MARCH 17, 1951

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Jukemen Gird for Emergency As 2d Meet Opens in Chicago

11-Man Info Board To Aid "Voice" Policy

State Department Appoints Members From Various Media

WASHINGTON, March 10. -The State Department today formally announced appointment of an 11-man broadcast committee to "assist" the United States Advisory Commission on Information in counseling State Department on the Voice of America, which has been getting mounting criticism on Capitol Hill.

The broadcast committee, which staged a preliminary meeting in New York February 28 (The Billboard, March 3), is headed by National Association of Broadcasters President Justin Miller, who is also a member of the U. S. Advisory Commission. Four other commit-(Continued on page 5)

Benton, Barrett

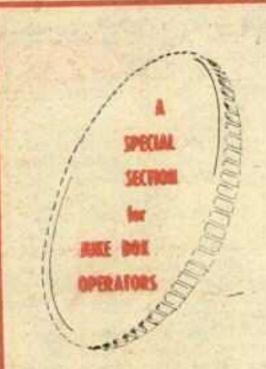
head of the Economic Co-Ordina- week. tion Administration, favors taking

'NOTHER CARUSO IN 'BARBER' ROLE

NEW YORK, March 10 .-Ray Caruso, young singer signed last week by Mercury Records, will be known on disks as Ray Barber Name switch is the fourth in the youngster's career. The name given him at birth remains a dark secret, but he first started chanting as Johnny Carroll, changed to Frankie Connors. then to Caruso, and now Bar-

Barber's bid for the big-time will be directed by personal manager Lou Capone and press agent Sid Ascher, the same team that guided Vic Damone's career until a year

Quipped Joe Carlton, Mercury veepee, more or less hopefully: "Como started as a barber-Barber'll be another Como."



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Vaude on Dizzy Carousel; Openings Offset Flesh Cuts

face of poor box-office takes, atrical Stage Employees. shuttering of split-week vaude houses and a series of previous NEW YORK, March 10 .- Sen, attempts that proved abortive, William D. Benton (D., Conn.) some strong, even desperate, atrevealed Sunday (4) that Paul tempts to revive vaudeville and Hoffman, who recently resigned as other live talent cropped up this

In addition to the Brandt theathe Voice of America and kindred ter chain's fling at live shows unactivities out of the State Depart- der the Beckman & Pransky ban-(Continued on page 5) ner, RKO's Sol Schwartz, veepee in charge of theater operations, is scheduled to sit down for a conference next week with representatives of Local 802. American Federation of Musicians, American Guild of Variety Artists and Local

Pittsburgh Batty For Woody & Patti

Page and Woody Herman's orches- Hill Number One, full-hour Easter tra kicked off their five-day tour film produced by Jerry Fairbanks of one-nighters here tonight, play- under the Family Theater's sponhistory of the 1,200-seat Vogue two days following Family Theing toward the club.

first show 15 minutes early hoping for a turn-over, and he was watch a single TV show. able to get in extra 600 after the Film's cast includes Ruth Hus- Budweiser runs out January of show. Patti was the only act on sey, Joan Leslie, Gene Lockhart, next year, He is now getting \$3,750 behind the red-hot disk thrush,

NEW YORK, March 10 .- In the 1, International Alliance of The- the first two shows. Success of the

The Brandt-Beckman and Pransky deal is apparently set. The chain's Gotham on Broadway is scheduled to open the first week in April with legit-style show using a band and vaude acts, and running three matinees and seven evening performances a week. No films will be used along with the show. The Al Beckman, of B&P, wouldn't reveal details, he pointed out that the limited seating capacity (about 850) in the Gotham would require legit-house scales. Acts are already being booked for

Here's Coverage! Unanimous on TV

HOLLYWOOD, March 10. Tele's four major nets and 76 sta-PITTSBURGH, March 10 .- Patti tions have skedded showings of Owner Andy Chakers put on the ence estimated at more than 40.- other packaging plans. 000,000 viewers, largest ever to

others. Arthur Pierson directed, cent hike on the basis of his rating,

Gotham policy will probably mean the opening of additional Brandt houses-about two a month.

Percursor of the finalization of the Brandt experiment was a series of meetings with AGVA, Local 802, and IATSE officials. The musicians' union is known to have agreed to a legit musical scale for the tootlers-\$110 for eight shows and a six-day week. Band for the Gotham will be eight men. Payment for additional two shows will be made on a prorata basis.

According to Beckman, his firm and Brandt's will be "partners" in the deal. Shows will be billed as produced by Beckman & Pransky. The attempt to reopen RKO (Continued on page 17)

Murray Eats Cake But Wants It, Too

NEW YORK, March 10. - Ken Murray wants a provision in his new Columbia Broadcasting Sysing to the largest crowds in the sorship. Showings were set only tem TV contract allowing him to own and produce TV packages Terrace. At 10:30, an hour before ater's announcement of the firm's which may be presented on other the scheduled first show, the place availability for public service tele- networks. Murray, currently newas jammed and cars were lined casting. TV's entire 107 stations gotiating with CBS and Budup a half-mile on each road lead- are expected to ask for prints by weiser, his sponsor, wants to build Easter Sunday, delivering an audi- a show for Frank Fay and has

Murray's contract with CBS runs until June, 1951, and his pact with the bill, doing a 25-minute stint. Jeanne Cagney, Leif Erickson, weekly, plus half of the profits of The Herd warmed up the room Regis Toomey, Nelson Leigh, Roddy the CBS package. It is believed and then played enthusiastically McDowell, Frank Wilcox and 50 he will ask for at least a 100 per

War Shortages **And Rising Costs** Are Top Issues

Corporation Plan Is Agenda Item; Big Turnout Seen

By NORMAN WEISER

CHICAGO, March 10 .- Faced with its most critical period in a decade, including equipment shortages and soaring costs, the juke box operators of America will convene in Chicago March 19-21 to map a campaign of survival during the emergency. Under the aegis of the Music Operators of America; congressmen, legal and tax specialists and manufacturers are skedded to parade before the attending ops to outline the war program.

It also has been learned that after functioning for about three (Continued on page 138)

Disk Brass War Vs. Tax

NEW YORK, March 10 .- Representatives of the major record companies will trek to Washington Wednesday (14) or Thursday (15) to testify before the House Ways and Means Committee in an effort to stymie the recommended increase of record excise taxes. It has been proposed as part of the administration's omnibus tax plan that the excise tax on records be increased from 10 per cent to 25 per cent of the manufacturer's

The waxers' pitch, being drafted by Ken Hoehn, attorney with RCA Victor, will be delivered by either Jim Conkling, Columbia prexy, or Milton Rackmil, topper of Decca. Capitol President Glenn Wallichs . (Continued on page 13)

NETS, AFM SET **NEW SESSIONS**

NEW YORK, March 10. -Negotiations between the American Federation of Musicians and the networks for a contract covering AM and TV were resumed yesterday and then adjourned until Monday

Meanwhile, the AFM's international executive board is slated to convene with Petrillo over this week-end (see separate story in Radio Department).

Billboard Backstage

Remember the piece in this pillar a while back about Sharon Kay Boles, the 11-year-old girl who got the idea of going into the business of selling Mexican jumping beans as a result of reading The Billboard? I wondered at the time how come outside-show business people like Sharon Kay read the paper. Here's how come, according to a letter from a fellow who should know:

"Dear Joe:

"Here's how Sharon Kay Boles, the 11-year-old Mexican jumping bean queen of Dallas, got to be an 'outside the industry' reader of The Billboard. Sharon's father, who was an 'outside' Billboarder himself for about 15 years, started writing songs a year or so ago. When Elton Britt came thru Dallas several months ago, he and Elton made an audition record of a song, You Can't Help Loving Another, which Elton took back East and recorded for RCA Victor.

"Shortly thereafter Sharon's father set up a b.m.i. music pubbery Boles Music, Inc., and ever since he has been an 'inside' or at least 'a-foot-in-the-door' Billboarder, since he reads it regularly to see whether Steve Sholes at Victor has released the Britt record yet.

"As The Billboards started piling up around the house (even higher than the funny books), Sharon got interested in all the wonderful merchandise offered for sale in Billboard and took a dollar from her allowance to order a trial batch of jumping beans. Every kid in her school room bought some and when she ordered a thousand at a time she got so many customers that the school principal announced that the sale of jumping beans at school would have to stop, as kids needed some of their money for lunches.

"It was then that Sharon got her retail dealers, a sporting goods and 5 & 10 store in exclusive Highland Park shopping village. The stores and her 10-year-old cousin in Detroit, who has been selling beans, have all sold out, but the jumping bean season is about over now, since the worms inside most of them are dead and the rest are barely kicking. However, Sharon has made some real money selling pen sets and jumping fur dogs (ordered from Billboard ads) house-tohouse, and has opened her own bank account with her own printed

"In addition to the column by Ken Hand in The Dallas News, (Continued on page 24)

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 10 .- Odds continue mounting against the administration's proposed stiff hikes in amusement excises. More than ever, it looks like the House Ways and Means Committee will go only part of the way. Unrelated to tax hearings so far but bound to influence the decision is a growing bi-partisan move to pare some of the current bureaucratic waste. Budgets were never so padded, nondefense and defense agencies alike. Empire-builders are practically running ads in the newspapers to get office recruits. Cracked one government secretary: "It's getting downright indecent; I saw one of my bosses hire a typist right off the street."

Some Say Coy Is Coy To Be an FCC Boy . . .

Another raft of rumors preceded Wayne Coy's scheduled Monday (12) return to his desk here as Federal Communications Commission chairman after several weeks of vacationing intermixed with visits to some CBS confabs. He's being mentioned for practically every open job of any stature in government and show business, including twin presidencies in National Association of Broadcasters and NAB-TV. But his intimates here say knowingly: "Only thing he's a candidate for is renomination next June 30."

Lobby No Showbiz Hobby Except for Radio-TV . . .

Latest list of registered lobbyists on Capitol Hill reveals a near fadeout of emissaries from entertainment industry during wind-up of last Congress. Out of a thousand registrants hardly a score came from showbiz, mostly radio-TV. Missing were several amusement lobbyists whose names had graced nearly every quarterly list since 1948.

Still present and accounted for are the familiar names of Earl Gammons, CBS veepee; Francis Russell, NBC veepee; Ward Quaal, Clear Channel Broadcasting Service; President Justin Miller, of NAB; Ralph Hardy, NAB; George Y. Wheeler II, assistant NBC veepee; Jack Bryson, Motion Picture Association, and Fred Eldean Organization, representing Allen B. DuMont Laboratories, Inc.

Lot of newcomer lobbyists from TV industry were drawn to Capitol Hill in year-end fight over excess profits tax legislation. Among (Continued on page 24)

Picture Business

By LEE ZHITO-

HOLLYWOOD, March 10 .- How serious is Hollywood's Commie

Try to get any one of a score of industry leaders to spout off for the record on that one and you run into a brick wall of "no comments." But there's plenty of meat in their off-the-record conversation.

Reluctance to be quoted on this hot potato is understandable, especially on the eve of the House Un-American Activities Committee's probe here. Investigations in general can be distasteful affairs, and no person or industry group wants to be caught with his or its neck out in print and thereby be drawn into the congressional hearing.

Of the many contacted, Roy Brewer was the sole industry figure willing to be quoted. Along with being the head of IATSE here, he's the board chairman of the militantly anti-Red Motion Picture Alliance. His view, however, reflects all the off-the-record comment made by the others. Basically, it is this:

House Un-American Activities Committee will investigate a story of Commie failure, not success. Reds have devoted their top brains to undermine Hollywood, but the film industry has cleaned its own house of Commie influences. All that remains now is a handful of sad individuals who unknowingly permitted themselves to be duped by lending their names or the money to front organizations, unaware of the fact that they were playing themselves into the insidious Red

Red hots who a few weeks ago infiltrated film unions have been ousted by the unions' own membership since 1947. Would-be cultural groups which thrived during the days when the Soviet was an ally and milked Hollywood's soft-touches for coin supposedly going to humanitarian causes, have since disappeared from the scene. If one does

CASE HISTORY (2)

Big Dough, Big Aches Wind Up M&L Story

By BILL SMITH

(Continued from last week)

the rise of Dean Martin & Jerry Lewis were detailed. This installment brings the career of the but Loew's raised the price to comic team up to date.

For their first State date Greshler packed the house with servicemen at 26 cents a head and coached them when to applaud. He hired various press agents, ending up with the late George Evans, whose office still handles the boys.

The boys got plenty of column breaks. Lewis wasn't too colorful then, tho Martin was a little more colorful than was desirable. His romantic escapades had to be hushed up more often than they could be publicized.

