIG LEAGUER

Rebound shuffle baseball game with cut-out figures running bases.

WRITE

MUSIC

- Seeburg 146S \$219.50
Seeburg 146M 259.50
Seeburg 148M Hideaway plus 6 1948 3-wire 5c boxes, all like new, complete 525.00

1/2 dep. with orders under \$50

1/3 dep. with orders over \$50

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

AGENTS IN FRANCE

FRANCO AMERICAIN DISTRIBUTION AUTOMATIQUE

32 Rue Rodier Paris-9e, France

NEW GAMES

- 5-BALLS CONTROL TOWER MINSTREL MAN STOP AND GO
SHUFFLE BIG LEAGUER DOUBLE HEADER UNITED 5-PLAYER DELUXE TWIN BOWLER
We have a complete stock of reconditioned used games of all types. PRICED RIGHT!

ATLAS NOVELTY CO.

2200 N. Western Chicago 47, Ill. Phone: Armitage 4-5005

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 89

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.

Table with columns for machine name and issue dates (April 14, April 7, March 31, March 24). Lists various machines like Ace Bomber, Air Hockey, Air Raider, etc.

Table with columns for machine name and issue dates (April 14, April 7, March 31, March 24). Lists various machines like Hit-A-Homer, Hit & Run, Hockey, etc.

DAN STEWART COMPANY

Distributors for Universal, Rock-Ola, Exhibit, United, Genco, Chicago Coin and Automatic Products Co. Telephone: 9-9931 4-5209

NEW-WRITE FOR PRICES

- C. C. The Thing Ge. Stop & Go Ex Gun Patrol
R.M.C. Rocket, 50-'51 R.M.C. 5-10-25' Wall Box A.P.C. Smokeshop
Unv. Deluxe Twin Bowler Unv. Winner Un. 5-Player Shuffle Alley

USED MACHINES

Table with columns for machine name and price. Lists machines like Ba. Carnival, Ba. Melody, Ba. Rancho, etc.

OPS Sets \$65 Tungsten Price

WASHINGTON, April 14.—The Office of Price Stabilization (OPS) has set a ceiling price of \$65 a ton on all sales of tungsten, the vital mineral used in electrical wire filament and contacts for radios, coin machines and other electronic devices.

Current consumption absorbed an average of 11,000,000 pounds a year with less than 5,000,000 pounds produced domestically. In 1948 and 1949 the U. S. imported 4,750,000 pounds of tungsten from China alone.

Coinmen You Know

Continued from page 83
ny O'Brien, Beverly Koenen and Phyllis Kappenman all celebrating birthdays. In addition, O'Brien and his wife, Christine also are marking another wedding anniversary. . . . Jim Koller is the new

salesman for the Mercury and other Major Distributor products. Jim is covering Southern Wisconsin. Kenny Schmitt former Major stockroom man stationed at Fort Leonard Wood, Mo.

DES MOINES, April 14.—A Gen. Robert Larson has issued a ruling making it illegal to award a prize for high score on bowling games or other similar coin-operated machines.

GREATER VALUE AT COVEN

Table with columns for machine name and price. Lists machines like All Baba, Alice in Wonderland, Barnacle Bill, etc.

GOVEN

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

distributing company 3181 Elston Chicago 18, Ill. Independence 3-2210

Authorized Distributors for Bally and Wurlitzer Products Phonographs

FIRST-CLASS PHONOGRAPH AND PIN TABLE MECHANIC WANTED

WOLF DISTRIBUTING COMPANY 2854 Champa St. Denver, Colorado

4 Floors Chuck Full—Ready for Immediate Delivery ARCADE-LOCATION & SUPPLY

Table with columns for machine name and price. Lists machines like Gun Patrol, Write Astro-Scope, Write Astro-Scope, etc.

Scoring Boards and Balls for Batting Practice and Pitch 'Em & Bat 'Em On Hand

SAVE MONEY—SAVE TIME—BUY EVERYTHING FROM MUNVES

Write for Catalog—120 Illustrations. MIKE MUNVES 577 10th Ave. (at 42nd St.) New York 18, N. Y. Bryant 9-6677

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of April 14	Issue of April 7	Issue of March 31	Issue of March 24
AIREON				
Deluxe	\$59.00 59.50	\$75.00 95.00	\$45.00 75.00	\$45.00 95.00
Fiesta	125.00	125.00	125.00	125.00
400		150.00		
AMI				
High Boy		35.00		
Hide Away		225.00		
Model A	375.00	375.00 395.00	395.00 465.00	375.00 395.00
Model B	475.00	525.00 595.00		
Singing Towers		35.00		
Streamliner		35.00		65.00
FILBEN				
Filben			175.00	175.00
Maestro		200.00		
MILLS				
Constellation	129.00	195.00 275.00	195.00	
Empress	25.00 45.00	45.00	45.00	45.00
Throne	45.00	45.00		45.00
PACKARD				
Hideaway	125.00	125.00	125.00	125.00
Manhattan		150.00		159.50
Manhattan '47	199.00		179.00	199.00
7		124.50		75.00
ROCK-OLA				
Commando	49.00 49.50	35.00 49.00	49.00 49.00	49.50
Deluxe		49.50		
Deluxe '39	39.50	39.50 69.00	50.00 69.00	39.50 85.00
Imperial		35.00		
Master '40		69.00	50.00 69.00	50.00 69.00
Playmaster	79.50	79.50	79.50	79.50
Premier		35.00		
Standard '39		35.00 69.00	50.00 69.00	50.00 69.00
Super '40	55.00	35.00 55.00	50.00 69.00	50.00 55.00
'46		69.00		69.00
'47	275.00	259.00 275.00	275.00	275.00
1422	149.50	149.50 199.50	149.50 185.00	149.50 185.00
1426		250.00	250.00 (2)	250.00
1428				375.00
1428 M Glow			375.00 395.00	395.00

SEEBURG

	Issue of April 14	Issue of April 7	Issue of March 31	Issue of March 24
Cadet		35.00 59.50	50.00 59.50	50.00 49.50
Casino	49.50	35.00 49.50		49.50
Cellar Unit	49.50		100.00	100.00
Classic	69.00	35.00 49.50	50.00 69.00	49.50 50.00
Colonel	59.50 69.00	35.00 59.50(2)	59.50 69.00	59.50 69.00
Commander	49.50	35.00 49.50	50.00	49.50
Concert Grand	59.50	59.50		59.50
Envoy	59.50	35.00 59.50	65.00	59.50 65.00
Gem	49.00	35.00		
H 146 M Hideaway	250.00 259.00	249.50 250.00	259.00	250.00 259.00
H-147 M Hideaway		275.00		
H 148M Hideaway	300.00 359.00	300.00 359.00	359.00	300.00 359.00
H 246M Hideaway	269.50 299.00	269.50 299.00	299.00	269.50 299.00
Hightone ES	59.00	59.00		59.00
Hightone RC	69.00 69.50	69.00 69.50(2)	69.00	69.00 69.50
Lotone		79.50		
Major	79.50	35.00 79.00	79.00	79.00
Mayfair	49.50	49.50 59.50	59.50	49.50
Plaza	39.50	35.00 39.50		39.50
Regal	49.50 59.00	35.00 49.50	59.00	49.50 59.00
Royal	39.50	39.50		39.50
Vogue	49.50	35.00 49.50(2)	50.00	49.50 50.00
'48		425.00		
146		250.00 295.00		
146 M	264.50 279.50	250.00 264.50	250.00 264.50	250.00 264.50
146 S	234.50 259.50	234.50 239.50	234.50 239.50	234.50 249.00
147		300.00		
146-147 M	289.50 315.00	289.50 295.00	295.00 (2)	289.50 300.00
147 M	349.00	300.00 349.50	349.00 (2)	295.00 315.00
147 MA		389.00		
147-BM		389.00	389.00	335.00 389.00
147 S	254.50	254.50	254.50	254.50 299.50
148 M		350.00 375.00	395.00 409.00	375.00 395.00
148 ML	425.00 439.00	425.00 449.00	449.00	425.00 449.00
146-148M	315.00	315.00 329.00	329.00	315.00 329.00
148 SL		395.00		
1941 RC Special	79.50 99.00	79.50 99.00	99.00	79.50 99.00
7850		50.00		50.00
8200	69.50	35.00 69.50	69.50	69.50
8800	69.50	35.00 69.50	50.00 69.50	50.00 69.50
9800	25.00 69.50	35.00 69.50	50.00 69.50	50.00 69.50
		110.00		110.00
WURLITZER				
Colonial	95.00	95.00 99.50	95.00	95.00
24		129.50		
41		35.00		
61	65.00	65.00	65.00	65.00
71	75.00	35.00 75.00	50.00 75.00	50.00 75.00
312	85.00	59.50 85.00	50.00 85.00	50.00 85.00
412		35.00		
500	59.50	59.50(2)	50.00 59.50	50.00 59.50
600	50.00	75.00 35.00 75.00	50.00 75.00	50.00 (2) 75.00
600A		64.50		
600K	69.00	69.00 69.50	59.50 69.00	69.00
600R	69.00	64.00	64.00	64.00
616	39.50	65.00 35.00 69.50	40.00 65.00	39.50 40.00
700		79.50		
750		59.95		89.50
750E	99.50	112.50	114.00 145.00	124.50
780		129.00		129.00
800		129.00		129.00
850	79.50 89.00	35.00 79.50	79.50	89.00
859	95.00	117.50	89.00 99.50	
950		117.50		
1015	249.50	249.50 275.00	289.00 (2)	249.50 289.00
	275.00(4)	279.50 289.00	295.00 (2)	295.00
	279.00	295.00(2)	300.00	
1080	269.00 295.00	279.50 285.00	265.00 289.50	289.00 295.00
1100	375.00 439.00	295.00 300.00	295.00 (2)	425.00 459.00
	445.00 450.00	445.00(2)	449.00 475.00	495.00
		449.00 450.00	495.00	
1250	569.00	579.00	575.00 595.00	595.00 599.00
		595.00(2)	599.00	
Victory	39.00	39.00 50.00	39.00	39.00

(Continued on page 92)

SENSATIONAL VALUES

All Perfect — Ready for Location

GUARANTEED FULL REFUND IN 10 DAYS IF NOT SATISFIED

ARCADE EQUIPMENT

Seeburg "SHOOT THE BEAR" (Like New) \$339.50
 Seeburg "RAY-O-LITE" Guns 49.50
 ACE BOMBER 79.50
 MUTOSCOPE CRANE 79.50
 Bally "RAPID FIRE" 99.50
 Williams "QUARTERBACK" 89.50
 Williams "STAR SERIES" 139.50
 Williams "SKY FIGHTER" 79.50
 Williams "ALL STAR" 49.50
 Chicago Coin "ALL STAR HOCKEY" 59.50
 POP CORN MACHINES (Like New) 29.50
 SHOE SHINE MACHINES (Like New), Real Money Maker 99.50