Money Troubles

When Greshler took over he found both lads up to their necks in money troubles. Lewis was in hock: Martin had sold pieces of himself all over the map. Angel Lopez, Havana-Madrid op, had loaned Martin \$1,000 for a 5 per cent piece which he later gave up to Greshler (late 1949) without making an extra buck. The Watkins claim (25 per cent) was in the courts. The Richards deal, 20 per cent, had been settled. Costello with 20 per cent was still in. Nevertheless Greshler somehow formed a corporation around the boys, took a chunk for himself and family and was now the big boss

Cugat Steps In

Prior to the first Capitol date on which Xaxier Cugat was to be headlined with a six-week picture. Greshler phoned Cugat and Sylva and Gale Sundergaard. pleaded with him to ask Loew's to put the boys on the show with him. MCA, who handled Cugat, blew acts. But Cugat did ask for the boys and they went in.

While at the Capitol, Copa bosses Jack Entratter and Monte Proser bid \$750 for the act. Greshler asked for \$1,500, and the act was ready to leave him. Instead of the Copa the kids went in to the Rio Cabana, Chicago, for four weeks for \$1,750 and followed it up with 13 weeks at the Chez, outdrawing Kay Thompson then working in opposition at the Mayfair

Morris Says "No" The series of emotional and financial problems continued to crop up in various forms. There were days when Martin and Lewis did not speak to each other; were all for breaking up; accused each other of grabbing spots and blamed Greshler for bad counts. Mobsters started to move in and Greshler, trying to get out from under, offered the act to the Morris office for \$17,500. The agency turned him down. A year and half later the Morris office offered close to \$100,000 for the same act. Greshler later made a personal appeal to a syndicate topper and matters were straightened.

The second date for the Capitol was coming up. Greshler waited until he got a good picture, Naked City, with the Tex Beneke band on stage and went to work. Inasmuch as more than nine months had elapsed since the first date, th s voiding the option, Greshler wanted more dough. To force

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Last week the earlier stages in Loew's hand, the act was submitted to Paramount and Roxy for \$3,000. Both theaters refused, \$2,250. It was out of this second

(Continued on page 19

Sixty Showfolk To Testify at DC Red Inquiry

WASHINGTON, March 10 .- A parade of nearly three score witnesses from the entertainment world is anticipated for the House Un-American Activities Committee's upcoming March 21 hearing here. A committee spokesman said the list "may grow even beyond that, before this hearing is ended."

With three subcommittee members roaming Hollywood for more than a week armed with subpoenas, lists of names and invitations, committee spokesmen here voiced hope that the hearing can be started as scheduled, altho there is still a possibility of postponement until after the congressional Easter recess.

Among film and radio performers already subpoenaed to testify on Communism in Hollywood are Abe Burrows, Jose Ferrer, John Garfield, Anne Revere, Howard Da

Setting for the upcoming hearing got additional trimmings this week in the committee's session at the committee as head of the Communist party's cultural commission in U. S., was under lengthy | Sports Gate Vs. TV questioning. Asked by Committee Counsel Frank Tavenner whether he was acquainted with actor John Garfield, Jerome said he refused to answer on the grounds of possible self-incrimination. Jerome replied similarly to several other queries from the committee.

Meanwhile, the committee this week released a new "Guide to Subversive Organizations and Publications" in which 624 organizations and 204 publications are listed. Described by the committee as the "most complete index of Communist-dominated and Communist-front organizations in the United States," the Guide embraces findings of official government agencies, including the attorney general's list of subversive

400% Jump in TV-Phono Set Sales for '50

WASHINGTON, March 10 .-Production of TV sets with phono combinations totaled 702,180 units in 1950, compared with 175,421 the previous year, the Radio-Television Manufacturers' Association has disclosed. This is about a 400 per cent increase.

This output represents a spurt not only in total figures, but relatively, according to RTMA's

The 1950 turnout of phono combos in TV sets was just under 10 per cent of the total output of all types of TV receivers, while the previous year's output of phono combos in TV sets was under 8 per cent of the total TV sets production.

Last year's production of all types of TV sets was 7,463,800 receivers, compared with 2,413,897 the year before. Table model TV sets last year accounted for 39 per cent of the total turnout; 2,941,560 table model TV sets were produced in 1950, compared with 1,442,494 in 1949.

Console and consolette models amounted to 51 per cent of last Living Cosis Zoom; year's total TV set production, or 3,820,060 sets, compared with 795,-982 console-consolette model TV (Continued on page 24) Vending Machines 140 1950, RTMA said.

London Dispatch

By LEIGH VANCE

LONDON, March 10.-Biggest money-maker in show business here is author Ted Willis's racy, juvenile delinquent drama, No Trees in the Street, which has just passed its 500th consecutive performance on the road. .

Originally put on at St. James Theater in the summer of 1948 for a cost of about \$2,800, it was a nine-night flop. But actor Arthur Lane, one of the cast of eight, bought the rights on a hunch from Director Basil Dean, for \$280.

Early 1950 brought a trend in provincial vaudeville away from variety. Lane remembered No Trees, tried it out at the neighborhood Artillery Theater, Woolwich, It was seen by agents Lew and Leslie Grade. They booked it for a four-week tryout beginning at the 2,000-seat New Cross Empire where it made \$4,480 net.

Followed bookings for the entire Moss and Stoll No. 1 Circuit (Birmingham, Liverpool, Glasgow class). Playing 12 shows a week, packing them in wherever it went, the one-scene play grossed \$112,-000 for its week at the (2,500-seat) Birmingham Hippodrome. . This week No Trees celebrating its 500th consecutive performance, will have been seen by 1,000,000 people. Gross take (on the road) is estimated at over \$250,000.

Costly BBC Caper Taking Stock . . .

Poor reception (five listeners out of 1,000) for the British Broadcasting Corporation's cultural caper, The Third Programme, has caused its chief, Harman Grisewood, to dream up a new high-Lrow approach, to be revealed this week. The program at present costs around \$42,000 a week. Fewer their tops. They wanted their own which V. J. Jerome, described by than half of Britain's radio sets have ever turned in to it.

Worries Them, Too . . .

The post office is getting ready to send out a sports questionnaire (Continued on page 24)

PARIS, March 10.-Last week was rather hectic in Paris for everyone from peasant to politician. A few top clubs catering to tourists continued to do fair business, but the rest of the entertainment industry suffered, and the Commies are having a field day. First, at the beginning of the week, the Metro (subway system) employees went out on a 24-hour strike for higher wages. Lack of transportation of this type immediately reflected its influence by a drop in box-office receipts all over the town in clubs, theaters, circuses, carnivals and spectacles. Neighborhood bars had big crowds, but the customers were for the most part sitting around over a glass of the cheapest wine, instead of the usual higher priced apertifs, worriedly discussing political and economic events.

Strikers Win; All Fairs Upped . . .

The strike was settled the next day, with the employees getting their requested raise. At the same time all fares on the public-owned metro and bus system were raised.

Not to be outdone by the publicowned utility companies, a few days later all taxis in the city doubled the rate of the first click of the meter.

In a complicated effort to shuffle and deal out the Commie delegates of the legislative bodies before the next voting takes place, the entire government folded, and at this writing France is without a governing body.

Average Pay Low . . .

Living costs in this city are soarsets produced in 1949. TV re- ing beyond all rhyme or reason, ceivers equipped with FM receivers [with landlords black-marketing numbered 756,120 or 10 per cent of and snow-balling rents sky-high. (Continued on page 24)

Cuts Asked on Showbiz Items At Tax Hearing

Congress Asked To End Concert Levy, **Ease Other Hikes**

WASHINGTON, March 10 .-Arguments against President Truman's excise tax program were highlighted at this week's House Ways and Means Committee hearings by demands not only that the Congress block the President's proposed tax hikes, but also that Congress slash the present 20 per cent tax on concert admissions.

A long parade of witnesses from a wide variety of businesses and industries urged that Congress might better adopt a general retail sales tax rather than accept Truman's proposal for steep rises in the taxes on phono records, phono players, radio and TV sets, cigarettes and whisky.

Plea for a slash in the 20 per cent concert admissions tax came from Patrick Hayes, Washington concert manager, and Floyd G. Blair, president of the Philharmonic Symphony Society of New

Hayes urged that the tax be eliminated entirely for non-profit organizations and cut in half on all other admissions. He said that (Continued on page 16)

Fight's on Vs. NY Bill To Rob Insurance Till

NEW YORK, March 10.—Alerted last week to the menace to unemployment insurance benefits for seasonal occupations, as contained in the proposed Hughes-Brees Bill to amend the New York State unemployment insurance law (The Billboard, March 10), show business has really tossed its hat into the ring.

By Monday (5) the fact-finding committee, repping all theatrical trades, had prepared hand bills which were distributed the same day to a Telivision Authority membership meeting at the Hotel Astor and to a similar meeting of Local April 3, in Convention Hall. With 802 at the musicians' union assembly rooms. Other theatrical unions were covered by mailings.

Primarily the hand bill exhorted all union members to contact their U. S. bonds, talent budget for the Albany representatives immediately and demand that they vote down the measure.

The leaflet stated in part: "By (Continued on page 21)

Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson Publishers Roger S. Littleford Ir. William D. Littleford

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HI, NEIGHBOR!

CMQ-TV, Cuban Video Station, In Gay Debut

By JOE CSIDA

HAVANA, March 11. - Video station CMQ-TV here went on the air today (Sunday) with Cuba's President, Prio Socarras, top guest on the station's first official telecast. Built at a cost of \$632,000, and incorporating latest video techniques and design, the station's transmitter is located atop Havana's "Little Radio City." It is estimated that the Cuban TV audience now runs around 180,000

Official kick-off ceremonies included a dinner in honor of President Socarras, hosted by CMQ-TV President Goar Mestre. Mestre is a leader in Latin-American radio and TV, and also president of the Inter-American Broadcasting Association.

Other top broadcasting executives from Latin-America at the debut shindig included Fernando Fleta, president of RPC Network, Panama: Emilio Azcarraga, president of XEW, Mexico, and Ramon Quinones, president of WAPA, San Juan, Puerto Rico.

Radio-TV men from the United States present, or scheduled to be (Continued on page 8)

Philly Lions Roar Loudly 20Gs Worth

PHILADELPHIA, March 10. -Representing the largest expenditure locally for a private club affair is the 1951 Lions Charity Show to be held for five days, starting only nightly performances scheduled, and added appeal in a generous outlay of prizes, including eight automobiles and \$6,000 in show hits a high \$20,500, according to Bill Honey, who heads the local theatrical agency bearing his name.

Honey, who has the booking exclusive, has whipped together a show of name bands, variety acts and outdoor attractions. Scattered over the five days, Honey has Vaughn Monroe for two nights, Louis Prima one night, Charles Spivak one night, the Billy Williams Quartet for two nights, Paul Winchell one night, and Sarah Vaughan one night. Inked in for the five-night run are outdoor acts, including the Paris duo, Adrian and Charlie; the Barretts; Sanger, Ross and Andre: Nita and Peppi, the Ortons and the Dornan Brothers, with Joe Basile providing the show band music. Show calls for an 85-cent general admission with advance ducats at 50 cents.

New Steel Cut For TV-Phonos

WASHINGTON, March 10 .-Stiffer steel cuts will become effective April 1 for makers of phonographs, record-players, and TV and radio receivers, under an order issued by National Production Authority this week. Slashes somewhat less stringent are also called for in NPA orders affecting fabricators of copper and aluminum. According to Radio-Television Manufacturers' Association, the new restrictions won't create dislocations of any consequence.

Highlight Reviews

LEGIT

Olivia De Havilland's "Juliet" Sensitive and Winning Effort

By BOB FRANCIS

Deere Wiman's production of Romeo and Juliet has been looked forward to with more than considerable interest. Reports from the road break-in have been favorable, but there is always the little thorn of doubt in the back of a reporter's mind as to what a screen star, even a top luminary, will do with one of Shakespeare's most difficult fem roles on a Broadway stage. Broadway saw as the the tragic events had made such an attempt not so many sea- her grow up almost overnight. In

astrous. De Havilland is a delightful Juliet and one which the Bard would have ordered. Not only does she manage to look an immature 14, which is the age which the play calls for, but she manages to talk and act like it. Also as the action

progresses she builds in maturity.

The advent of the date of Dwight | sons ago and the results were dis- | addition, she reads Shakespearean verse with clarity and understand-It is therefore a pleasant duty to ing. Hers is altogether a talentreport that in one case such a ful performance, combining sharp doubt no longer exists. Olivia intelligence with sensitive feeling.