CHICAGO COIN BAND BOX (BRAND NEW) \$229.50

MUSIC

AMI

"SINGING TOWERS" (Plastic Veneer) \$99.50
 MODEL "A" 395.00
 MODEL "B" 495.00
 "STREAMLINERS" 79.50

ROCK-OLA

"1422" (Like New—Plastic Veneer) \$249.50
 "MASTERS—STANDARDS—PLAY-MASTERS" 99.50

SEEBURG

"46" \$249.50 "47" \$299.50
 "49" \$349.50
 "CLASSICS" (AS IS—BUT COMPLETE) 59.50
 "HI-TONES" (AS IS—BUT COMPLETE) 79.50
 "VOGUE" (AS IS—BUT COMPLETE) 69.50
 "ENVOY" (AS IS—BUT COMPLETE) 69.50

SEEBURG "LO-TONES" OUR SPECIAL ... \$149.50

Mills "THRONE—EMPRESS" \$99.50

WURLITZER '71-61,' \$49.50 UP

(Counter Stands to go with same)

WURLITZER

"1015" \$279.50 "850" \$99.50
 "616" (AS IS—BUT COMPLETE) 34.50
 "700" (Like New) 119.50
 "750" \$149.50 "600-R" 59.50
 "400" (Key Board) 79.50

NEW CABINETS

For All Cellar Jobs With Enclosed Life \$49.50

WALL BOXES

PACKARD "3020," 5c \$14.95
 WURLITZER "3020," 5c 29.50
 SEEBURG (3 Wire & Wireless) 29.50
 PERSONAL 1.95
 SOLOPHONE 2.95
 *Amplifier and Wire To Go With Same.

RECORD SPECIALS

OPERATORS' ASSORTMENT
 Hillbilly, Race (Spirituals) & Pop. All Recorded by Nationally Known Artists.
\$18.00 Per 100
 25¢ in Less Quantity

PINS

Brand New "STOP and GO" Write Genco's "TRI SCORE" \$199.50

ALL TYPES PIN GAMES with FLIPPERS starting at \$19.00 UP

ONE BALLS

Bally "VICTORY DERBY" \$49.50
 Bally "VICTORY SPECIAL" 49.50

SHUFFLE ALLEYS

Best Buy of the Year
SPARES & STRIKES
 (Like New) All New Parts in Working Condition—\$149.50.
 Start the Season Right.
 Chicago Coin "PLAY BALL" (New) Write Bally "SPEED BOWLER" \$99.50
 BINGO ROLLS 49.50
 Chicago Coin "BOWLING CLASSICS" 129.50
 Chicago Coin "ACE BOWLER" (Free Play) 149.50
 Chicago Coin "SHUFFLE BASEBALL" 59.50
 Chicago Coin "BOWLING ALLEY" (2 Players) 79.50
 Chicago Coin "BOWLING ALLEY" (2 Players—Fly-Up Pins) 124.50
 FLASH BOWLER—A Real Ski Ball Alley (Like New) 99.50
 Genco "ADVANCE ROLLS" 59.50
 Genco "BOWLING LEAGUE" (8 Ft.) 39.50
 Genco "BOWLING LEAGUE" (9 1/2 Ft.) 39.50
 Genco "BASEBALL SHUFFLE ALLEY" (Console Model—6 Ft.) 149.50
 Genco "BASEBALL SHUFFLE ALLEY" (8 Ft.) 129.50
 Genco "BOWL-A-LINE" (Brand New) 199.50
 HIT and RUN BASEBALL (Shuffle Alleys), by National United "SHUFFLE ALLEY" EXPRESS 119.50

Q-BALL TABLE (Like New) .. \$149.50

Original California "TEN PINS" \$49.50
 Williams "DOUBLE SHUFFLE ALLEY" 49.50

1/3 With Order, Bal. C.O.D. ORDER TODAY!
 All Our Merchandise Must Be Seen To Be Appreciated

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903

DEPEND

On London Equipment To Give You a Long "Run" for Your Money! It's Tops in Value and Quality!

TRY LONDON FOR A REAL GOOD BUY!

PHONOGRAPHS—ACCESSORIES

SEEBURG COLONEL \$69.50
 SEEBURG 8200, 8800, 9800 69.50
 SEEBURG W156 WIRELESS BOXES, Refinished, Recondition, Ea. 27.50
 ROCK-OLA PLAYMASTER 79.50
 3 Complete Hostess Systems (units of 10) MAKE AN OFFER!

ALL CLEANED! ALL CHECKED!

GAMES

7-MI Pool Table \$49.50
 Sunny 39.50
 Yanks 49.50
 Virginia 39.50
 Tennessee 39.50
 Wisconsin 39.50
 Spinball 39.50
 Thrill 39.50
 Major League Baseball 39.50
 Rodeo 39.50
 Paradise 39.50
 Blues Skies 49.50
 Summer Time 49.50
 Moon Glow 49.50
 Sally 49.50
 Dew-Wa-Ditty 49.50
 All Baba 49.50
 Cinderella 49.50
 Alice in Wonderland 49.50

Specify second choice

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

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.

Name _____ 540
 Address _____
 City _____ Zone _____ State _____
 Occupation _____

EUROPEAN OPERATORS

CONTACT US FOR ALL COIN OPERATED EQUIPMENT

YOU NAME IT AND WE'LL DELIVER TO YOU IN PERFECT CONDITION AT THE RIGHT PRICE

We have satisfied customers all over the world

INTERNATIONAL AMUSEMENT CO.

5 PARKHURST STREET • NEWARK 2, NEW JERSEY
 Bigelow 8-9707

LATEST and BEST MONEY MAKER NAVAJO

Loads of Fun EVERYBODY PLAYS IT

- Small Investment
- Excellent Returns
- Easy to Operate
- Takes Pennies, Nickels, Dimes or Foreign Coins
- Usually Repays Investment Each Month
- Initial Cost Your Only Expense
- Every Business Place a Location
- Large Profits for Distributors

DISTRIBUTORS OR OPERATORS—Order a sufficient supply for your territory immediately! Samples, \$14.50. Cash with orders, 4 or more, \$12.50. 1/3 cash with order, balance C.O.D. Wire, phone or air mail.

Candle & McCrory Mfg. Co.
 1119 East Van Buren St. Phoenix, Arizona
 Phone 27423 or 36958

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

GUARANTEED ONE BALLS BOWLING GAMES AT LOWEST PRICES

12 Citations	\$174.50 Each
5 Champions	274.50 Each
EACH	
16 Bally Shuffle Bowlers lifting pins	\$85.00
17 Bally Shuffle Bowlers plain	49.50
1 Universal Twin	84.50
6 United Shuffle Alley lifting pins	69.50
1 United Shuffle Alleys plain	37.50
6 Keeney Pin Boys lifting pins	89.50
2 Keeney Pin Boys plain	47.50
2 Keeney Ten Pins lifting pins	64.50
23 Rock-Ola Shuffle Lanes	37.50
6 Rock-Ola Shuffle Juniors	37.50
2 Genco Bowling Leagues	37.50
United Skee Alley	\$199.50
Keeney Lucky Strike	89.50
LIFTING PINS	
1/3 deposit with all orders.	

SICKING, INC.

America's Oldest Distributor
Established 1895
1401 Central Pkwy., Cincinnati 14, O.

PHONOGRAPHS

Reconditioned! Refinished!
GUARANTEED!

SEEBURG 146	\$275.00
SEEBURG 147	295.00
SEEBURG 146 HIDEAWAY	245.00
A.M.I. MODEL "A"	425.00
A.M.I. MODEL "B"	550.00
WURLITZER 1015	275.00
WURLITZER 1100	450.00

ATLAS NOVELTY CO.

2200 N. Western Chicago 47, Ill.
Phone: ARmitage 4-5005

Best Pool Type Table Ever Made
Q-BALL \$195.00
With Complete Accessories
Crating \$10.00 Extra.
A-1 Condition—Ready for Location
No Out of Order Calls.
NATIONAL NOVELTY CO.
179 E. Merrick Road Merrick, New York
RReport 8-8320

McDowell Offers New Coin Vibrator

PITTSBURGH, April 14.—The McDowell Manufacturing Company announced the introduction of a new coin-operated vibrating machine, Relax-A-Lator, to stimulate circulation.

Unit will provide a one-minute treatment for a nickel and can be adjusted for shorter or longer periods. Design is patterned after firm's McDowell Oscillator, designed for professional use by osteopaths, chiropractors, etc.

Coin mechanism is mounted on a tubular frame, latter also serving as a hand grip for customers. Operation is by a 1/6 h.p. direct drive motor which oscillates the foot platform 3/4-inch to furnish the vibrating massage action. A non-coin service model is also offered. Price of either was not made known.

Chase Candy Divides West Coast Division

ST. LOUIS, April 14.—Chase Candy Company announced that as a result of increased sales on the West Coast, it has divided its Western division into two sections.

F. M. Yantis, vice-president in charge of the San Jose plant, in making the report, stated that the newly set up Southern division, with headquarters in Los Angeles, will be headed by George Cavanah. The Northern division will be in charge of Oscar Widmer, who leaves this city to take up his new post.

John J. Walsh has been named Western sales manager. The new appointments, it was pointed out, take care of the duties formerly handled by Lowell E. Tjaden who resigned in February.

WASHINGTON, April 14.—Federal Trade Commission (FTC) in an avowed move to speed disposition of its cases, has amended its rules of practice to provide for the entry of "default orders" in uncontested cases. Under previous rules, FTC's practice was to hold hearings for receiving evidence even though the respondent failed to file answer or appear for the hearing.