Excellent Support

The star gets the best sort of support from Douglas Watson as the other half of the "ill-starred lovers." Young Watson has acquitted himself with great credit in several Broadway starts, but his Romeo is a real fulfillment of

(Continued on page 22)

VAUDEVILLE

Palace Wrings Tears With Nostalgic Old-Timers' Bill

By JOE MARTIN

There is apparently nothing wrong with vaudeville that nostalgia and/or standard vaude acts can't cure. At least that's evident from the reception given the current layout at New York's Palace Theater.

Bill only has six acts, but spots such names as Smith and Dale, Will Oakland, Diana Barrymore and Wally Brown. It's not that every act on the bill is socko, but the typical Palace audience is hungry for the chance to stir memories.

Tho Diana Barrymore, making her Palace debut, has the nextto-closing spot, it is Smith and Dale and Oakland who walk off with the big mitts. There is little to be said about Joe Smith and Charlie Dale's Dr. Kronkheit comedy sketch. They've added a few timely lines, but it's basically the same doctor-patient act that has called for yocks and bellies these many years.

anyone. Diana Barrymore did it ished sentence routine. He didn't You Can't Get a Man With a Gun. She opened with impressions of Katharine Hepburn, Tallulah Bankhead, Judy Holliday and Truth is, she Ethel Merman. thing to good effect. But her straight acting in the potion scene from Romeo and Juliet got her off to a tremendous mitt.

bit rusty. His reminiscing on Dockstader minstrel days and Jolson started him off ahead and he stayed ahead with a repertoire of Let's Grow Old Together, The World Is Mine Tonight, Did Your Mother "ome From Ireland?, Danny Boy and I Love a Parade. That he had to struggle to hit some of the high notes made no difference to the house,

Wally Brown, whose movie and TV appearances have added Trying to follow Smith and Dale stature to his name, started off is a back-breaking assignment for slowly with his standard unfin-

fairly well despite a weak opening draw a single yock, but kept them routine and forgetting the lyrics to happy with his fast patter. The usual three choruses of The Older You Get was the usual smash.

Show opened with a slick handbalancing team, the Earls. The boys inject plenty of comedy bits failed to impress with her mimicry to take them out of the class of and could have dropped the whole good but ordinary acro acts. They worked in a slow, deliberate fashion which accented their handbalancing routines.

Larry and Trudy Leung had a tough time getting started. The Oakland can still sell a song tough time getting started. The even tho the pipes of old sound a Chinese husband and wife team worked against big odds-lack of material. The act showed the basic ingredients to make the grade with their hoofing ability, some fair vocal impressions and nice costume changes, but it's not enough to keep going for 10 minutes.

Don Albert's pit band cut the show neatly.

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, Saturdays, RKO chain booker, Dan Friendly. Producer, Dave Bines. House band, Don Albert.

TELEVISION

CBS Socks Sinatra Across, But Como, Laine Help a Lot

By JOE CSIDA

National Broadcasting Company Show of Shows will have a real tussle on its hands. Somebody showed signs of something approximating booking genius in lining up Perry Como and Frankie Laine to work the show with Si-

If Frank Sinatra can keep com- | Como, Sinatra and Laine, plus | Heatertones delivered a good It's ing up with shows like this, the other bits to create a stanza that a Good Day. Marlo Lewis seems was relaxed, happy and wham all to be taking hold nicely as prothe way. In addition to choice ducer. Axel Stordahl lays in solid clowning by the three baritones, musical support. Bulova's "The each delivered sock solo perform- watch the stars wear" plugs have ances, Como with If, Laine with a strong appeal. tune of his own, We'll Be Together Again, and Sinatra with I Get a how do you follow a show like Kick Out of You.

natra. And followed thru with tributed excellent comedy bits, four in a row, they'll be headed

The big question that arises is this. If Sinatra and his aids can Betty and Jane Kean also con- figure it out and deliver three or fine light special material for and June Hutton abetted by the for the top of the rating heap.

RADIO

Gielgud's Smash "Hamlet" Is Guild-U. S. Steel-NBC Tribute

By DENNIS McDONALD

and the Radio Corporation of and a half presentation by the Theater Guild of John Gielgud's adaptation of Hamlet, which was a real tribute to radio, showing what the medium can do if it tries. For one Sunday, Tales of the Texas Rangers sacrificed its ti e for this worthy cause.

might have been annoying, but the Bard himself couldn't har wished greater depths and meaning while

America made possible an hour were filled with well written and can be said for Richard Leech's spoken narration by Horatio.

in the 15 intervening years extra given Gielgud. speech mannerisms have crept into

Combining forces, U. S. Steel | with a portion of Hamlet's death | ger's usurping, murderous king speech, and gaps in the trimming were beautiful jobs. And the same Laertes and Esme Percy's ghost. Judging from records of his 1936 Fine contributions in George smash performance of the title Howe's Polonius and Eliot Makerole, Gielgud has made changes ham's grave digger further likewise in his interpretation. If rounded out the superior support

The combination of narratorhis former clean-spoken readings, actor marred John Merivale's To purists, Gielgud's cutting his actual interpretation was more | Horatio, and a one-level reading controlled and has grown to even hurt Dorothy McGuire's Ophelia.

Special tribute goes to the over-The NPA steel order, issued for better scissorwork. Special retaining his usual full value of the all production, Homer Fickett's di-Billboard Publishing Company. The Billboard Publishes Vend, the monthly magazine of automatic merchandising; one year, \$3. The Billboard Publishing Company. The Billboard Publishes Vend, the monthly to steel order M-47, itemizes a which was all to the good. The chandising; one year, \$3. The Billboard Publishing Company. The Billboard Publishing wide variety of products which story of the melancholy Dane was not alone in excellence. Pamela unobtrusive plugs and for making (Continued on page 9) told in flash-back beginning Brown's queen and Berry Kroe- such excellent radio fare possible.

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THE PROS & CONS

Proposals, Counter-Offers On Way to 802 Strike Vote

NEW YORK, March 10 .- Herewith is an analysis of the proposals of Local 802, American Federtion of Musicians, and the counter proposals of the networks. This report, when delivered at the union's membership meeting this week, resulted in the strike vote (see separate story).

802 Proposals 1. The stations shall eliminate all mechanical reproduction of music from 8 a.m. to 12 midnight inclusive on all local and network broadcasts. This demand was modified to a proposal by which we offered to work out a formula whereby live musicians could compete equitably with competitive entertainment devices such as recordings, transcriptions and other mechanical forms of producing sound.

Minimum instrumentation. 3. Pair allocation of total budget of each show for live music.

4. Sliding scale of payment.

5. Each network shall maintain at least the same minimum number of staff musicians as employed under the previous contract except that those networks now employing less than the normally required, carry the same number as the others.

6. Annual contract with eight weeks' notice. 7. A two-week paid vacation for all staff musicians.

8. Three per cent welfare fund.

9. Severance pay. 10. Time-and-a-haif for overtime.

11. Parity of scale between staff and outside men for commercial shows.

12. Doubling- 25 per cent for first double; 10 per cent for each additional. 13. A. Full run-of-show guarantee.

- B. Outside man auditioning a show must be engaged for the full run. C.-G. Single engagement rehearsal rules and regula-
- tions (Stretch-out, etc.). H. Pifty per cent additional for simulcast.
- 14. Escalator clause.
- 15. Fifty per cent wage increase.

16. Arrangers and copyists' union asked various benefits.

Network Counter Proposals 1. The network rejected any discussion of limitation of

any kind on the use of recorded or transcribed music.

2. Rejected.

- 3. Rejected
- 4. Rejected.
- 5. Will maintain present quotas,
- 6. Rejected.
- 7. Will agree if staff musicians agree not to perform work for any other employer without the consent of the network.
 - 8. Rejected.
 - 9. Rejected. 10. Rejected.
 - 11. Rejected.
- 12. For staff men only; offered \$5 for first double, \$3 for each additional. For single engagement-settled by local.

 - B. Outside man playing house audition gets single scale or \$5 per hour, whichever is greater. C.-G. Single engagement practices to be left in the
 - hands of the local. H. \$25 additional for commercial show; \$10 additional

only Lloyd's of London is willing

to take a chance on old films. And

that the latter firm is still under-

writing this form of insurance

may yet make the oldies salable

(see separate story on Edison si-

Just a few years ago it was pos-

sible to obtain such insurance

from either the Employers' Lia-

bility or Massachusetts Bonding &

Insurance companies. Employers

stopped writing the policies some time ago and now Massachusetts

Bonding is also turning them

down. According to Lewis D.

FC&B Tests "Alias"

As New Toni Show

(Continued on page 9)

HOLLYWOOD, March 10 .- The Broadcasters' report on the advis-

Foote, Cone & Belding office here ability of studying the AM and TV

this week was awaiting results measurement picture, with a view

of an audience test on a new radio toward clearing up existing spon-

package for Toni, Alias Jane Doe, sored broadcast audience measure-

before deciding whether to use it ments acceptable to and accepted

as the replacement for Give and by both the advertiser and broad-

Take on CBS. Loni sponsors le caster, is stated as stemming from

latter program in the 9-9:30 Satur- the following problems: (1) There

day a.m. slot, and has a four-week is currently a multiplicity of serv-

mutually cancellable contract ices, techniques and standards;

an idea whipped up in the agency's contradictory evidence. This points

network's Saturday morning 1ys- standard and controlled by the in-

tery block programing set-up. | dustry, says Hooper.

Alias Jane Doe is the result of advertising are confronted with

- 15. Ten per cent for staff only, effective Pebruary 1, 1951 Single engagement scales to be determined by the
 - 16. Networks offered a 10 per cent raise.

NET-AFM TALKS REACH CRISIS

Petrillo Seen Ready for Battle As NY Votes Strike, LA Stands By

most critical phase in the long portant locals. He will thus be history of negotiations between the in a position to make a very strong American Federation of Musicians pitch for what he considers a fair and the broadcasting networks is at hand. James C. Petrillo, AFM chief, is scheduled to meet with his executive board-today if possible-to conside, the action of New York's Local 802 in authorizing a strike and maping out proper procedure.

On Monday (12), Hollywood Local 47 will hold a members ip meeting to determine whether to authorize a strike. It is expected ing of the record ban toward " e that the Hollywood local will go along with New York-the date coinciding with that set by 802-Wednesday (14) at 6 p.m. Further, it is expected that the AFM's international executive board will also support the action of 802 and the expected action of Local 47.

Executive board support would pave the way for Petrillo to confront the networks on a last-ditch Petrillo is regarded as having stand, strongly armed with strike

NEW YORK, March 10.-The mandates from his two most imcontract. Such a contract would not necessarily emphasize hikes in scale, but rather a curb on recordings so as to permit wider employment on AM and TV.

Should it all work out according to AFM strategy, the denouement would have Petrillo working out a deal with the highest network brass and emerging as a hero-in a manner reminiscent to the liftend of 1948.

Mood, Temper

The history of the current negotiations has shown interesting changes in the mood and temper of the AFM chief. During the earlier sessions, he was reported as apparently conciliatory in his attitude toward the networks. Later in the negotiations, however, (Continued on page 12)

Insurance Firms Cut CRANDALL PENS Off Privacy Policies

Feel Suits on TV Use of Old Film Valid; Packagers' Heads Aching

NEW YORK, March 10 .- Law- against suits for the invasion of suits instituted recently by ath- rights of privacy no longer issue letes and actors over the use of such policies. As of the moment, old films and newsreels on TV have created an additional headache for packagers and agencies. The two American firms previously willing to underwrite insurance

Wholesale Y&R Exits Cue to AM-TV Revamp

NEW YORK, March 10.-The departure in the past several months of five key execs in Young & Rubicam's radio and TV department is viewed by insiders as indicative of the agency's tightened up personnel policy and revamped AM-TV operation. The quintet-Roland (Bill) Gillett, Edgar Peterson, Ed Leftwich, Ed Frank and Norman Frank-have resigned to go, in some cases, to more lucrative pastures.

The exits are regarded as an indication of a switch in the agency's thinking. The agency's usual policy has been to be heavy in personnel in order to service numerous upcoming radio-TV projects. But the experience of this past season has revealed that it might be more efficient to be short-staffed, and to hire production talent as agency clients purchase radio and TV shows.

Stock Issue By Fairbanks?

HOLLYWOOD, March 10. -Jerry Fairbanks, prexy of the film production firm bearing his name, is currently in New York reportedly to arrange for a stock issue to bring fresh coin into the firm. Additional dough is needed to finance Fairbanks' extensive expansion program. Heretofore, the Fairbanks firm was a closed corporation.