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 91

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of April 14	Issue of April 7	Issue of March 31	Issue of March 24
ABC Bowler (Keeney)		\$39.50		
Ace Bowler (Chicago Coin) ..		195.00		
Baseball (Chicago Coin) ...	\$75.00 99.50	65.00 75.00(2)		50.00 75.00 (2)
Baseball (Genco)	69.50 99.50	50.00 69.50		99.50 69.50
Baseball (Nationwide).....		89.50(2) 99.50		
Bowler (Williams)		49.50 49.50	40.00	40.00 45.00
Bowlette (Gottlieb)	69.50 75.00	42.50 65.00	42.50 75.00	42.50 50.00
	89.00 89.50	69.50(2) 75.00	85.00 89.00	75.00 89.00
		89.00 89.50	89.50	89.50 95.00
Bowling Alley (Chicago Coin).	60.00 75.00(2)	54.50w/p 65.00	75.00 95.00	65.00 84.50
	89.00 94.50	75.00w/p(2)	135.00	95.00 135.00
	139.50 w/p	94.50w/p 95.00		
		99.50		
		139.50w/p		
Bowling Champ (Gottlieb)...		95.00(2)		39.00 39.00
Bowling Classic (Chicago Coin)	165.00 w/p	124.50	139.00 185.00	185.00 (2)
	175.00(2)	139.00w/p		
		165.00(2)		
		175.00 185.00		
Bowling League (Genco) ...	25.00 35.00	25.00 37.50	30.00	35.00 37.50
	37.50	39.00 39.50(3)		99.50
		45.00		
Deluxe Bowler (Williams) ...	75.00 125.00	75.00w/p 79.50	75.00 80.00	75.00 w/p
		89.50 125.00		80.00 125.00
Deluxe Twin Bowler (Universal)			225.00	225.00
Double Bowler (Keeney) ...	210.00 w/p	149.50 210.00	195.00 210.00	195.00 210.00
Double Shuffle Alley (United)	75.00 99.50	109.50		99.50
	169.50 w/p	169.50w/p		
Duck Pins (Keeney)		155.00		150.00
Express (United).....		125.00		
Four Player League Bowler (Keeney)			224.50 275.00	285.00
			285.00	
Glider (Genco)	25.00 49.50	25.00 49.50	30.00	30.00
		59.50		
High Score Bowler (Universal)			19.50	
Hook Bowler (Bally).....		375.00 w/p		375.00
King Pin (Keeney)	125.00 165.00	125.00 145.00	50.00 125.00	50.00 125.00
		165.00	145.00 165.00	145.00 165.00
League Bowler (Keeney) ...	275.00 285.00	375.00	275.00 285.00	
	285.00 w/p			
Lucky Strike (Keeney)	89.50 109.50	89.50 109.50		99.50
Pin Boy (Keeney)	25.00 41.50	25.00 39.50	30.00 41.50	30.00 41.50
	47.50 51.50	41.50 47.50	49.50 50.00	47.50 50.00
	85.00	49.50	51.50 85.00	51.50 w/p
	89.50 w/p	51.50w/p		85.00
		85.00 89.50w/p		89.50 w/p
Pin Lite (Chicago Coin).....	75.00 w/p	75.00		
		195.00w/p		
Shuffle Alley (United)	75.00 w/p	25.00 29.50	30.00 38.00	37.50 38.00
	79.50 w/p	35.00 37.50	39.50 45.00	39.50
	100.00 w/p	39.50(3) 45.00	49.00 50.00	45.00 (2) 50.00
	129.50 w/p	49.00w/p 49.50	89.50	69.50 125.00
	25.00 37.50	50.00	129.50 w/p	129.50 w/p
	39.50 45.00	69.50w/p(3)		
	49.50(2)	79.50w/p 89.50		
	69.50 w/p	125.00		
	20.00	129.50w/p		
Shuffle Alley Express (United)	99.50 104.50	89.50 99.50(2)	125.00 (2)	125.00 145.00
	115.00(2)	104.50 125.00	169.00	169.00
	219.50	139.00 219.50		
Shuffle Baseball (Chicago Coin).....	75.00	75.00w/p	75.00(2) 79.00	
Shuffle Bowler (Bally)	49.00 49.50	45.00 49.50	50.00 55.00	40.00 49.50
	54.50 65.00	54.50 55.00	59.50 65.00	50.00 55.00
		75.00 59.50 85.00w/p		85.00 w/p
		85.00 w/p		
Shuffle Champs (Bally) ..		150.00 179.50	169.00 179.50	169.00
Shuffle Jungle (Rock-Ola) ...	37.50 59.00	35.00 37.50	59.00	37.50 59.00
		45.00 59.00		
Shuffle Lane (Rock-Ola) ...	37.50	37.50 39.50(2)		37.50 39.50
		45.00		
Shuffle Pool (Nationwide)....	49.50	49.50		
Shuffle Skill (United).....	59.50	59.50		
Shuffle Slugger (United) ...		124.50		124.50
Single Shuffle Alley Rebound (United).....	209.50	209.50		
Skee Alley (United).....	224.50	224.50 239.00	239.00	224.50 239.00
		249.50		
Speed Bowler (Bally).....	75.00 109.50	69.50 75.00	49.50 95.00	49.50
	125.00 139.50	99.50(3)	119.50 139.50	94.50 w/p
		109.50 110.00	145.00	125.00 145.00
		119.50 139.50		
Strike (Exhibit)	75.00 89.50	75.00w/p 89.50	75.00	75.00
	99.50	99.50(2)		
Super Shuffle (United).....	59.00 69.50	59.50 69.50	50.00 59.50	50.00
	95.00 w/p	139.50w/p		
	100.00 w/p			
	139.50 w/p			
Super Twin Bowler (Universal)	145.00	59.00 119.50	150.00	150.00 185.00
	145.00 w/p	145.00 179.50		
	149.00 179.50	185.00		
Ten Pins (Keeney).....	64.50 w/p	64.50w/p 89.50	89.50	64.50 89.50
	89.50			
Trophy Bowl (Chicago Coin).	185.00 195.00	195.00(2)	195.00	195.00
	209.50	209.50		
Twin Bowler (Universal)...	75.00 84.50	75.00 84.50	65.00 95.00	65.00 89.50
	89.00 95.00	95.00 115.00	115.00	115.00
	169.50 w/p	169.50w/p	169.50 w/p	169.50 w/p
Twin Shuffle Alley Rebound (United)	235.00 w/p	219.50 235.00	245.00	245.00
	269.50	249.50 269.50		
Twin Shuffle (Williams).....	25.00 89.50	25.00 35.00	35.00 (2)	35.00 45.00
		45.00 49.00	59.00 89.50	59.00 69.50
		49.50(2) 69.50		89.50
		89.50		

Candy Sales

WASHINGTON, April 14. — Manufacturers sales of candy and chocolate products aggregated \$84,000,000 in February, Department of Commerce reports. Altho this figure is 15 per cent above February of last year, it is 9 per cent lower than January. Average prices per pound were higher than last year. Dollar sales increased 20 per cent and poundage sales 9 per cent.

Value of bar goods the first two months this year rose 20 per cent over the corresponding period a year ago, totaling \$26,039,000 compared to \$21,575,000. Poundage value was up 7 per cent over a year ago with 132,469,000 pounds in 1950 compared to 142,380,000 pounds in 1951. Bulk goods which include penny goods were up 19 per cent over last year with a total of \$8,600,000 compared with \$7,245,000 a year ago. Total poundage of bulk goods showed an 8 per cent rise over last year with 31,343,000 pounds this year compared to 28,893,000 pounds a year ago.

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
583 10th Ave. (Near 42nd St.)
New York 18, N. Y.
CHickering 4-0760

Shuffle Games

Keeney 4 Player Leag. Bowler \$275.00
Chi. Coin Trophy Bowl . . . 195.00
Univ. Super Twin Bowler . . . 145.00
Chi. Coin Bowling Classic . . . 175.00
Un. Shuffle Alley Express . . . 99.50
Bally Speed Bowler . . . 139.50
Univ. Twin Bowler . . . 95.00
Chi. Coin Shuffle Baseball . . . 75.00
Univ. Shuffle Alley . . . 39.50
Exhibit Striker, pr. . . 99.50
Nationwide Baseball . . . 49.50
Genco Glider . . . 49.50
Genco Baseball . . . 99.50

Shuffleboard Supplies

Fast Wax, case (12) . . . \$ 4.50
Pucks . . . 1.00
Score Sheets, 10 pads . . . 7.50
Shuffle Game Wax, case (12) . . . 3.30
Fluorescent Lights, pr. . . 17.50
Used Wall-Type Scoreboards . . . 79.50

Wire—Write—Phone
PURVEYOR SHUFFLEBOARD CO.
4322 N. Western Ave., Chicago 18, Ill.
JUliner 8-1374

LOOK AT THESE TERRIFIC BUYS!

5 Wurlitzer 1100's. Ea. . . . \$365.00
1 Wurlitzer 1250 549.50
2 Wurlitzer 1015's. Ea. . . . 249.50
1 Wurlitzer 850 55.00
1 Wurlitzer 600 49.50
1 Wurlitzer 750E 110.00
Wms. Music Mite, New . . . Write
1 Wms. Star Series 115.00
2 Genco Glider. Ea. . . . 15.00
5 Dale Guns. Ea. . . . 75.00

1/2 deposit with order
OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

America's Finest COIN TELESCOPE

\$790

TIME PAY PLAN

American Telescope Co
EVANSVILLE 8, INDIANA

FOR SALE
OPERATOR FORCED TO SACRIFICE
4 Gold Cups @ \$85; 2 Jockey Specials \$64 or take 'em all for \$400. 5 Jennings Totolizers, 5¢ play, \$35 each, or all for \$150. Five Balls: Lady Robinhood, Moon Glow Screw Ball, Crazy Ball, Sunny, Triple Action Wisconsin, all for \$200, or take this entire package for \$700. 1/4 deposit.
RAY KNOBBE
Petersburg, Nebr.

SAFE AT "FIRST"!

Whether buying new or reconditioned games, remember you are Always SAFE AT "FIRST"!



ALL GAMES REFINISHED AND RESURFACED. Satisfaction Guaranteed

SHUFFLE GAMES

CABINETS REFINISHED! PLAYING FIELDS RESURFACED!

Chi. Coin TROPHY BOWL	\$185
Keeney DUCK PINS	155
Univ. SUPER TWIN BOWLER	149
United SHUFFLE ALLEY EXPRESS	115
Univ. TWIN BOWLER	89
Chi. Coin BOWLING ALLEY	89
Gott. BOWLETTE	89
United SUPER SHUFFLE ALLEY	59
Rock-Ola SHUFFLE JUNGLE	57
Bally SHUFFLE BOWLER	49
Genco BOWLING LEAGUE, 10 Ft.	35

ARCADE

MIDGET MOVIES	\$249
Williams STAR SERIES	165
TELEQUIZ With Film	159
IRISH POKER (Pool Table), New	115
QUIZZER With Film	109
Chi. Coin GOALEE	99
Exhibit DALE GUN	89
SWINGING MONK (Ray Gun)	85
Genco BING-A-ROLL	85
Mercury ATHLETIC SCALE, New	79
Seeburg CHICKEN SAM	75
Evans TEN STRIKE	75
DALE GUN (Original)	65
AST CHALLENGER, New	45
Genco ADVANCE ROLL	25
Genco GLIDER	25
Summertime	\$49
ALICE IN WONDER.	49
LAND	45
CATALINA	45
BANJO	45
SHORTSTOP	45
YANKS	45
COVER GIRL	45
BALLY-HOO	29

USED 5 BALLS

KNOCK-OUT	\$175
NIFTY	169
HARVEST TIME	155
JUDY ACK	155
SELECT-A-CARD	125
SHANTY TOWN	115
TUMBLEWEED	115
SHARPSHOOTER	95
JUST 21	89

OKLAHOMA	\$89
TELECARD	85
3 FEATHERS	85
BLACK GOLD	79
FILM CAVALCADE	75
FLOATING POWER	75
BIG TOP	65
1-2-3	59
DEW-WA-DITTY	49

WANTED! Keeney 4 Player LEAGUE BOWLER

PREMIUMS Largest stock. Specially selected for Coin Machine Prizes. Biggest selection. Stop in or write today.

ONE BALLS BALLY

CITATION	\$195
GOLD CUP	139
JOCKEY SPECIAL	109
SPECIAL ENTRY	79
VICTORY SPECIAL	59
UNIVERSAL PHOTO FINISH	\$259

FIRST DISTRIBUTORS

Wally Finks & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

TRADIO THE GREATEST NAME IN COIN OPERATED TELEVISION

Write for details
TRAD TELEVISION CORP.
Ashby Park, N. J., Ashby Park 2-7447

BINGO-BANGO

A GREAT MONEY MAKER

YOU SAID A MOUTHFUL

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in 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 April 14	Issue of April 7	Issue of March 31	Issue of March 24
Acorn 5c Charm	\$16.50			
Acorn Vender 1c	14.50			\$10.50
Adams Gum		\$14.50		
Advance Ball Gum		4.50		
Advance Candy	25.00	25.00		
Advance Gum	7.95	7.95	\$7.95	7.95
Aristocrat Popcorn		45.00		
Asco Hot Nut, 5c		12.50		
Atlas Vend	14.50			
Berger-Shaw Cigar	25.00	25.00		
Candyman 72 Bar	57.50			
Card Vender (Exhibit)		15.00		
Columbus 1c Nut	7.95	7.50	7.95	7.95
Columbus 5c Nut	7.95	6.95	7.95	7.95
		8.00		
Columbus Duo 5c		15.00		
Columbus Gum, 1c	7.95	7.95	7.95	7.95
DuGrenier Candy Man		57.50		57.50
DuGrenier Challenger	95.00	95.00	95.00	95.00
DuGrenier Model S (7 col.)	49.50	57.50(2)	59.50	57.50
DuGrenier Model W (9 col.)		89.50		78.50
DuGrenier Model W	50.00	50.00	50.00	50.00
Electro Serve Popcorn		19.50	25.00	
Frantz Scale	115.00			
Ideal Card Vender				19.50
Kirk's Astrology Scale	95.00	95.00(2)	95.00	95.00
Lehigh PX (10 col.)		100.00		90.00
Le Boy Scale	50.00	50.00	50.00	50.00
Lucky Boy Vendors		9.75		
Master	7.95	7.95	6.00	7.95
Master 1c Novelty Bulk		8.50		
Master 1c, 5c		10.00	10.00	10.00
Master Pistachio 5c			7.95	7.95
Mills Candy		45.00		
Mill's Scale	50.00	50.00	50.00	50.00
Monarch (8 col.)	85.00	85.00	85.00	85.00
National (9 col.)		69.50		70.00
National 9 A	75.00	75.00	75.00	75.00
National 930	85.00	85.00	89.50	
National 618 Candy		59.50		
National 950	95.00	95.00	95.00	95.00
National 950A	95.00	95.00	95.00	95.00
Northwestern DeLuxe	24.50	10.00	15.00	12.50
Northwestern Dual Nut	39.50			
Northwestern Model 39			7.95	
Northwestern Tab Gum	25.95			
Northwestern 33 Nut	7.95	7.95		7.95
Northwestern 40	7.95	6.95	7.95	7.95
Northwestern 33 Ball Gum	7.50	7.50 (2)	6.95	
Northwestern 49, Bulk 1c	17.35	12.50		
Pop Corn Sez	89.50	49.50	89.50	89.50
Recordo-Gram (Wilcox-Gay)		175.00		149.50
Rowe Gum, 1c, 5c (5 col.)			59.50	
Rowe Imperial (6 col.)	69.50	59.50(2)	69.50	59.50
Rowe Royal (6 col.)			80.00	
Rowe Royal (8 col.)	85.00	80.00(2)	85.00	80.00
Rowe Royal (10 col.)	85.00	85.00	90.00(2)	85.00
Siros Brush-Up	75.00	75.00	75.00	75.00
Silver King 1c	7.95	7.95(2)	7.95	7.95
Silver King 5c bulk	13.95	7.50	8.00	
Silver King Ball Gum		7.50		
Silver King Hot Nut	29.95			
Silver King Nut 5c		7.50		
Smokeshop 612				
(1) Custom	240.00			
(2) Royal	230.00			
(3) Regal	220.00			
Snack Nut 5c		15.00		
Lamp Vender (Shipman)		22.50		
Ineeda (500)		85.00		85.00
Ineeda (9 col.) Model 500	90.00	95.00		95.00
Ineeda Candy Vender	75.00			
Ineeda-a-Pak (5 Col.)		75.00(2)		75.00
Ineeda-a-Pak (15 col.)	79.50	85.00	85.00	
Ineed-a-Pak Model A (8 col.)		89.50		
Ineeda E (6 col.)		55.00(2)	55.00	55.00
Ineeda E (8 col.)		65.00(2)	69.50	65.00
Ineeda Model A (9 col.)	89.50	89.50	89.50	89.50
I-Select-It	35.00	35.00		35.00
Endit	52.50	52.50		52.50
Victor's Topper	7.95	7.95	7.95	7.95
Vax-O-Matic Shoe Shiner	129.50	129.50		129.50
Wachu Ball Gum 1c		5.00		

IF YOU DON'T BUY AT THESE PRICES, YOU SIMPLY DON'T NEED GAMES! ALL GAMES THOROUGHLY GONE OVER, RAILS SCRAPED AND READY FOR LOCATION.

FIVE BALL FREE PLAYS

THIS WEEK'S SUPER SPECIAL!			
Genco Harvest Time	\$129.50	Genco Canasta	\$114.50
Genco Tri-Score	159.50	Gottlieb Just 21	59.50

Genco Floating Power	\$44.50	United Red Shoes	\$169.50
Genco Puddin'head	49.50	United Arizona	139.50
Genco Mercury	124.50	United Blue Skies	44.50
Genco One-Two-Three	54.50	United Ramona	49.50
Genco Triple Action	34.50	United Serenade	54.50
Genco Trade Winds	34.50	United Utah	104.50
Genco Merry Widow	34.50	Chi-Coin Thrill	29.50
Genco Flying Saucer	154.50	Chi-Coin Pin Bowler	159.50
Gottlieb Bowlette	65.00	Chi-Coin Fighting Irish	159.50
Gottlieb Four Horsemen	159.50	Williams Georgia	159.50
Exhibit Morocco	42.50	Williams Pinky	169.50
Exhibit Playtime	95.00	Williams Ragmop	179.50

SHUFFLE GAMES

10 ft. Genco Bowling League	\$35.00	Bally Shuffle Bowler	\$49.50
8 ft. Genco Baseball Bowler	59.00	United Shuffle Alley	29.50
Wms. Twin Shuffle	49.50	United Skue Alley	225.00

One-third deposit in cash, cashier's check or money order required on all orders. State method of shipment preferred.

WIRE! WRITE! PHONE!

SERVICE OUR WATCHWORD
Morris Novelty Co., Inc.
 10709 OLIVE ST. PHOENIX 17, ARIZONA

Gottlieb Ships New Five-Ball

CHICAGO, April 14.—D. Gottlieb & Company this week started shipments on the five-ball game, Happy Go Lucky. Among its features are triple mystery award buttons and point awards for making a 1-10 sequence on numbered rollover buttons or targets.

The rollover buttons line the top of the playfield while the corresponding numbered targets are near the center. Hits on all 10 in either group result in special individual points on a scoreboard and also lead to blocks of points on the main or high score. Happy Go Lucky also is designed with a bonus value scoring area on the playfield. This consists of kick-out pockets which result in blocks of points plus a step-up of the bonus point value unit.

The mystery feature can result in extra blocks of high score points or special points.

Cut Price Pays

Continued from page 78

the arcade here because he is one who believes in owning a business.

Popular Machines

There is little change in the interests of the public when it comes to arcade machines, Hannaford believes. He has found that love meters for a penny, ray guns and mutoscopes, the latter of early vintage, still have pulling power. The operation of goalie and basketball game for 2 cents rather than a nickel has boosted the play on these machines. There are about 90 machines to entertain the seasonal trade on the island.

Hannaford selected Balboa for his residence for the reason that he likes small towns. He also likes the seasonal business, where one goes like a house afire for a time and then is able to take off during the slack period. Balboa has an estimated population of about 18,000 but it doubles, maybe triples, in the summer time.

The arcade is located in the Fun Zone, giving the people nearly every type of amusement they want. Anderson also operates excursion and fishing boats. The usual midway rides also are available.

While the island caters to people in the upper income bracket, the appeal of the 2-cent operation is slightly difficult to understand. Hannaford believes that people in this bracket are more budget minded—and the reduced price—a 3-cent saving on a nickel operation—appeals to them.

Canadian Ops Hit

Continued from page 78

essential metals such as nickel, cobalt and copper, being the most difficult to obtain.

Arcade Boom

Expected good business during the summer is reflected in the expansion of operators of Penny Arcades.

Locally, Bill Martin, who has the arcade at Sunnyside Park, has added a second one to handle shuffleboards exclusively. He has purchased 15 new boards from Al Clavir, Toronto Trading Post. In his other arcade, equipped with about 60 machines, he has replaced most old equipment.