Whether stock will be made available on the open market or sold to a single investor was not known at press time. Frank Mullen, firm's board chairman, left yesterday for New York to join Fairbanks. In addition to attending to the firm's Gotham duties, ing to the firm's Gotham duties, in Mullen will also devote time to pour a tremendous amount of cash | Girl of the Week series estimated | doesn't click, the producers will tioning at Palm Beach, Fla., and WPIX, station which he serves as into an untried series. New Ster- at about \$1,000 for each three at least regain some of their in- may go into the packaging field a consultant.

"VOICE" CHORAL NEW YORK, March 10 .-George Crandall's past is crop-

ping up. Known years ago in the music business as a talented composer, long George has once again become active as a cleffer. The Lord Is My Shepherd, a four-part choral work with organ accompaniment, composed by the CBS press chief, will be broadcast by the Voice of America on Easter Sunday, March 25. The work was well received in its recent CBS debut broadcast.

NEW YORK, March 10.-C. E.

his plan for a broadcast measure-

ment service using one standard.

(2) chaos is general; (3) buyers of

office here and will fit in with the the need for a service using one ropolitan areas) by localities

The Hooper move follows shortly after a National Association of

Hooper Solutions:

The Hooperecorder

qualitative analysis.

per multiple set home.

ever, that by comparison with the

audimeter, "which is said to cost

\$400 per sample home, the Hoop-

erecorder home equipment cost is

roughly \$40 per one set home, \$60

Flat Charges

following is proposed in part:

On the matter of ratings, the

(1) Ratings (projectable to met-

(Continued on page 9)

mailed in the form of a daily re-

NBC EDUCATION HYPO

Net Plots Navy TV In Big Pubserv Plan

NEW YORK, March 10. - The tablish a pattern for presenting National Broadcasting Company history by television, according to this week took another major step lined the project in a joint statetoward blueprinting high-powered public service and educational programing on TV. In co-operation with the U. S. Navy, the network will present a television history of that service. The series will mark the first major effort to es-

ment with Secretary of the Navy Francis P. Mathews.

The cost of the project is understood to run into six figures. Weaver stated the project entailed use of all known visual techniques and use of official films heretofore unreleased of all major actions from the shelling of the USS Panay in 1937 up to the present. Series would also use footage made by the British Admiralty and other Allied sources. After the initial 26 weeks are over NBC will own the films.

Scheduled as a half-hour show to begin in the fall, the first 26 weeks would be used to hypo the navy's recruiting and education

Proposed is a service using the Hooper, Inc., this week outlined Hooperecorder and giving the ad-(Continued on page 9) vertisers and broadcaster information on audience size (ratings) and Summer Rates Cost of the set-up is stated as being high initially because mechanical equipment replaces "manual" operation. Hooper says, how-

New Headache For Tele Webs

NEW YORK, March 10 .- NBC-TV and CBS this week were fighting next fall's battle of station clearances on this summer's battle lines. CBS-TV has already warned its clients that its video affiliates have asked that winter shows remain on during the warm weather or that the sponsor replace the (Continued on page 9)

Sterling Rounds Up Film Samples As 26-Week Video Package Series

Television, TV film production and distributing outfit here, has hit upon a new packaging scheme to salvage some of video's "sad samples." These sample films, mostly one or two expensive productions filmed for series that didn't jell, group of special 26-week TV packages. Sterling is charging the original producers from 35 to 50 per cent for distribution.

on Parade; Junior Cross Roads, for kids; a symphonic series; Handy Andy, a how-to series, and the World We Live In. Latter tag is ambiguous enough to include almost any kind of flicker.

The packages, selling for about have been picked up by Sterling stronger film, include such rem-for distribution as part of a new nants as The Stronger, with Geraldine Fitzgerald and Valarie Bettis; the almost as costly Day in the Life of a Chorus Girl, sole finished vehicle in Burgess Meredith's By rounding up several films projected Day in the Life Of series; with related themes, Sterling a capsule performance of Carmen, ling packages, which also include and a half minute film, which was vestment via single showings.

NEW YORK, March 10 .- Sterling | several foreign film shorts, are | dropped by Kaiser-Frazer after the The Feminine Touch; Armchair first few airers; S.K.D. Films' Can-Adventure, a travel series; Sports ada Lee series (four films for about \$2,000 each) and Meet the Artist. Last named series is represented by its solo effort on a Saturday Evening Post cover artist.

According to Saul Turell, Ster-13-week" thinking.

"Instead of putting all your cash director post. in one package," says Turell During his four-year term with "the safest and most logical plan Kenyon & Eckhardt, Chalmers was is to test your sample show on responsible for such video toppers actual video audiences instead of as Ford Theater, Toast of the

Montgomery Upped at K&E

NEW YORK, March 10.-Garth Montgomery, this week, was promoted to a veepee and radio-TV director of Kenyon & Eckhardt, Inc., here, succeeding William A. Chalmers, who has resigned. ling prexy, "the case of the sad Meanwhile, Werner Michel, who samples" can be solved if pro- recently joined the agency to producers will drop their "unlucky duce Ford Theater on video, was upped to the associate radio-TV

on his return.

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Liberty Flexes Muscles, Brings Wilbur to WOL

WASHINGTON, March 10. -Liberty Broadcasting System is ready to do some heavy expanding shortly, it was disclosed here in plans contemplating addition of at least two widely known commentators and several staffers to its Washington operations. Liberty's plans were unfolded incidental to staff changes this week in its Washington affiliate, WOL, owned by Peoples Broadcasting Corpora-

Department's international broadcasting division, has become program director and assistant to WOL Manager Fred Palmer. Wilbur replaces Allan Filipps, who has shifted to WOL's commercial staff. WOL is awaiting the Federal Communications Commission's author-| Plans are under way to place a ization for upping the station's television set in nearly every power from the preesnt 250 watts to 5,000 watts. Power increase calls for shift of frequencies from 1450kc. to 1460. WOL officials say they expect the authorization within a couple of months.

Wilbur said WOL is planning to feed considerably more programs to the network. Meanwhile, rumors continued here that Liberty is negotiating for WINS, New York, with hope of thus getting its first New York outlet and tying in closely with D. C. programing.

Incidental to its expansion, WOL indicated that a try will be made at entering TV in Washington as soon as FCC issued final alloca-

KTTV Becomes DuMont Affil

HOLLYWOOD, March 10 .- Los Angeles Times-owned KTTV will become DuMont's Hollywood affiliate effective April I. Negotiations are currently nearing conclusion, with contracts being readied for inking some time next week. DuMont deal means a trade in affiliation between KTTV and KTSL. Latter station, when owned by Don Lee, was the local DuMont outlet, while KTTV, when jointly owned by The Times and CBS, served as the CBS outlet.

When CBS bought KTSL, original plan was for KTTV to continue airing CBS shows until September, thereby allowing DuMont to retain its KTSL affiliation. However, KTTV last month served notice on CBS to pull its shows by April 1, which immediately resulted in CBS informing DuMont that its KTSL affiliation terminates April 1.

COLGATE RATE HITS NBC PEAK

NEW YORK, March 10 .-The Tony Martin Colgate show, Sunday (4), with Milton Berle and the Andrews Sisters as guests, hit an all time high for the National Broadcasting Company Sunday night hour, according to American Research Bureau ratings for New York, Chicago, Washington and Philadelphia.

The show hit a 47.3, with the opposition Ed Sullivan Toast of the Town rating 18.2, and all other shows on at the time a total of 5.6; a total of 70 per cent of sets in use were tuned to the show.

Ben E. Wilbur, who for over nine years has been with the State Philly Schools Extend TV Sets

PHILADELPHIA, March 10 .public school here. Sixty schools now have sets, purchased by the Parent-Teachers associations at the respective schools, and all of the 185 associations lave now announced plans to purchase sets for each school. In addition, some of the vocational-technical schools have assembled their own sets.

According to Martha A. Gable, who was loaned to Oakland, Calif., by the local school system to set up a program of school television on the Coast, this city leads the country in co-operative development of TV as an educational medium.

"Educators have an important part in shaping the destiny of this new and powerful medium," declared Miss Gable, assistant director of school-community relations for the local board of education.

"Criticism of television programs is neither fair nor effective," she added. "Constructive, positive ac-

Dual Color Television Standards Appear Likely

Supreme Court To Hear RCA Plea; Unrest Could Delay Any System

Deferment of commercial color TV oral argument is not expected to izing comparative demonstrations for the duration of the defense consume much time. emergency and the possibility of dual color TV standards appear further the picture glimpsed likelier than ever as the result of months ago when the FCC color the Supreme Court's order last TV ruling was slapped into the Monday (5) for a March 26 hearing on the Radio Corporation of equipment sure to become greater America's appeal against the Federal Communications Commission's ity's control orders multiply, inapproval of the Columbia Broad- dustry observers have long seen casting System's color process.

In its order accepting the RCA appeal, the high court let stand a temporary lower court order against the starting of CBS color telecasts while the case is in liti-

WASHINGTON, March 10. - oral argument is completed. The the FCC will acquiesce in author-

courts. With shortages of electronic as the National Production Authorcommercial color chances foredoomed. The high court's order has added one more thick coating of ice to the freeze-out.

Okay for RCA

RCA, meanwhile, continues to gation. The Supreme Court is improve its chances to demonstrate likely to need months to deliberate newest color TV developments, its decision after the upcoming and there is little doubt here that

sometime this year. Inasmuch as The high court's action clarifies the FCC has already committed itself in advocacy of the CBS color system, the chances are that the FCC might wind up granting dual standards to embrace RCA's system as well if RCA convinces the Commission that its system is equal to or better than CBS's. The Supreme Court will make no attempt to study the merits or shortcomings of the rival systems, but will confine itself to the issue as to whether the Commission "abused its discretion and was arbitrary and capricious" in its decision, as RCA has contended.

Emerson Stand

RCA's action is being supported by Emerson Radio & Phonograph Corporation, which warned that if the CBS color system were once established, it could "no more readily be changed than the guage of United States railway trackage."

RCA, in its appeal, stressed that CBS's system is incompatible and therefore contrary to public interest inasmuch as 12,000,000 TV sets are in the nation's homes. CBS contended, tho, that the FCC decision in support of Columbia's system "was a carefully reasoned policy decision based on consideration of all relevant factors." Columbia was bulwarked by the FCC's legalists and by Philip B. Perlman, United States solicitor general.

With Camel

NEW YORK, March 10.-Camel Cigarettes this week purchased the 8:30-9 p.m. segment of NBC-TV's Jack Carter Show, sponsorship to begin tonight. The hour show is now sold out. Bymart recently picked up 8-8:15 p.m. and Lehn & Fink 8:15-8:30 p.m.

The new buy swells even more the already heavy R. J. Revnolds TV billings. For its Camel division it bankrolls the 7:45-8 p.m. NBC-TV news strip, and Man Against Crime and the Vaughn Monroe Show on CBS-TV; for its Fatima division it has several 15-minute pared with AFRA's. The NLRB segments of the Garry Moore daygeneral counsel had argued that time show, and Stork Club twice (Continued on page 9) each week, both on CBS-TV.

NLRB Okays Deals Even if AFRA's In

WASHINGTON, March 10 .- The interest in radio-TV circles, upeven tho labor unions may be servdecision. The NLRB, in a threeexaminer's ruling in a case involv-Artists.

(Continued on page 9) which is expected to draw wide

right of radio stations to negotiate | held its trial examiner's contention independent but compatible talent | that stations can make independent contracts with staff performers contracts with staff talent notwithstanding that a union is the ing as exclusive bargaining agents exclusive bargaining agent of the for the staffers was affirmed last artists, but it was stressed that the week by the National Labor Rela- law requires the station's contracts tions Board in a precedent-setting to be "expressly limited" to "the negotiation of better terms than to-two decision, affirmed a trial those contained in the union conexaminer's ruling in a case involving KMBC, Kansas City, Mo., and board pointed out, the station's Carter Rides the American Federation of Radio talent contracts differed from the The NLRB's split decision, forded the artist an opportunity Over Hump to earn a bonus over and above the minimum rates of pay guaranteed by the union contracts, but at the same time imposed certain restrictions on the artist, designed in general to assure that the respondent (station) would receive the exclusive benefit of its investment in the artist." It was this latter point which became the major bone of contention in the case.

Restriction Sticker

The NLRB's own general counsel contended, along with the union, that the restrictions imposed by the station's independent conthorized by those contracts, as com-

Overall Info Board To Aid 'Voice' Study

Continued from page 1

business. Earlier this week (7). the State Department announced appointment of the General Business Advisory Committee, also consisting of 11 members headed by Philip D. Reed, chairman of the board of General Electric Company. Reed also is a member of the U. S. Advisory Commission of Information.