Resort Activity

At Wasaga Beach, Donald Fielding Company, which covers 40 per cent of one side of the main street, has replaced 30 per cent of its old equipment. Included in the Fielding enterprises is an arcade which he has enlarged by 40 per cent. It measures 100 by 60 feet. In addition, Fielding has a large bowling alley, two restaurants and 12 riding devices.

Exhibit Supply

Continued from page 78

Successful operation is attained by the player's skill, as distinguished from the element of chance predominant in bell machines or other similar gaming devices. Accordingly, persons maintaining for use such devices on premises occupied by them incur special tax liability per year per machine."

Never Before... a TRAFFIC STOPPER LIKE THIS!
 GENCO'S SPECTACULAR
STOP and GO
 Miles Ahead... Exciting As The Indianapolis Classic!
 Actual Miniature Racer 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.

S-P-E-C-I-A-L-S . . . WE WILL TRADE FOR THESE . . .

Gott. Bowlette 63"	\$42.50	UNIVERSAL TWIN BOWLER
Chicoin Goalie	79.50	UNITED SUPER SHUFFLE
Undersea Raider	49.50	UNITED SHUFFLE ALLEY
Jack Rabbit (Amusematic)	69.50	5 BALL FREE PLAY OR
Genco Glider	19.50	WHAT HAVE YOU?
Shuffle Alley Exp.	79.50	MID STATE CO.

2369 MILWAUKEE AVE. CHICAGO 47, ILL. Phone: Dickens 2-3444

"Central Ohio Coin Quality Buys"

NEW PIN GAMES Chi. Coin—Playball Gottlieb—Minstrel Man Genco—Tri-Score Chi. Coin—Thing	IMMEDIATE DELIVERY	Seeburg BEAR GUN Like New \$369.50
SHUFFLE ALLEYS—USED United Orig. Alley United Orig. w/Dis. Pins Genco Bowling League Keeney Ten Pins Chi. Coin Bowling Alley Chi. Coin Baseball Gottlieb Bowlettes Genco Glider Keeney Pin Boy	New WINNERS TURF KINGS	ELECTRIC OVERHEAD SCOREBOARDS KEENEY—GENCO UNIVERSAL ARCADE Exhibit Gun Patrol Exhibit Dale Gun Exhibit Six Shooter Mutoscope Photo-matic 18 Ft., 20 Ft. & 22 Ft. Maple Top Shuffleboards United Team Hockey Williams Flying Discs Bally Heavy Hitter
MUSIC 1015 Wurlitzer 1422 Rock-Ola	Used CITATIONS CHAMPIONS	

WRITE, WIRE or PHONE for PRICES—Adams 7254
CENTRAL OHIO COIN MACHINE EXCHANGE
 525 S. HIGH — COLUMBUS 15, OHIO

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

**World Wide Your Exclusive Distributor for
ROCK-OLA, EXHIBIT, WILLIAMS, KEENEY**

Keeneey CONVERSIONS
For every Shuffleboard. Ask the smart operator who uses them.
LEAGUE MATCH BOWLER
for 12-ft. board
4 WAY BOWLER
for longer boards
Fully Automatic—Hi Score
—Jumbo Pins
Automatic Puck Return — Fast Action—Scores All Split Shots.

Williams SUPER WORLD SERIES
Exciting, all new Ball Game.
5-10-25¢ single entry chute, slugging. Scores runs, hits—all the thrills of baseball!
A sure-fire winner!

Reconditioned SHUFFLE GAMES

Lot #1	Bally HOOK BOWLER	Price	Lot #2
United SHUFFLE ALLEY	Keeneey LEAGUE BOWLER (New)	375	Bally SPEED BOWLER®
Genco BOWLING LEAGUE	Keeneey LEAGUE BOWLER	285	Bally SHUFFLEBOWLER
Williams TWIN SHUFFLE	United TWIN SHUFFLE ALLEY REBOUND	235	Chi. COIN BOWLING ALLEY
Williams BOWLER	Keeneey DOUBLE BOWLER	210	Exhibit STRIKE®
Genco GLIDER	Chicago Coin BOWLING CLASSIC	165	Williams DE LUXE BOWLER®
Keeneey PIN BOY	Universal SUPER TWIN BOWLER	145	Chi. Coin SHUFFLE BASEBALL

Guaranteed
\$25 each (Above games have Fly-Away Pins)
\$75 each (with Fly-Away Pins)

200 5-BALL (Free Play) NOVELTY GAMES
Completely Reconditioned, \$50 ea.
Also excellent variety of late used pin games. New floor samples. Write for prices.

Want To BUY
Bally
HOT RODS CITATION

Williams MUSIC MITE
Musical treat just for your entertaining spot. See it—hear it—buy it!

Exhibit GUN PATROL
5-10-25¢ Coin Chute. Easily converted for any of the above type of plays. Watch the crowds go for it!

Williams DOUBLE HEADER
A hit with any crowd. Always good for a return play
Magnetic appeal.

Rock-Ola '50-'51 ROCKET PHONO
Eye-stopping cabinet, terrific sound. Plays 45 and 78 RPM records. A smash hit!

ONE BALLS
Bally
Champion \$295
Citation 195
Turf King (New) Write
Gold Cup 150
Special Entry 125
Jockey Special 125
Universal
Photo Finish \$295
Winner (New) Write

MISCELLANEOUS EQUIPMENT
Seeburg SHOOT THE BEAR
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MORE NPA HEADACHES

CMP May Force Coin Machine Firms To Scramble for Nondefense Metals

WASHINGTON, April 14. — Makers of coin-operated machines will face a scramble for non-defense steel, copper and aluminum under the Controlled Materials Plan if the National Production Authority sticks to "tentative" lists announced by NPA yesterday. The long-expected CMP becomes operative July 1.

NPA Administrator Manly Fleischmann stressed that priority classifications for products under the program are highly tentative and that sweeping changes may yet be made. NPA pointed out that one reason for announcing the CMP two and a half months in advance of its operation was to allow time for users of steel, copper and aluminum to acquaint themselves with its provisions and to make known their views and demands to NPA's regional and district offices throughout the nation.

Explains CMP Program

Fleischmann explained CMP as a program by which the three basic metals—steel, copper and aluminum—are allotted "directly to producers on the basis of detailed requirements submitted in advance for the manufacture of goods which the government needs for the defense program."

"CMP," he said, "makes it possible to authorize specific production schedules and make firm allotments of the three basic metals needed to meet, but not exceed, direct defense supporting production and construction goals — on time and in the proper quantities."

It is estimated that from 40 per cent to 50 per cent of the nation's copper, steel and aluminum will be under control of CMP. In announcing the program, NPA issued two separate tentative lists of products: (1) List A, a list of products for which applications are not required. List B products will have to scramble for whatever is left of the three metals after makers of the product specified on List A have met their needs in keeping with CMP regulations. NPA has included "vending and amusement machines" on List B which also contains such products as home radio and TV sets, pianos, organs, musical instruments and parts, games and toys, passenger cars, household electrical appliances, costume jewelry, soda fountain and beer dispensing equipment and two score others.

Lists Tentative

Fleischmann placed great emphasis on the fact that the lists are

"general and tentative." And he said that "definitive product lists together with specific reporting instructions would be sent to producers of these items by the beginning of May."

He said "informational material explaining the operations of business firms under the controlled materials plan will be made available, according to a schedule to be announced later, directly to individual business men and to trade associations, Chambers of Commerce and other business service organizations."

Emphasizing that there is no finality on the products lists, Fleischmann told a press conference that the object is to keep basic metals clear for "essential programs." He said NPA proposes for the third quarter (of 1951) to sit down at one time and at one place and to review all of these essential programs for expansions, for the industrial economy, for essential civilian needs, and for the military; total them up in terms of their requirements of steel, copper and aluminum; in terms, also, of the time schedule when they have to be completed, and then see how they compare with the available supply."

He declared NPA has cut back durable goods "in the nature of 20 per cent at the present time," and he predicted a further cut by the third quarter. He added: "Nevertheless, I do not see any reason why the economy and the industrial military programs cannot afford to maintain a reasonable level of that production. And I don't believe that it will be essential, unless there is a shooting war, to devote the whole economy and all the scarce materials to these many programs. But I don't know of any other way of finding out, except by adding them up, and then making the hard decision of how much you are going to devote to normal civilian production."

"We look at the controlled materials plan, therefore, as a way of determining how much can be devoted to civilian production, and also as a method of seeing to it that the essential production gets taken care of, but that it does not pre-empt the entire field," he said. Fleischmann said "the flexibility of the Controlled Materials Plan is particularly suited to today's dual economy. Defense production can be insured thru CMP authorization. Civilian production is encouraged rather than discouraged."

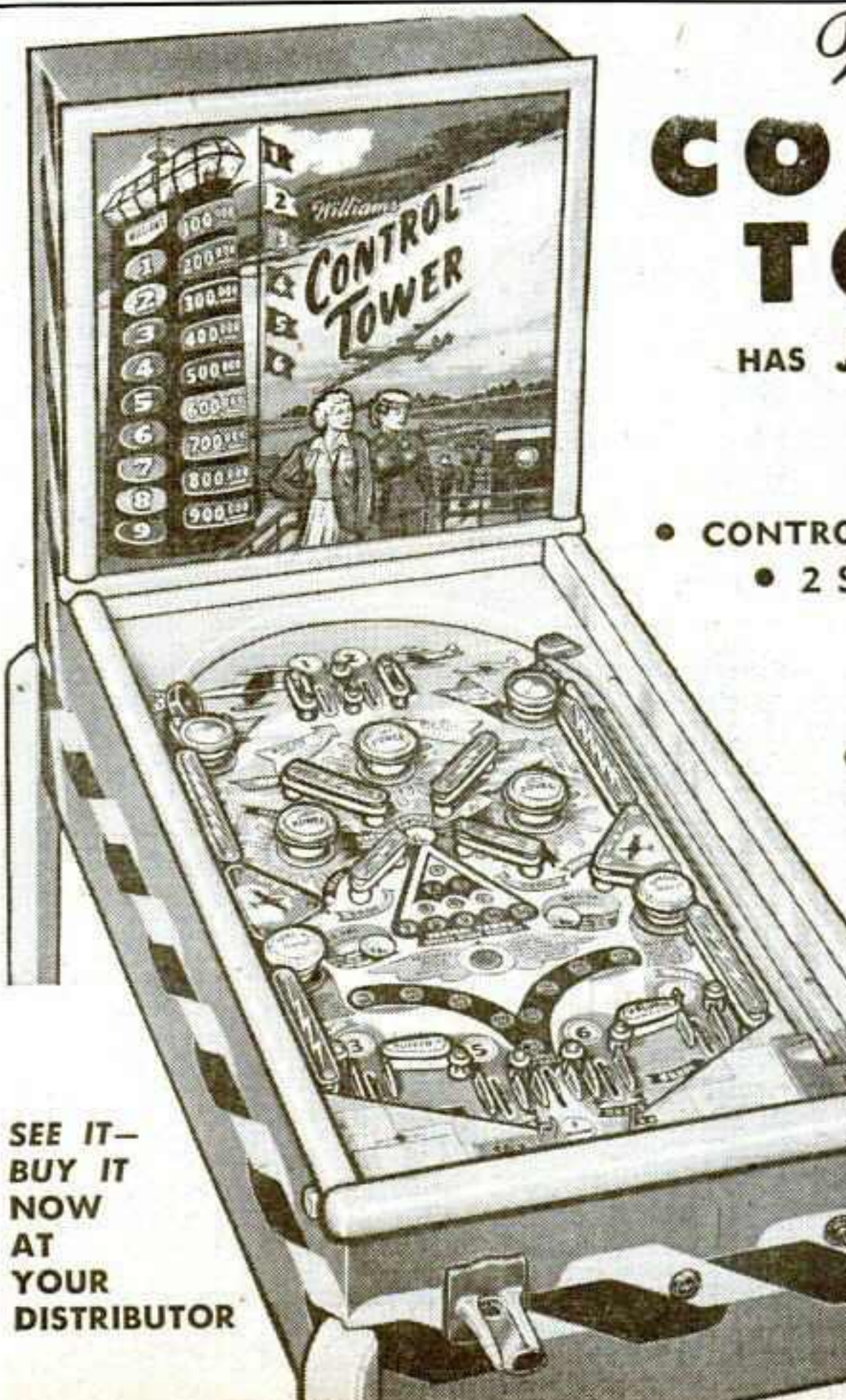


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Calendar for Coinmen

April 18—Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.
 April 23—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 April 24—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadview Hotel, Philadelphia.
 April 24—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
 April 24—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
 April 25—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 April 26—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Detroit-Leland Hotel, Detroit.
 April 26—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 April 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
 April 28—NAMA Region A meeting, Webster Hall, Pittsburgh.
 May 1-15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 May 1-15—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 May 2—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
 May 3—Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.
 May 3—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.
 May 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 May 8—Automatic Phonograph Owners' Association (APOA), monthly meeting, Gibson Hotel, Cincinnati.
 May 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
 May 10-24—Connecticut State Coin Association, Inc. (CSCA), semi-monthly meeting, Hotel Bond, Hartford.
 May 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 May 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 May 14—Wisconsin Phonograph Operators' Association (WPOA), monthly meeting, Eagle's Club, Brodhead, Wis.

Meter Matters

Zain Plan Begins

CORAL GABLES, Fla., April 14.—Officials here ushered in a new off-street parking program Monday (9) which they believe will solve much of America's long-standing automotive problem.
 A total of 209 new parking meters were set up in two newly-paved lots in the heart of the business district, to give formal sendoff to the "Zain Plan."
 Originated by George K. Zain, of Coral Gables' Miracle Mile fame, plan works as follows:
 Land owners lease their property to the city on a long-term basis. From that point on, the city pays all taxes. The lots are paved, and parking meters are installed. The property owner and the city share in profits from the meters.
 Coral Gables shoppers patronizing the new lots may buy an hour and a half of parking time for a nickel, with the meters designed to take a maximum of six nickels at a time. The lots are lighted and will be operated on a 24-hour basis, seven days a week.
 Those present at the ceremony included Mayor W. Keith Phillips, Vice-Mayor Dave Hendrick, City Manager William T. McIlwain and representatives of the Miracle Mile Association which assisted in setting up the new program.
 City Manager McIlwain revealed that additional lots are already under lease and that a minimum of 500 metered spaces by fall is the current goal.

Fla. Cig Tax Take

TALLAHASSEE, Fla., April 14.—Cigarette tax collections for February were \$1,372,437, a drop of \$53,229 from the same month a year ago.
 Of the February, 1950, collections, \$303,447 was allotted to the State Tuberculosis Board and \$1,122,219 to the cities.

Mills Custard Spigot

CHICAGO, April 14.—Mills Industries, Inc., has introduced a new sanitary draw-off custard spigot for its 1951 custard and batch ice cream freezers. A short traverse handle opens the spigot and feeds frozen custards or ice cream into the cup. The draw-off gate is detachable for complete cleaning.