The advisory Commission is a five-man body appointed by the President and is authorized to "recommend" policies to the secretary of state on the department's global propaganda program which covers radio (Voice of America), movies, press and periodicals. Idea for creation of new committees to expanding propaganda set-up.

tees to assist the Advisory Com- | Jack Harris, Edward G. Noble and mission are being set up by State | Henry Johnson. One broadcaster heavy return. Tho admitting that Department in the related fields of characterized State's call for the it's a percentage deal, Killiam movies, press, labor and general February 28 preliminary session of this committee as an attempt by State to get itself "under an umbrella" from Capitol Hill's criti-

The new General Business Committee headed by Reed consists of the following members: James A Farley, chairman of the board, Coca Cola Export Company; Ralph T. Reed, president, American Express Company; W. Randolph Burgess, chairman, executive committee, National City Bank of New York; Meyer Kestbaum, president, Hart, Schaffner & Marx; Sigurd S. Larmon, president, Young & Rubicam, Inc.; William M. Robbins, veepee for overseas operations, General Food Corporation; David A. Shepard, exec assistant, Standard Oil Company of New Jersey; J. F. Spang Jr., president, Gillette Safety Razor Company; Dr. Claude Robinson, president, Opinion Research Corporation, and Warren Lee Pierson, chairman of the board, Transcontinental & Western Air, Inc.

Amid this activity, Congress got The new broadcast committee a request from President Truman be a one-hour show and move headed by Miller consists of the this week for a supplemental ap-The makers of pharmaceuticals tions, that they had played a great into the Tuesday night 8-9 p.m. following: William S. Paley, propriation of \$97.5 million for the have not decided as yet the kind part in achieving a situation which slot opposite Milton Berle April Charles R. Denny, Hugh B. Terry, Voice program. The money is of show they would like to finds Communism on the wane in 3, when Sure as Fate gets it video Richard Shafto, Theodore C. Strei- sought to rush completion of bert, John Patt, Don Federson, transmitter facilities this year.

FLICKER DICKER

Sell TV Rights to 1,200 Early Films

NEW YORK, March 10 .- Tele-| surance against suit for invasion vision rights to some 1,200 one of privacy (see separate story). tracts with its artists outweighed and two-reel silent films produced Killiam this week got the okay the improved compensation auin the Edison studios between on a policy from Lloyd's of Lon-1909 and 1915 have been obtained don. by Paul Killiam, operator of the Old Knick Music Hall.

Intended for use as 15-minute video shows with "comictary" by Killiam, the package is being ped- R. L. Griffin, former manager of While it is not clear at this dled by Ray Bloch Associates. Tho the Edison studios. time which DuMont shows will be Killiam has had the rights for carried by KTTV, it is understood some time, sales have been the station will carry all the pro- stymied heretofore because of the (Continued on page 9) inability to obtain producer's in-

Deal gives both video and 16mm. rights to Killiam for a period of six years, and was signed with Theodore Seaman, son-in-law of

Griffin got the rights in 1919 from Thomas Edison, Inc., and left them to his daughter who married Seaman. Killiam originally tried to set the deal two years ago for the use of the silents in his New York club, but Seaman is reported to have held out until now, waiting for the TV market to be big enough to pay a won't reveal figures.

In picking up the rights, Killiam obtained the original negatives, said to be in first-class condition, stored in the vaults of the Museum of Modern Art's film library. Test prints made thus far have (Continued on page 9)

CBS Outlines Army Shows

NEW YORK, March 10.-Columbia Broadcasting System this week was in the midst of preparing two shows, one AM, one TV, to originate from army camps. On AM, CBS program head Lester Gotttitled The Old Army Game, fea-The comic is figured as a natural for the show because of his G.I. Lament disks which have had nationwide distribution.

The CBS-TV army stanza is only in its early blueprint stage. It will walking papers.

Benton, Barrett Debate 'Voice'

Continued from page 1

agency to handle the Voice. Ben- study, I swung around and came ton disclosed Hoffman's opinion to the conclusion at that time that on this matter in the course of it would be best to make the en-Mrs. Eleanor Roosevelt's WNBT tire information program of the Mrs. Roosevelt Meets the Public government an integral and per-

Assistant Secretary of State Edward W. Barrett, in charge of public affairs, did the show with Mrs. R and Benton. On the subject of taking the Voice out of State, Barrett said: "During the very, very closely and intimately war I worked under Elmer Davis together. Now, my experience in and he asked me to make a study and recommendations as to whether propaganda activities should be handled by the State Department or another agency. I

McKesson-Robbins Plans Video Debut

NEW YORK, March 10.-Despite denials, reports persisted this week that McKesson-Robbins was getting ready to buy a 30-minute TV stanza thru its J. D. Tarcher

program.

ment, and creating a separate and a half and, after that careful manent part of the Department of

> "That's because I think that psychological activities, propaganda of truth and the formulation of foreign policy must be tied the last year has, on balance, tended very much to confirm that.

"But it is a complex subject and all I would ask is that any group that studies the subject and tries studied the subject for a month to reach conclusions should take a very, very thoro look at the present operations, because I think they should know fully the amazing job being done by this extraordinarily talented team that is in existence in the department today. . . ."

> that there was much to be done, but claimed that his department's operations were somewhat responsible for the defeat of the Communists in the Italian elec-Europe.

> > N 514 8/43/64 5/10/65/2016

Barrett admitted on the show

assist the Advisory Commission materialized since Sen. William lieb's first project will be a quiz Benton (D., Conn.) and Sen. Alexander Wiley (R., Wis.) introduced turing the talents of Harvey Stone. a resolution calling for a senatorial investigation of the Voice of America and the rest of State's swiftly

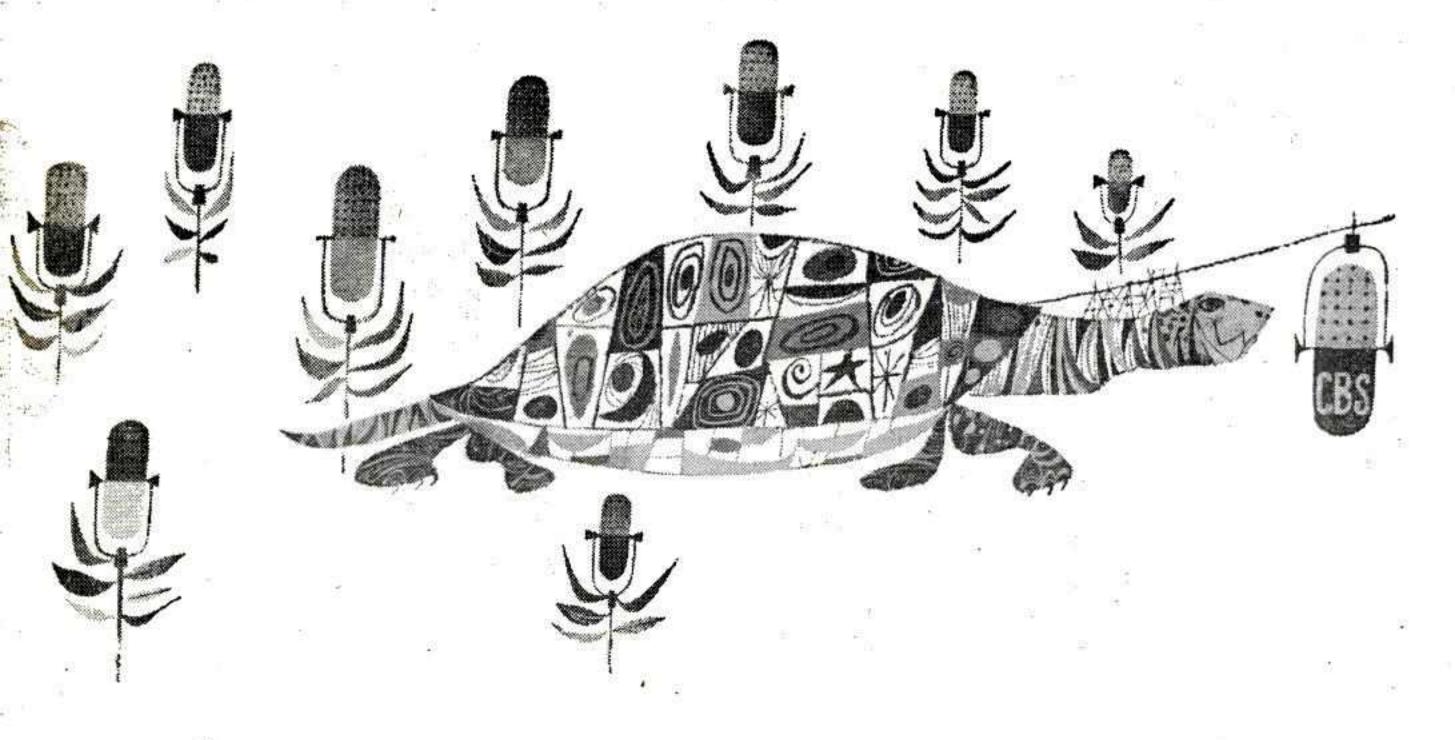
Board Members Listed



The lead has neve

Advertisers are investing much more in CBS than in any other network -15% more today than on the second-place network-more, in fact, than has ever been invested on any network in all radio history.

They do this because on CBS they get more of what they want... which is to have as many people as possible hear what they have to say. On CBS, they go on getting bigger audiences than on any other network.



been greater...

No need to labor the point further: CBS has won and kept its lead by a continuing effort to increase service to audiences and advertisers ...by ceaselessly applying its unmatched program skills toward making better, more successful radio.

The network to put your money on is the one that stays in there trying—even when it's 'way out front.

COLUMBIA BROADCASTING SYSTEM





VIDEODEX---BB RATINGS LIST

National Rank of TV Shows In Dramatic Classification

NEW YORK, March 10.—Following is the second in a series of Videodex-Billboard listings of sponsored network TV shows listed by program styles. The list below covers dramatic shows with their national Videodex ratings for February, 1951.

Last week's listing included shows in the musical-vaudeville-revue category. Other program categories will include kid and Western shows, quiz and audience participation shows, mysterycrime programs, women's and daytime shows.

The Videodex rating, published by Jay & Graham Research, gives the average ratio of the total number of TV homes viewing the program to the total number of sets in those cities that receive the show live or kine. Kine transmissions are verified by Videodex.

The list below also shows the time and network for each program, sponsor, agency, number of homes reached and program costs, as estimated by The Billboard.

						Homes	and Union	Est.
Rank Program	Net.	Time	Sponsor	Agency*	Videodex	Reached	No. of	Prod.
	The state of the s		The second secon	5.00 CO 10 C	Rating**	(000's)	Cities**	* Cost
 Fireside Theater 	NBC	Tues. 9-9:30	P&G	C	42.6	3906	38	\$14,500
2. Philco Playhouse	NBC	Sun. 9-10	Philco	H	41.8	4059	56	23,000
3. Kraft Theater	NBC	Wed. 9-10	Kraft	JWT	41.0	3316	39	15,000
4. Studio One	CBS	Mon. 10-11	West'ghouse	McE	35.5	3443	50	16,500
5. Mama	CBS	Fri. 8-8:30	Gen. Foods	B&B	34.9	3046	30	8,500
6. Lux Theater	CBS	Mon. 8-8:30	Lever	JWT	33.3	2399	25	9,000
7. Aldrich Family	NBC	Sun. 7:30-8	Gen. Foods	Y&R	29.9	2255	27	9,500
8. Circle Theater	NBC	Tues. 9:30-10	Armstrong	BBD&O	28.6	2672	46	10,000
Pulitzer Playhouse	ABC	Fri. 9-10	Schlitz	Y&R	26.4	2446	46	30,000
10. One Man's Family	NBC	Sat. 7:30-8	Man. Soap	DJ	24.9	2644	62	9,000
11. Somerset Maugham	CBS	Wed. 9-9:30	Tintair	C&P	17.2	1622	48	9,500
12. Nash Airflyte	CBS	Thur. 10:30-11	Nash	GN&G	17.0	1538	40	20,700
13. Beulah	ABC	Tues. 7:30-8	P&G	DFS	16.1	1254	30	15,000
14. Stu Erwin Show	ABC	Sat. 7:30-8	Gen. Mills	DFS	15.4	1521	55	15,000
15. Stars Over Hwd.	NBC	Wed. 10:30-11	Armour	FC&B	15.0	1136	33	10,000
16. Bigelow Theater	CBS	Sun. 6-6:30	Bigelow	Y&R	12.5	1033	29	8.500

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

ABC

ABC

ABC

B&B-Benton & Bowles BBD&O-Batten, Barton, Durstine & Osborn BSF&D-Brook, Smith, French & Dorrance C-Compton

17. Billy Rose

18. The Ruggles

Hwd. Screen Test

DFS-Dancer-Fitzgerald-Sample DJ-Duane Jones FC&B-Foote, Cone & Belding GN&G-Geyer, Newell & Ganger

Tues. 9-9:30

Mon. 8:30-9

Mon. 7:30-8

H-Hutchins JWT-J. Walter Thompson McE-McCann Erickson Y&R-Young & Rubicam

11.1

9.0

6.1

BSF&D

BSF&D

C&P-Cecil & Presbrey **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 February, 1951.

Hudson

Ironrite

Co-Op

DETROIT'S TV PRODUCTION LINE

Doner's "Auto" Technique Turns Out 27 Programs

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

Detroit production-line technique director. Even with the 27 shows, formal go-ahead for a conference applied to video production has there are only four men and to establish a trade code of pracnetted the W. B. Doner & Co. two women, each one primarily a agency a total of 27 programs, writer. Each staffer is responsible totaling 121/4 hours weekly, cur- for his own accounts, including announced this week by Federal rently on the three local stations. scripting, casting and production Trade Commission (FTC). The These range from a series of nine five-minute shows to 90-minute film shows.

The Doner "auto" techinque calls for a video department geared to turn out shows in quantity at low cost. This activity was set up as a separte department two years ago, with Charles F. Rosen named director of radio and television, starting with a staff of

Repairs Cause WNEW Delays

NEW YORK, March 10.-A report that radio indie WNEW, here, might give up its 50,000 watt authorization, rather than up its time rates was emphatically denied this week by a station spokesman.

The rumor was sparked earlier in the week when the FCC, in granting the 10,000 watter a six months extension on its construction permit, expressed disapproval of the indie's delay in filing an application for approval.

In denying the story, the WNEW exec attributed the delay to timeconsuming transmitter equipment hurricane winds of last November. ter, he added, is still underway.

Represented by

New York

DETROIT, March 10.—Typical one—Cherie Lee, now assistant supervision.

> One Million Hot Dogs Emphasis is never given video to the exclusion of other media. Occasionally, tho, an account uses video alone, and has proved the months ago when the FTC invited power of the medium. Pressel Sausage, which never advertised before, used television alone for a year, built volume up to 1,000,media-newspapers, radio, and out-

> door-for the first time. Setting up a video budget taiincludes two principles, according modernize the old radio trade to Miss Lee-;

1. Pick a time when client can operation by FTC in 1939. reach his legitimate prospective market-rather than a selection upon time cost or normal, undifferentiated listening audience.

2. Time should be selected according to what competitive AM and TV programs, rather than selecting on adjacent programs, as in radio. Video audiences change stations more readily.

Doner has 11 clients in all currently on video. They have even sold television as a medium to the group most naturally opposed by their ow. interest—122 movie 3 Clients Nix theaters, for a big promotion campaign in which television got the repairs for damages caused by the lion's share of the \$30,000 budget. The exhibitors are mulling over Construction on the new transmit- an exte ded co-operative institutional campaign.

TV AFFILIATE

FTC To Weigh TV Trade Code

1092

476

375

55

15

25,000

5,500

4.000

WASHINGTON, March 10. - A tices for the TV industry was agency said a date for the conference will be scheduled soon.

Green light for the conference the Radio-Television Manufacturers' Association to set up a committee to meet with FTC and in-000 hot dogs a week, and is now terested trade groups on the code. preparing a budget including other FTC offered this invitation after RTMA had proposed calling such a conference to establish TV's first lored to the needs of each client trade practice code and also to practice code which was put in

> Among regulations to be proposed by RTMA for the new TV code will be extension of the radio trade practice rules to cover TV sets and standardization of tube nomenclature so as to end confusion over the meaning of tube RTMA will suggest new standards for measuring screens so that advertisements and promotion copy will refer to uniform sizes.

Montgomery Alternate Spot

NEW YORK, March 10 .- Three clients-Goodyear, Prudential and Ford—this week turned thumbs long-standing drive of the ad down on the 9:30-10:30 alternate agencies to standardize TV slide week Monday evening slot which specifications. becomes vacant after Procter & Gamble's last telecast March 19. The Robert Montgomery Playhouse, sponsored by Lucky Strike, occupies the other Monday night time period on the National Broad-

casting Company's TV. United States Royal Tires is considering the spot for its Royal Theater, packaged by William Morris and featuring Basil Rath-bone as host. But the difficulty there is that NBC-TV would like to sell Montgomery, now under contract to the web, for the other week so that his dramatic stanza would go weekly. U. S. Royal and other potential clients are balking user is certainly entitled to a the time period. The buy would because they feel Montgomery's maximum of space, and a slide add substantially to the agency's association with Lucky Strike which is standardized enough in TV billings since another client. would not help peddle their prod- size to permit its use on the ma- Pall Mall, went weekly recently on

Court To Test Right Of Witness Walk

question whether witnesses at con- investigations "in which unwilling gressional hearings can be forced witnesses are subpoenaed and in to testify before TV cameras is effect put on trial." The Post reheaded for the courts as a result affirmed support for the Case bill, of the Senate Crime Investigating now before Congress, which would Committee's recommendation forbid the photographing, broad-Wednesday (7) for a contempt ac- casting or televising of congrestion against a witness who walked sional investigations while a witout of the committee's hearing in ness is testifying. The Post de-St. Louis last month. The witness, fended its stand by stating that James J. Carroll, a betting com- courts "do not permit their witmissioner, insisted his constitutional right of privacy was invaded of informing the public about their by the TV cameras.

Meanwhile, the controversial issue grabbed attention elsewhere in which witnesses are compelled here in one of the strangest public to testify against their will."

debates of its kind when The Washington Post and its station, WTOP-TV, came to loggerheads on the question. The Washington Post owns 55 per cent of stock on WTOP, WTOP-TV and WTOP-FM (the Columbia Broadcasting System owns the balance). John S. Hayes, veepee of WTOP, Inc., in a letter to The Post published on The Post's editorial page Wednesday (7), voiced strong objection to a March 2 editorial by the paper on the televised testimony subject. The Post replied to Hayes in an editorial which appeared in a neighboring column. Neither the Hayes letter nor the editorial minced words.

"Post" Conflict

Hayes in his letter stated he was "deeply disappointed" by The Post's advocacy of restricted TV use at congressional investigations. "I cannot believe it is your opinion that the American public must not be allowed to 'see' what is going on," he wrote. He insisted that hearings are aimed to get at information in behalf of the public and he pointed out that TV and Hofstra yarn quotes statistics indiradio have as much right to be cating that one out of every two present as press reporters and pub- households in metropolitan New lic spectators. Referring to a Post | York is equipped with a TV set. A statement that TV's presence might qualitative analysis of the Hofstra encourage mugging by lawmakers findings is being prepared by di-New Yorker magazine account Coffin, former chairman of the praising congressional behavior at college psychology department.

did not condemn televising of all casting."

WASHINGTON, March 10.—The congressional hearings but only nesses to be distracted for the sake trials." The paper argued that the same rule should apply at hearings

GOOD YEARS LEFT

Hofstra AM Elegy Is Not Justified---NBC

NEW YORK, March 10 .- The story released this week-end by Hofstra College, "presaging the end of radio broadcasting as Americans have known it," was termed utterly unwarranted by the National Broadcasting Company.

A piquant situation stems from the fact that the Hofstra release is based on a study conducted for NBC on the over-all effectiveness of TV as a sales medium. The before the cameras, Hayes cited a rector of research, Dr. Thomas

a recent televised hearing. NBC spokesmen stated that The Post in its editorial reply whereas Hofstra College had persaid Hayes's disappointment was mission to release some statistics based "in part upon a misinterpre- and survey findings, it obviously tation of what the (earlier) edi- had no right to release a story torial said." The Post declared it "presaging the end of radio broad-

was given informally several BUENA SUERTE CMQ-TV

Meaning Best Breaks For Havana's Latest

Continued from page 3

John Royal, veepee of the National Broadcasting Company; Edmund Chester, news director of the Columbia Broadcasting System; Clifford Slaybaugh, sales manager of Albert Protzman of NBC.

WNBT Designs Simple New Network Slide

NEW YORK, March 10 .- In a move to help video advertisers cut down on artwork costs, WNBT, National Broadcasting Company's local outlet here, has redesigned its network identification slides, eliminating the web's RCA Building trademark. The change was ordered by Station Manager Ted Cott, as a co-operative assist in a

NBC will shortly inaugurate an identification slide revisal plan for all of its owned-and-operated stations. The web's Chicago station recently removed its Merchandise Mart slide insignia, and other video networks and stations are reportedly considering or have already adopted similar spacesaving set-ups.

According to Cott, the action was primarily prompted by TV's fantastic rate increase situation, which has upped the eight-second slide spots to about \$337.50. "For ever, has not decided what kind that money," says Cott, "an adver- of program it wishes to put into jority of TV stations."

present at the ceremonies were | RCA international division; Gen. Edward Lyman Munson, director of TV operations for NBC; Justin Miller, Cal Joseph Abraham and

Following ad men from America were also at the opening festivities: Irwin Vladimir, president, Irwin Vladimir & Company; Robert H. Otto, president, Robert Otto & Company, Inc.; Melchor Guzman, president, and Albert Martinez, vice-president in charge of radio, Melchor Guzman & Company; Thomas Hughes, vice-president, National Export Advertising Service; Arthur Kron, exec veepee Gotham Advertising Company; Thomas Lane, veepee in charge of television of McCann Erickson, and Harold Weinholtz, international division of Young & Rubicam.

American tradepaper and general magazine reps covered the opening.

Arrid Wants

NEW YORK, March 10 .- Arrid this week was on the verge of purchasing Thursday night 10:30-11 from CBS-TV. The slot is to be vacated shortly by the Nash Airflyte Theater which already has given notice of its cancellation.

Sullivan, Stouffer, Colwell & Bayles, the agency for Arrid, how-NBC-TV with The Big Story.

Your Top TV Sales Opportunity W [D] [2] [-] [,/ Wilmington, Delaware In the Market which has highest income per family in the country.

ROBERT MEEKER ASSOCIATES NBC

Los Angeles

A STEINMAN STATION

San Francisco

PULSE INITIATES NEW AM SERVICE

NEW YORK, March 10.-Dr. Sidney Roslow, head of The Pulse, Inc., this week introduced its new multi-market radio-rating service, a companion piece to its multi-market tele Pulse. The new bimonthly rating service which gives combined network ratings in 14 major network areas during January and February, 1951, rounds out Pulse's radio and TV roster of reports. It will be gratis to subscribers, In the initial Pulse multi-market radio ratings CBS has four out of the five top programs: Jack Benny has a 15.1; Lux Theater, 12.7; Amos 'n' Andy, 12: Edgar Bergen, 11.9, and ABC's Walter Winchell, 11.6.

WNBC Pitches for Skitch's Time Sale

NEW YORK, March 10.-In a move to peddle its hard-to-sell 6-6:30 a.m. time period, WNBC will launch another big time promotion for Skitch Henderson next week. Ballyhoo ad copy will again be angled around the early morning disk jockey's unique first name, utilizing the slogan "Six o'Clock Is Skitch o'Clock." On-the-air plugs will click the time as "10 minutes past Skitch."

The Henderson show, now completely sold from 6:30 to 8:30 a.m., was initially promoted, via a "switch to Skitch" theme. The current campaign has already been tested on Henderson's a.m. airer in the form of a membership club offer. During the 6-6:30 a.m. period, listeners were asked to write in for "Skitch o'Clock" club membership cards. To date, the station has received the names and addresses of 17,000 receptive early birds to use as bait for prospective sponsors-theory being that sales resistance must be low then to inspire 17,000 people to write in for "Skitch o'Clock" cards.

Summer Rates

Continued from page 4

current show with an adequate substitute.

Sales execs at CBS-TV have already proposed a plan to President Frank Stanton which would reward advertisers buying time on the web for 52 weeks. The idea would probably award incentives in line with the saving in sustaining programing costs for the web.

And NBC-TV, which last year allowed a 35 per cent reduction in time costs for a 52-week pact, this year has changed its mind because of its affiliates' refusal to go along. Stations claim they can sell all the time they have available. Instead, NBC-TV will make a "minimum program contribution" to the summer production costs of a 52-week stanza. More and more the picture looks as if the TV outlets will be ringing up the coin this summer because of the FCC freeze and the headlock they have on TV advertisers.