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UN. TWIN SHUFFLE-CADE UNIVERSAL SHUFFLE TOURNAMENT	Gott. Minstrel Man
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With Disappearing Pin Conversion 79.50	Deucade 169.50
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UNITED DOUBLE SHUFFLE ALLEY, 8" or 9 1/2" 99.50	Playland 154.50
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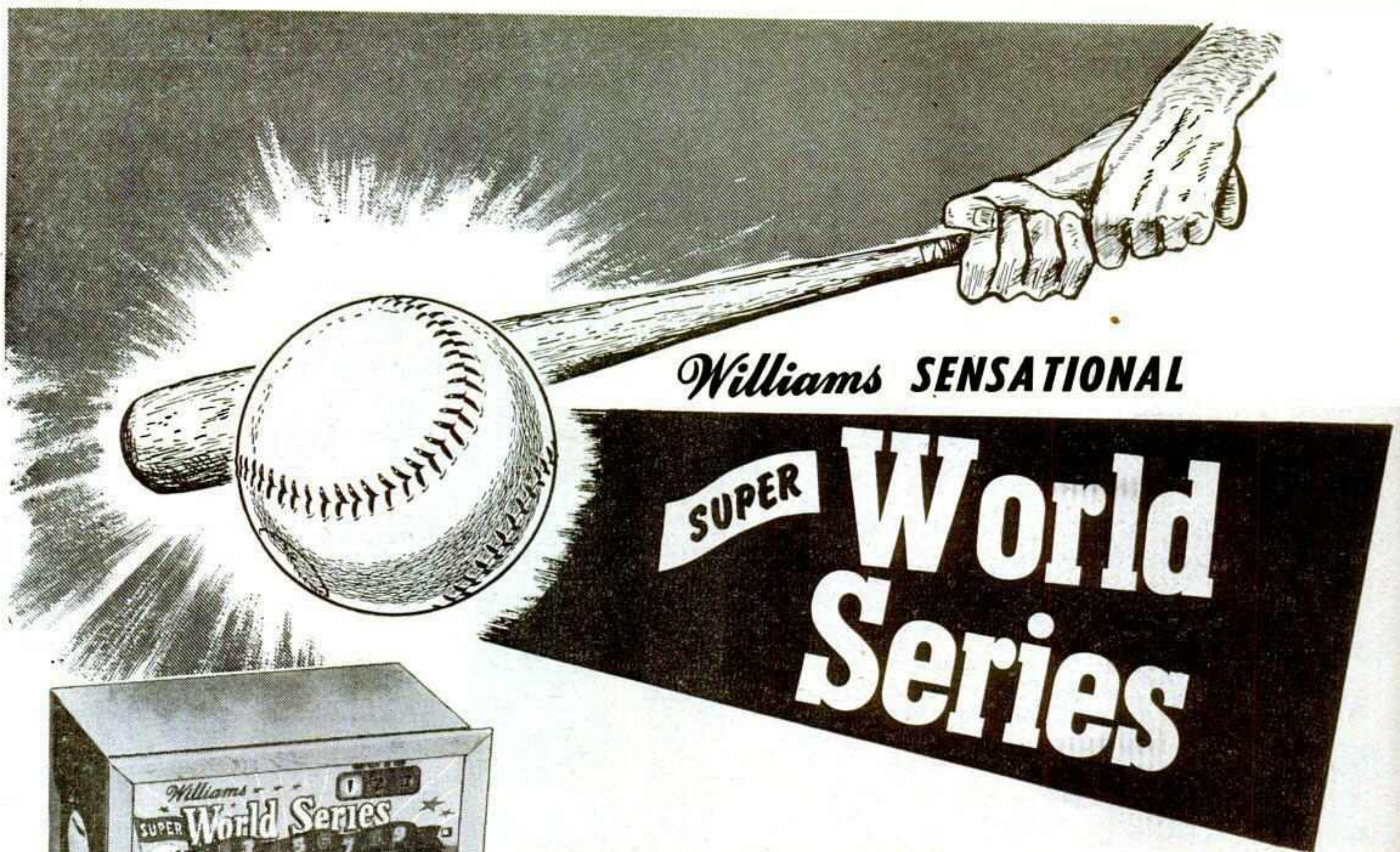
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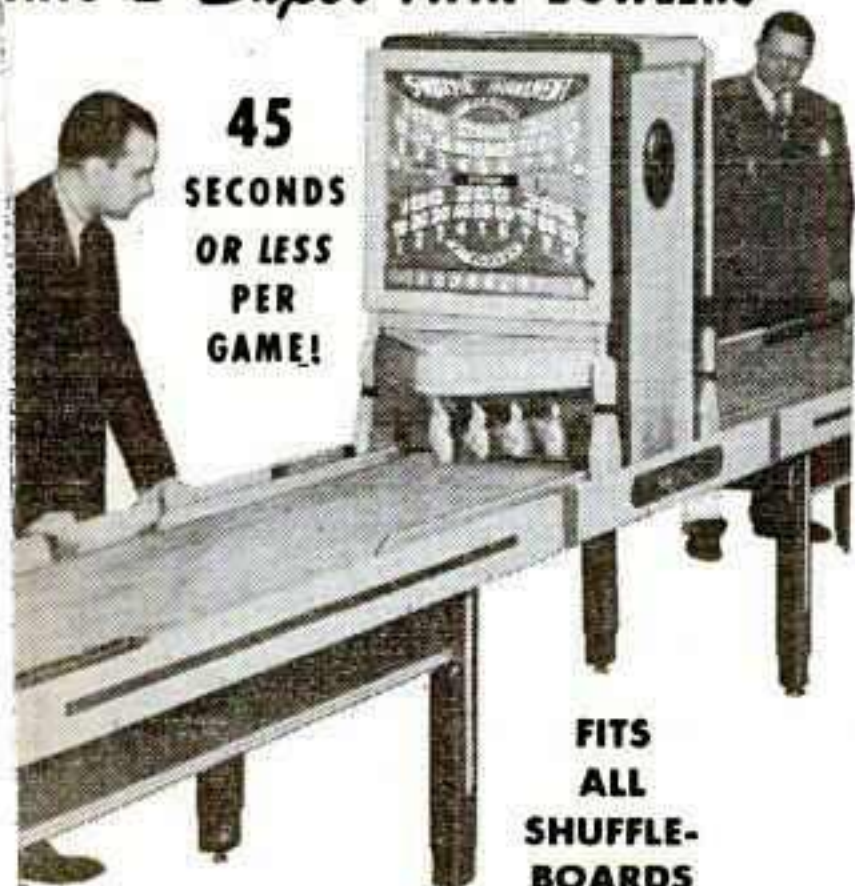
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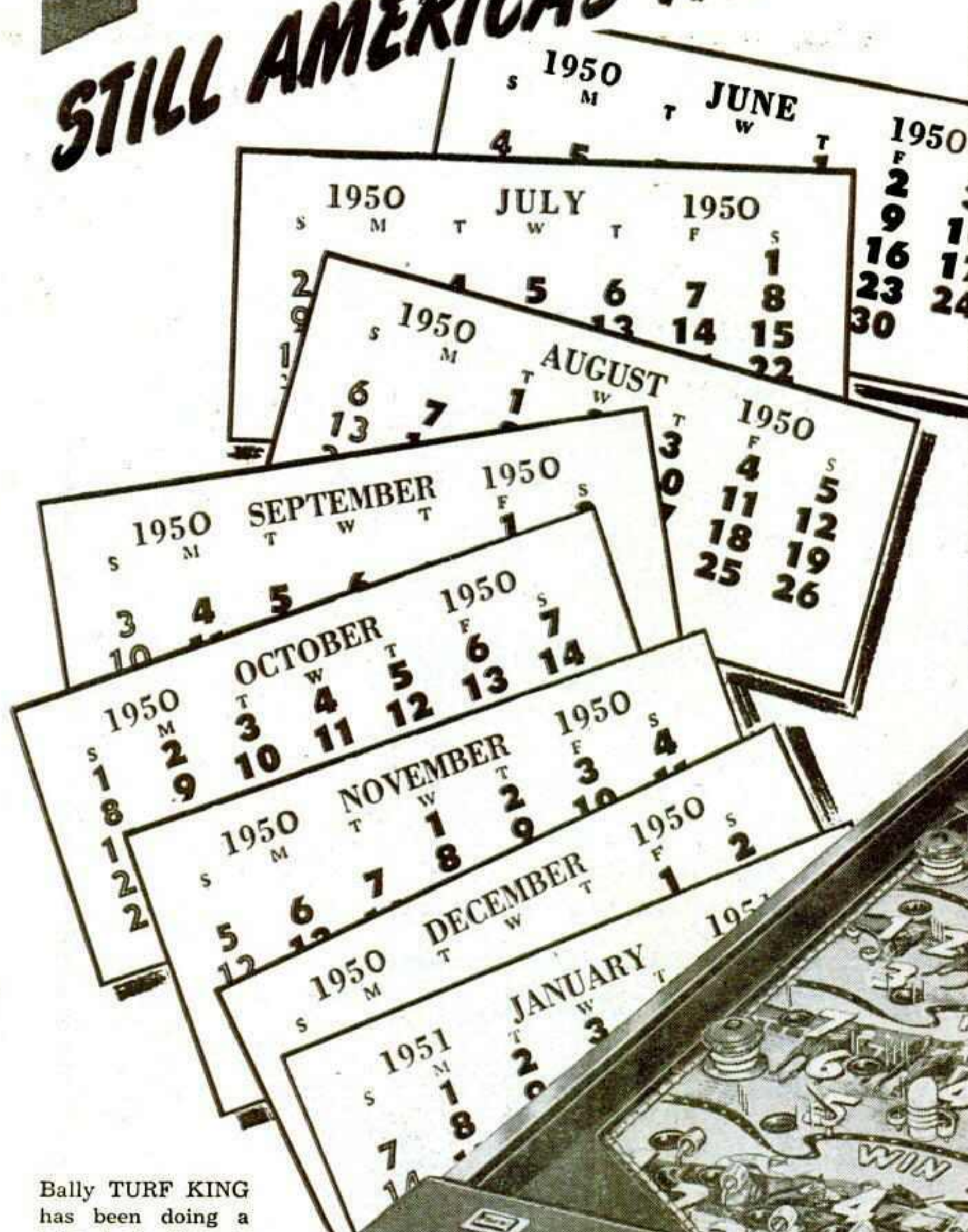
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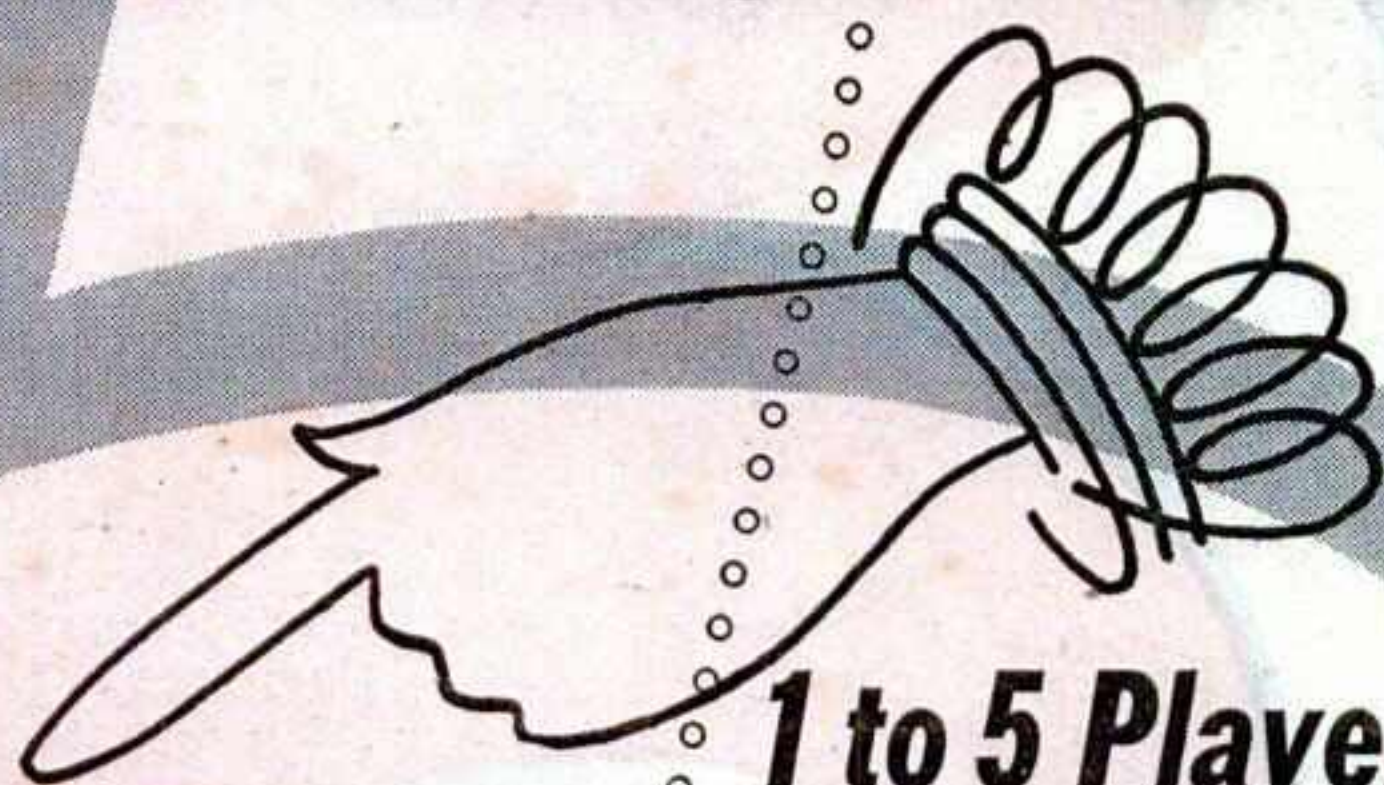
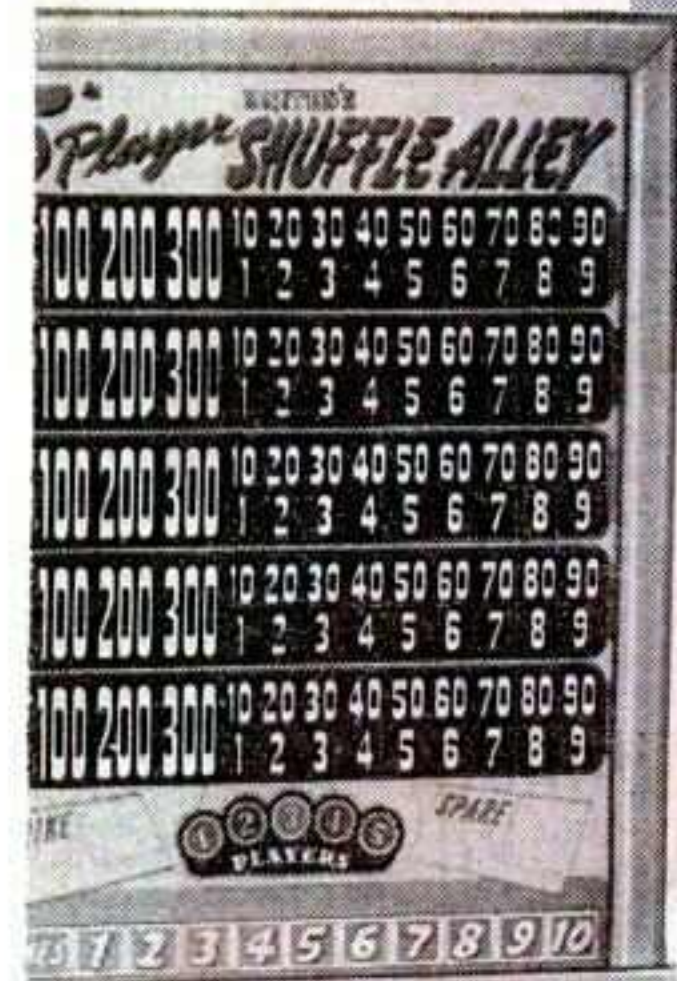