New Steel Cut

Continued from page 3

will be limited to 20 per cent less steel in the second quarter of this year than was used by manufacturers of those products in the average quarter of the first six months of 1950. Included in this list besides phono and TV-radio sets were musical instruments, coin-operated amusement machines (see separate story), household appliances, novelties and other consumer goods.

The average quarterly figure is arrived at by computing the average of the first two quarters of 1950. NPA said its latest cuts are aimed to make available for defense use an additional 1,000,000 tons of finished steel products, and further amounts of copper, aluminum, zinc, rubber, nickel and other strategic materials.

The agency ordered that fabricators of aluminum be permitted to use 65 per cent of their base period rate of consumption (average quarter of first six months of 1950). This is the same as the current March rate. Another order issued this week limits fabricators of copper to use 75 per cent surance with full coverage, tho ion varies somewhat on that point, of their base period rate of consumption, as compared with the ruary 1. current 80 per cent.

TV VS. MOVIES

Mich. Survey Shows Video Cutting In

DETROIT, March 10 .- The impact of television on motion pictures has been dramatically tabulated by Joseph Denniston, veteran operator of the Monroe and Family theaters at Monroe, Mich., thru a telephone survey aimed to find out just what effect video has had upon his business. Results show a serious cut-441/2 per cent of set owners go to movies less than formerly, and some have stopped going altogether.

However, the majority of set owners-55 per cent-still go to stay-at-homes probably include a sizable percentage of pawer a sizable percentage of newer owners, who have not reached a cumulative adjustment with their new medium. At the other end of the scale, 3 per cent have gone the whole way, tired of video, and rarely bother to turn it on any

The survey, conducted on a personalized basis in a small city, provides a genuine laboratory test of television. The survey checked 1,005 homes and is still continuing, but the initial results were tabulated after that number of callsin a city of 21,000 population. (1950 census), reaching a high fraction of the homes and providing fully adequate sampling. Names were selected at random from the phone book. Of the 1,005, 557 had television sets—or 57 per

Hooper Solutions

Continued from page 4

port within 24 hours after broadcast and by 5-minute program segments. This would cover commercials, sustainers, AM and TV. (2) Measurement service, to be set up in one locality at a time, would be paid for by stations and networks in the form of a flat charge and by advertisers in the form of a per cent added to TV and AM time bill. Base for the costs would be subject to industry decision.

On the matter of qualitative analysis, the service would show, within seven days after broadcast, the following: (1) Frequency of listening; (2) duplication between programs; (3) flow of audience; (4) size of families in audience; (5) income of families in audience; (6) cumulative audience and, (7)

commercial versus talent audience. Hooper claims the following as the system's advantages as compared with telephone co-incidental and/or meter, the factors of speed, scope, frequency of report, completeness of information.

Philly Schools

· Continued from page 5

be on use, not misuse. We must responsibilities and restrictions. If build the audience for the best we were to strike down the bureducational program. Let is densome provisions and leave only change the question asked fear- the bonus provisions of the talent fully, 'What is television doing to contracts in effect, we would be us?' to a firm, determined 'What | making a new and different conare we going to do with tele- tract for the parties. That is not vision?"

CIRCUS BATTLE LOOMS IN CHI

CHICAGO, March 10 .- The circus capital of America? Chicago, from 4 to 5 p.m. Sun-

With Super Circus already airing on the American Broadcasting Company TV net from the Civic Theater every Sunday, National Broadcasting Company, Sunday (11), will premiere an alternate-Sunday Hollywood Junior Circus from 4:30-5 from its Studebaker Theater. A straight circus show, it will be sponsored by Hollywood Candy Company, Centralia, Ill.

5th BBC TV For Bristol

WASHINGTON, March 10 .-British Broadcasting Corporation has completed plans for constr' :tion of a new high-power TV station to serve the Bristol channel area, the Department of Commerce reported this week. The station, which will be erected at St Lythan's Downs, near Wenvoe, will be the fifth and last of a proposed chain of BBC highpowered stations. Two are already operating in London and Birmingham and the third and fourth are now being built at Holme Moss, near Huddersfield, and Kirk O'Shotts, between Edinburgh and Glasgow.

In addition to the chain of five TV stations, the BBC is planning five small relay stations for various parts of the British Isles, with the aim of the entire network to cover 90 per cent of the country's a script." population.

NLRB Okays

· Continued from page 5

the independent talent contracts were less favorable "in that they impose certain restrictions on the artist's freedom to sell his services on the open market, both during his employment by the respondent (station) and for some time thereafter." This position was defended by two members of the board who campaign. The show cannot be dissented from the three-man majority. The dissenters were board members John M. Houston and Paul L. Styles.

The majority opinion, signed by Chairman Paul M. Herzog and members James J. Reynolds Jr., and Abe Murdock, answered this point by stating as follows:

"It is not sufficient, in our opinion, to show that a particular provision of the talent contracts, taken by itself, is less favorable than a particular term of the union contract. The talent contracts are selfcontained, collateral agreements, conferring certain benefits upon the artists in the form of a bonus arrangement, in consideration for tion is imperative. Emphasis must which the artists accept certain the function of the board."

Insurance Firms Cut Prive

Continued from page 4

interest in covering old films." Seidler claims that the company is still underwriting other forms of radio and TV insurance, but is being more careful than hereto-

Standard Policy

of copyright, piracy and violation of rights of privacy. It's the latter item that's now difficult to insure. Insurance companies feel they charge on a per-film basis. that the athletes, actors or their heirs have a valid claim, since original contracts did not specify lawyers believe that films obtained the use of film for TV. As recently as last month, Massachusetts Bonding was still issuing in-

The February increase raised sale" films.

Zeidler Jr., one of the leading rates for a \$100,000 policy from brokers for this type of insurance, \$201 a year to \$268, for a \$200,000 Massachusetts Bonding has "little policy from \$231 to \$308 and for a \$300,000 policy from \$258.50 to \$338. Now, however, the company will not write full coverage insurance unless the person seeking the coverage is willing to sign a contract of indemnity which frees the insurance company of responsibility for the rights of The standard policy is called privacy clause. Since policies are advertisers' liability policy (radio most needed for the latter type of producers' form) and covers the coverage, TV producers are not insured against stits for libel, willing to indemnify the underslander, defamation, infringement | writer and therefore unable to obtain the policy.

While Lloyds of London rates are unknown, it is understood that Additional aspect of the insurance problem is the fact that radio-TV via a forced sale auction cancel all previous rights, including that of invasion of privacy. Legal opining to take a chance with "forced

Legal History May Be Made In Conn. Defamation Suit

Court here. For the first time in using its facilities. the State's legal history, the court will be asked to decide:

1. Whether a radio station, forbidden to censor political speeches by the Federal Communications Act, can be held liable for alleged defamatory statements made over its facilities by a political candi-

2. Whether alleged defamatory words broadcast by radio without being read from a written script, constitutes libel or slander?

These issues are presented in a suit for \$50,000 damages by the Charles Parker Company, Meriden, Conn., against Joseph N. DePaola the Silver City Crystal Company, owner of Station WMMV, Meriden, Conn.

The Parker company, manufacturers of vises, charges that De-Paola, while campaigning as Democratic candidate for mayor of Meriden in a political speech broadcast over that station November 29, 1949, allegedly made certain statements, which caused serious injury to its business reputation and credit.

In asking for dismissal of the complaint, DePaola contends that there is no allegation that his statement was written or published in writing and says that the distinction between libel and slander must be applied. He further contends "some American courts have held that broadcasting from a written script con-stitutes libel," but maintains that "no court has actually passed on the matter and held that defamatory matter broadcast constitutes libel when it was not read from

The radio station in its defense, points out that the Federal Communications Act requires stations to give opposing political candidates equal opportunity for broadcasts and forbids them to censor political speeches. A recent federal court decision, the defense Television Productions, recently

NBC Education

Continued from page 4

sold for this 26-week period.

A large part of the scripting will be based upon Samuel Eliot Morison's History of U. S. Naval Operations. World War II.

NBC will set up a special unit to co-ordinate and produce the Continued from page 5

project. starting in June or July.

NEW HAVEN, Conn., March 10., provision implies that a station -A case presenting unique can't be held responsible for defa-questions in Connecticut's law of mation beyond its power to predefamation is pending in Superior | vent or control committed by those

> The Parker company, on the other hand, contends that nothing in the act relieves a station of liability for defamatory broadcasts, and that the censorship provision did not stop a station from refusing to broadcast defamatory language.

ABC Sells First Summer TV Time

NEW YORK, March 10 .- ABC-TV this week sold its first summer advertiser when Bauer & Black. thru Leo Burnett, purchased the 5:30-6 p.m. segment of Super Circus beginning June 10 for eight weeks. The new client will replace M. & M. Candies and the Peters Shoe Company which currently alternate in the half hour.

Canada Dry, the bankroller of the first 30 minutes of the program, has not notified the web as to whether it will take a hiatus.

KTTV in DuMont

Continued from page 5

grams heretofore aired by KTSL. This embraces a total of three hours per week, with probable shows including Cavalcade of Bands, Cavalcade of Stars, Ellery Queen and Inside Detective. Plans now under consideration call for KTTV to feed a number of Coast originations to the DuMont web.

KTTV shows will be fed to Du-Mont on films produced here by the station. Production will probably be handled thru Consolidated claims, said that the censorship formed TV movie-making firm affiliated with KTTV. These shows are being discussed by Du-Mont and KTTV reps.

> Negotiations were carried on by Dr. Allen B. DuMont and Chris Witting, with station repped by owner Norman Chandler and Times exec Omar Johnson.

Flicker Dicker

NBC, it will be noted, has stepped | been of excellent quality. Accordup its pubsery and educational TV ing to Killiam a group of the 1,200 blueprint. The moves have fol- silents were leased to Pathe for lowed closely upon the network's a five-year period about 15 years acquisition of Dave Taylor, who ago, but all rights have since reheads up the NBC-TV pubserv verted to Seaman. Tho the Great operation. Recently announced as Train Robbery, produced in 1902, upcoming were Operation Frontal is included in the deal, Killiam Lobe and the tie-up with the Al- claims that it has been so often fred P. Sloan Foundation. The lat- pirated as to make it useless. ter deal is designed to produce a Other titles include The Translarge-scale adult education series planted Prairie Flower and The Unpaid Ransom

You are cordially invited to the **Annual Exhibit** of Entries in The Billboard's **13th Annual Radio** and Television **Promotion**

Competition

Time: 2:30 to 4:30 P.M.

Place: Le Perroquet Suite, The Waldorf-Astoria

Date: Tuesday, March 20, 1951

The Wendy Barrie Show

TELEVISION - Reviewed Friday (2), 8:15-8:30 p.m. EST. Sponsored by Celanese Corporation of America thru Ellington & Company, Inc., via WJZ-TV, New York. Producer, Hal James. Emsee, Wendy Barrie, Guests: Mayor Vincent Impellitteri and Mrs. Impellitteri.

Wendy Barrie, TV's "good bunny," hopped back in the video picture last week with a new 15-minute chatter session, and the results were as thru-the-lookingglass as ever. For her initial guest-booking, video's least repressed female played hostess to the mayor of New York, Vincent R. Impellitteri, and his wife. It was a remarkably brave move on the part of all three.

In the past Miss Barrie's TV appearances have been marked by a certain vitriolic winsomeness. Conversationally, she always shone brightest while pulling the wings off a guest's delicate ego. This child-like churlishness either delighted or appalled viewers, depending on whose corner they were

Starts Slow, But-

In view of her past record the much admired and respected Impellitteri couple seemed an odd even dangerous choice for a first show. This contention was supported by the constrained formality of the telecast's first few minutes, which called for Mrs. Impellitteri to confuse Miss Barrie with British actress Wendy Hiller. However, immediately thereafter, "good bunny" began to feel her video oats, and the remainder of the show was done up in her best semi-monolog fashion.

Fortunately, the Impellitteris were fully able to cope with the situation. Otherwise "bunny" might have ended up as political stew, considering the sizable group of New Yorkers, who voted for "Impy" last fall. The city's attractive blond first lady, slightly bewildered at the opening, soon caught on and easily mastered any threat of snideness with a pleasant but firm air of tolerant awareness.

Rabbit Punch

The mayor, tho, who confessed that his wife calls him "simple Vince," was a sly one. Mistaking him for a shy one, Miss Barrie coyly requested that she be awarded some civic badge of office, only to be gently slapped down by a tongue-in-cheek offer of an "honorary deputy commissioner of sanitation" post.

The camerman did right by Miss Barrie's piquant beauty and she, in turn, did a nice, spontaneoussounding job for Celanese, her sponsor, being fey enough to get away with squealing ecstatically "Ohhhh! I love my dress!" Lensing was suitably unobtrusive thruout, and the simple smart set, featuring telegenic two-toned wall paneling and uncluttered modern furniture, was outstanding.