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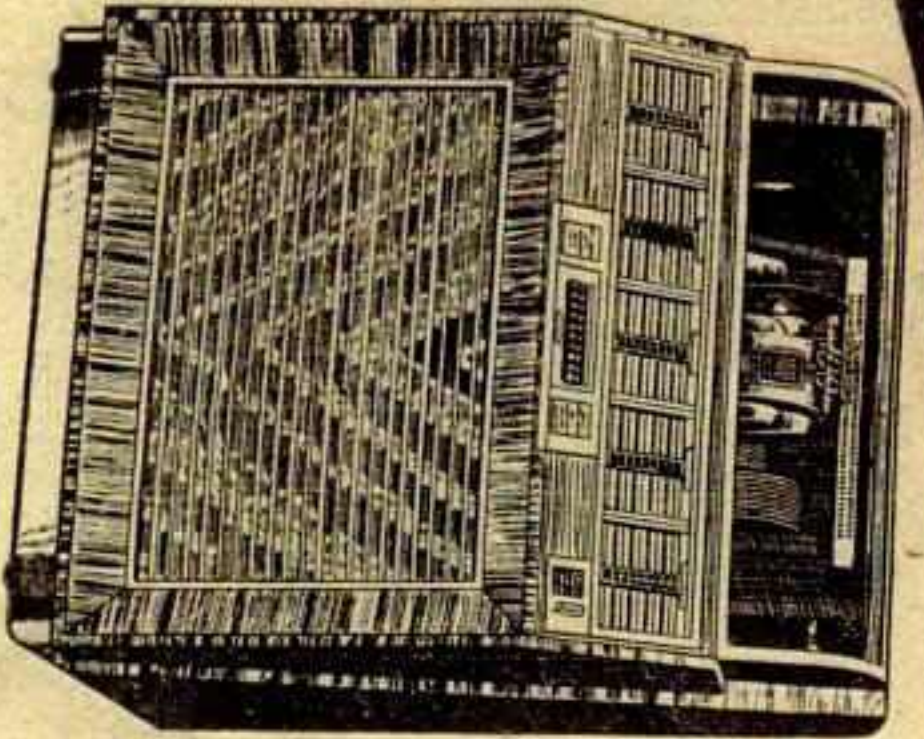
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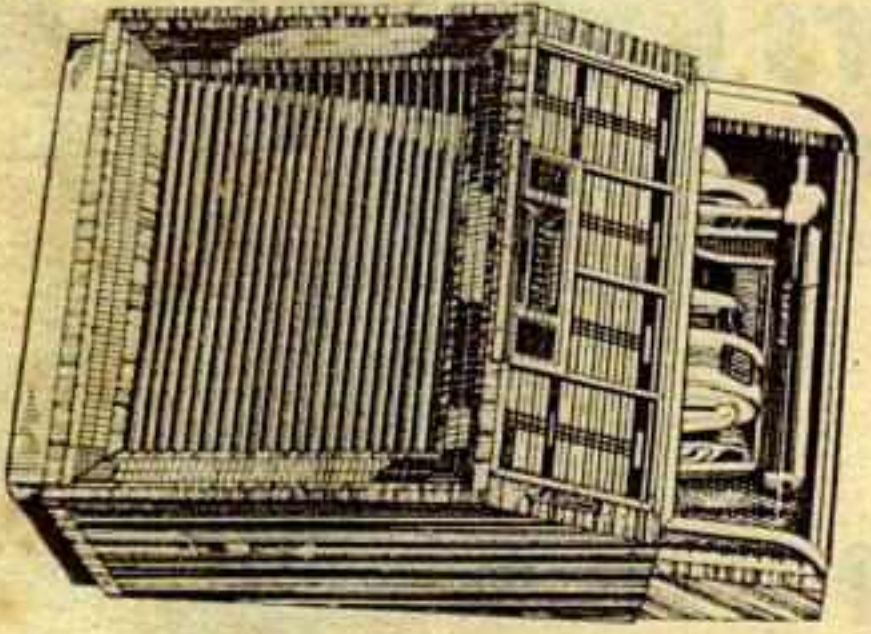
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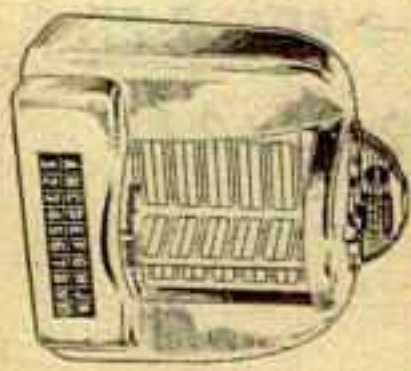
HIT TUNES	OLD FAVORITES	WALTZES & POLKAS	FOX TROTS & RUMBAS	CLASSICAL SELECTIONS
0101 The Swanee River Chas. Lindbergh 1911	0102 The Dixie Melodrama Chas. Lindbergh 1911	0103 The Swanee River Chas. Lindbergh 1911	0104 The Dixie Melodrama Chas. Lindbergh 1911	0105 The Swanee River Chas. Lindbergh 1911
0106 The Dixie Melodrama Chas. Lindbergh 1911	0107 The Swanee River Chas. Lindbergh 1911	0108 The Dixie Melodrama Chas. Lindbergh 1911	0109 The Swanee River Chas. Lindbergh 1911	0110 The Dixie Melodrama Chas. Lindbergh 1911
0111 The Swanee River Chas. Lindbergh 1911	0112 The Dixie Melodrama Chas. Lindbergh 1911	0113 The Swanee River Chas. Lindbergh 1911	0114 The Dixie Melodrama Chas. Lindbergh 1911	0115 The Swanee River Chas. Lindbergh 1911
0116 The Dixie Melodrama Chas. Lindbergh 1911	0117 The Swanee River Chas. Lindbergh 1911	0118 The Dixie Melodrama Chas. Lindbergh 1911	0119 The Swanee River Chas. Lindbergh 1911	0120 The Dixie Melodrama Chas. Lindbergh 1911
0121 The Swanee River Chas. Lindbergh 1911	0122 The Dixie Melodrama Chas. Lindbergh 1911	0123 The Swanee River Chas. Lindbergh 1911	0124 The Dixie Melodrama Chas. Lindbergh 1911	0125 The Swanee River Chas. Lindbergh 1911
0126 The Dixie Melodrama Chas. Lindbergh 1911	0127 The Swanee River Chas. Lindbergh 1911	0128 The Dixie Melodrama Chas. Lindbergh 1911	0129 The Swanee River Chas. Lindbergh 1911	0130 The Dixie Melodrama Chas. Lindbergh 1911
0131 The Swanee River Chas. Lindbergh 1911	0132 The Dixie Melodrama Chas. Lindbergh 1911	0133 The Swanee River Chas. Lindbergh 1911	0134 The Dixie Melodrama Chas. Lindbergh 1911	0135 The Swanee River Chas. Lindbergh 1911
0136 The Dixie Melodrama Chas. Lindbergh 1911	0137 The Swanee River Chas. Lindbergh 1911	0138 The Dixie Melodrama Chas. Lindbergh 1911	0139 The Swanee River Chas. Lindbergh 1911	0140 The Dixie Melodrama Chas. Lindbergh 1911
0141 The Swanee River Chas. Lindbergh 1911	0142 The Dixie Melodrama Chas. Lindbergh 1911	0143 The Swanee River Chas. Lindbergh 1911	0144 The Dixie Melodrama Chas. Lindbergh 1911	0145 The Swanee River Chas. Lindbergh 1911
0146 The Dixie Melodrama Chas. Lindbergh 1911	0147 The Swanee River Chas. Lindbergh 1911	0148 The Dixie Melodrama Chas. Lindbergh 1911	0149 The Swanee River Chas. Lindbergh 1911	0150 The Dixie Melodrama Chas. Lindbergh 1911
0151 The Swanee River Chas. Lindbergh 1911	0152 The Dixie Melodrama Chas. Lindbergh 1911	0153 The Swanee River Chas. Lindbergh 1911	0154 The Dixie Melodrama Chas. Lindbergh 1911	0155 The Swanee River Chas. Lindbergh 1911
0156 The Dixie Melodrama Chas. Lindbergh 1911	0157 The Swanee River Chas. Lindbergh 1911	0158 The Dixie Melodrama Chas. Lindbergh 1911	0159 The Swanee River Chas. Lindbergh 1911	0160 The Dixie Melodrama Chas. Lindbergh 1911
0161 The Swanee River Chas. Lindbergh 1911	0162 The Dixie Melodrama Chas. Lindbergh 1911	0163 The Swanee River Chas. Lindbergh 1911	0164 The Dixie Melodrama Chas. Lindbergh 1911	0165 The Swanee River Chas. Lindbergh 1911
0166 The Dixie Melodrama Chas. Lindbergh 1911	0167 The Swanee River Chas. Lindbergh 1911	0168 The Dixie Melodrama Chas. Lindbergh 1911	0169 The Swanee River Chas. Lindbergh 1911	0170 The Dixie Melodrama Chas. Lindbergh 1911
0171 The Swanee River Chas. Lindbergh 1911	0172 The Dixie Melodrama Chas. Lindbergh 1911	0173 The Swanee River Chas. Lindbergh 1911	0174 The Dixie Melodrama Chas. Lindbergh 1911	0175 The Swanee River Chas. Lindbergh 1911
0176 The Dixie Melodrama Chas. Lindbergh 1911	0177 The Swanee River Chas. Lindbergh 1911	0178 The Dixie Melodrama Chas. Lindbergh 1911	0179 The Swanee River Chas. Lindbergh 1911	0180 The Dixie Melodrama Chas. Lindbergh 1911
0181 The Swanee River Chas. Lindbergh 1911	0182 The Dixie Melodrama Chas. Lindbergh 1911	0183 The Swanee River Chas. Lindbergh 1911	0184 The Dixie Melodrama Chas. Lindbergh 1911	0185 The Swanee River Chas. Lindbergh 1911
0186 The Dixie Melodrama Chas. Lindbergh 1911	0187 The Swanee River Chas. Lindbergh 1911	0188 The Dixie Melodrama Chas. Lindbergh 1911	0189 The Swanee River Chas. Lindbergh 1911	0190 The Dixie Melodrama Chas. Lindbergh 1911
0191 The Swanee River Chas. Lindbergh 1911	0192 The Dixie Melodrama Chas. Lindbergh 1911	0193 The Swanee River Chas. Lindbergh 1911	0194 The Dixie Melodrama Chas. Lindbergh 1911	0195 The Swanee River Chas. Lindbergh 1911
0196 The Dixie Melodrama Chas. Lindbergh 1911	0197 The Swanee River Chas. Lindbergh 1911	0198 The Dixie Melodrama Chas. Lindbergh 1911	0199 The Swanee River Chas. Lindbergh 1911	0200 The Dixie Melodrama Chas. Lindbergh 1911



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