June Bundy.

Sunday Kid Fashion Show

TELEVISION - Reviewed Sunday (4), 2-3 p.m., EST. Sustaining via WNBT, New York. Produced by Ellan Handley for WNBT and the Parents' Institute. Director, Dwight Hemion. Co-emsees, Ed Herlihy and Beryl Tucker. Guest sportscaster, Clem McCarthy.

The main fault of this show was that it lacked human interest. It impressed as being produced for buyers of children's clothes rather than televiewers. Also the hour stanza, done in association with the Parents' Institute, could easily have been shaved to a half hour, probably with more impact.

Naturally, the Sunday Kid Fashion Show unveiled some captivating kids' togs, but the mere mechanical recitation of facts about the fancy duds-the cost, type of material, where they could be bought, etc., was enough to set up a negative reaction in the viewers. In between, a magician and a balloon maker spelled the emsees and the audience with mildly attractive entertainment.

Kids Sluffed Off

There was no attempt, however, to work with the kids, to get their reactions to the clothes they modeled and to set them at ease. Beryl Tucker, fashion editor of Parents' Institute, and announcer Ed Herlihy were not adept at bringing out the best in their young subjects. This dereliction was particularly marked in Miss Tucker.

There was a celebrity panel of production planning. children on hand. They weren't

Television—Radio Reviews

America Applauds—An **Evening for Richard** Rodgers

TELEVISION - Reviewed Sunday (4), 9-10 p.m. EST, Sponsored by Red Cross Shoes thru Stockton. West & Burkhardt, Inc., via NBC Television. Producer, Henry Souvaine; director, Leo Hurwitz; staged by B. F. Shevelove; technical director, Orland Tanburri; assistant director, Kirk Browning; script. Max Wilk; designer, Carl Kend: musical director, Max Meth; choral director, Crane Calder: choregraphy. Valerie Bettis; production co-ordinator, James S. Pollak; NBC program supervisor, Danny Dare; emsee, John Daly.

A notable contingent of performers brought their talent and affection to a television tribute to Richard Rodgers' 25th anniversary as a composer Sunday night, and the result was a heart-warming, stimulating hour of dance, music and reminiscence. The celebrants included a covey of stars out of the Rodgers musicals, a representation of Metopera luminaries, playwrights, producers — and, by remote control from Hollywood, the voice of Bing Crosby.

Among the participants were Mary Martin, making her video debut-and there's a future for her in the medium whenever she specials, a beauty contest of Hudcares to give it a go; Celeste Holm, Valerie Bettis, Vera Zorina, Alfred Drake, Patrice Munsel, Dorothy Maynor, Vivien Segal, Theresa Helburn, Russell Crouse, Howard Lindsay, Deems Taylor, Moss Hart, Rudolph Bing and a number of singers and dancers from the current young crop.

It was as if the viewer were privileged to be an onlooker at a fabulous party, where the best performers in the world did their specialties not especially for pay or for show, but as a tribute to a respected friend and co-artist. There was a consistent dignity with warmth, a sense of relaxation, an aura of assurance and profes-

The order of the day was, of course, tunes by Rodgers, whose 28 musicals with Larry Hart and six with Oscar Hammerstein produced a matchless repertory of American songs, the popular anthems of two generations from Garrick Gaieties to South Pacific. To mention some of the hour's more entrancing highlights:

Bing Crosby's delightful chat (by audio from Hollywood) with Celeste Holm (charmingly visible and audible) on the topic of Rodgersmen and tunes. Bing's remarks were characteristically pertinent, breezy and touching, winding up with his singing Easy To Remem-

Valerie Bettis' excitingly choregraphed Slaughter on Tenth Avenue, in which she danced the lead with wild grace and abandon. The dance, costumes and sets were meticulous and lavish.

Mary Martin's warm, ab-lib heart-to-heart with Rodgers, during which she presented him with weight divisions. They ranged in a crystal bowl from his friends and then sat at the piano with him while he played and she sang I'm in Love With a Wonderful Guy. She was glowingly Forbush—all

Patrice Munsel, the prettiest bud in a nosegay of lovely girls, singing What's the Use of Wondering, from Carousel; Vera Zorina's terping to a poetically choregraphed medley of Rodgers waltzes; Dorothy Maynor's spiritual treatment of You'll Never Walk Alone; Alfred Drake's People Will Say We're in Love, and Oh, What a Beautiful Morning; Vivien Segal's Bewitched, and Celeste Holm's winsome This Can't Be Love.

Considering the amount of enertainment packed in the one hour, production was good. They got on and off with dispatch.

The orchestrations were splendidly conceived and played and Stan Freeman's chores at the piano were a treat in themselves.

Yes, we had some commercials, frequent and lengthy ladies' shoe testaments, but somebody had to of luck, he said, because to get on pick up the tab and we all got a the show the lads had to belong helluva buy. Jerry Wexler.

used for any purpose except to say "hello." There was a kids' dressing derby, another cute idea, but one which was also negated because of confusion and lack of pre-

Leon Morse.

Star Night at the Versailles

TELEVISION --- Reviewed Sunday (3) 10:30-11 p.m. Sponsored by the local Hudson dealers thru Brook, Smith, French & Dorrance via WNBT. Producer George Wallach. Director, Bill Harbach, Writers. George Wallach and Leonard Safir. Co-emsees, Bill Stern and Candy Jones. Guests: Joey Adams, Maxie Rosenbloom. Tony Martin. Al Capp, Eva Gabor, Joan Edwards and WAC Lieutenant Ely.

A rowdy kind of a stanza consisting mostly of gimmicks and stunts instead of full-blown entertainment, this show may get an audience because of its party atmosphere and time slot following Dave Garroway.

But altho co-emsees Bill Stern and Candy Jones do a fair job, a warmer personality than Stern could probably get more entertainment out of the guest artists. Stern, however, does deliver a strong commercial. And Miss Jones is a looker.

There is an unfortunate tendency for Hudson to drive for a commercial at the drop of a consonnant. In addition to a bountiful number of the usual plugs. there are Candy Jones used car son car owners and a panel of Hudson dealers identify old cars. With the exception of the beauty contest, these excessive time consumers should be dropped in favor of entertainment.

On the program were Joey Adams and Maxie Rosenbloom, interviewing a hermit as to his pregnant thoughts on the town's night

Al Capp sketched a mystery woman who was Eva Gabor. There was a ping-pong match. And Rosenbloom took lessons in East Indian terping from Chandra Kaly, This was something to see. Incidentally, the former pug, a good-natured gent, sometimes sounds dumb rather than funny and should stick to a set routine.

It is strange that this show comes from the plush Versailles. The hook-up won't help attract class customers.

The filmed Hudson commercial showed the usual shots of a car on the road. Stern also emphasized the immediate availability of Hudsons. It is hoped, of course, that this show will make them less available. Leon Morse.

Kid Gloves

TELEVISION - Reviewed Saturday (3), 7:30-8 p.m. EST. Sustaining via NBC-TV, originating from WCAU-TV, Philadelphia. Producer-director, Alan Bergman. Associate producer, Frank Goodman. Announcer, Bill Sears. Guest, John (Ox) DaGrosa. Cast, the kids.

The contestants on Kid Gloves were in the flea, pebble and paperage from 3 to 12 years; their weights were from 30 to 82 pounds. And it was one of the cutest shows on video.

It also was funny at times, because all concerned pretended to take it seriously. Ring announcer Barry Cassel introduced the fighters and announced the decisions in professional style. And Bill Sears delivered blow-by-low descriptions with only an occasional chuckle. Sears also interviewed the winners after each contest and got nice irony out of keeping it real grown up. An example was his asking a three-year old, who'd averred that he'd been fighting a long time, what advice he had for the younger fellows now coming

Pug Requirements

Pennsylvania Boxing Commissioner John (Ox) DaGrosa was on hand to assure everybody that kiddie boxing was a wonderful thing. Parents writing in to try to get matches for their kids were out to clubs where they'd been properly trained and had been medically approved.

Frank Goodman made an able referee, tho he broke one clinch count. Gene Plotnik.

Ladies Daily

TELEVISION - Reviewed Friday (2), 11-11:30 p.m. EST. Participation sponsorship, via WJZ-TV. New York. Producer, Scott Cunningham. Director, Jerry Franks. Commentator, Walter

Ladies Daily is a virtual replica of WOR-TV's daily tele-news series-the only twist being that this strip features fem-type items exclusively. Fortunately the producers credit housewives with a fairly liberal span of interests and therefore the series carries more general info than the usual woman's program.

Show caught reported on everybrush" to the fact that "wallpaper Today, and, of course the inevitwas first manufactured in America back in 1780." In addition to the accepted fem show subjects (food, beauty tips, shopping, etc.), the airer was sprinkled with sage quotations and "smile makers," presumably so wifie could dazzle her husband that night by dropping a gay bon mot at the dinner table. However, the series also featured one or two really bright educational gimmicks, namely a sized the proper spelling, definition and pronunciation of the word "contingency."

Subtitled a "musical magazine," the series was backed by lush instrumentals-standards, semi-classics and classics-most of which were surprisingly well keyed to varying moods of the written news. Walter Herlihy, as the invisible emsee, handled the background commentary in pleasant fashion, including a pitch for free dishwashing machine demonstrations.

too many useless fillers (i.e. "Navaho Indians used to make elaborate paintings from sand and color pigment!"). June Bundy.

A Guest in Your Home

TELEVISION - Reviewed Wednesday (7), 3:15-3:30 p.m. EST. Sustaining Monday thru Friday via NBC-TV. Produced by Louis Cowan, Inc., and Television Air Shows. Director, Frank Jacoby. Cast: Edgar A. Guest, Bob Callahan and Rachel Stevenson.

Poet Edgar Guest provided a comforting 15 minutes by simply sitting at a table and chatting about home, family and old times. Almost unnoticed, he would occasionally lapse into his facile verses on these subjects, which were delivered most convincingly. The camera's numerous close-ups of Guest's interesting and rugged old face gave full play to the show's visual

Substituting for folk singer Paul Arnold, Bob Callahan, tenor, sang Home and Over the Rainbow. Callahan has good voice, but he offered nothing in the way of the needed change of pace.

Rachel Stevenson, Guest's gal Friday, was at the table too. She poured the coffee. The show was neatly introed by title printed on the table top, with camera panning up to Guest's face.

Gene Plotnik.

Operation Ex-G.I.

RADIO - Reviewed Saturday (3), 3-3:15 EST. Sustaining via WCBS, New York. Producerwriter, Bernard Estes. Director. Ken Regan, Announcers, Wayne Nelson and Hal Sims.

With the armed forces once again making headlines, WCBS, New York, has decided to program for veterans and their families as it previously did. But the new version of the show, produced and written by Bernard Estes, is a complete overhaul job which is and death benefits for ex-vets and punchy, slick radio.

By departmentalizing the 15concerning ex-G.I.'s and the mail | War II. room-the show gained immensely a wee bit too hard, knocking one in interest and pace. On the stanza of the pugs down. But happily caught, Roy Letzen, of the Vet- persuasive as they juggled the the kid got right up without a erans' Administration, was on hand to tell the boys that they would

Phil Regan Show

RADIO-Reviewed Sunday (4). 5-5:25 p.m., EST. Sponsored by Pepsi-Cola, via NBC. Producerdirector. Maurice Morton. Writer. Ben Perry, Cast: Phil Regan, Judd Conlon Rhythmaires and Gloria. Music. Vic Valente and ork.

The musical portions of the Phil Regan Show perk along at an entertaining pace. Unfortunately, tho, these sessions are continually undermined by the airer's stereotyped format, a hodge-podge affair made up of the least attractive elements of the typical serviceman show and audience participation

The initial show was beamed from Travis air force base near San Francisco. Future airers will follow the troupe to various camps and defense plants thruout the country.

Regan and Judd Conlon's Rhythmaires registered strongly in the vocal department with several sprightly numbers, including Three thing from "how to dry a hair Little Words. It's a Lovely Day able Erin air, There's a Little Devil Dancing in Your Laughing Irish Eyes. However, Regan's selfconscious attempts at G. I. humor, a la Bob Hope, misfired. Wisecracking just isn't his style. The singer's charm lies in wholesome sincerity and more than a touch of the homespun. The present script job is strictly a corned-up city slicker routine.

The series is really gimmick-"study" segment, which empha- happy, including a serviceman talent contest and a human interest yarn. Latter was represented by one of those acutely embarrassing reunions between a Korean war hero and his family.

The musical Pepsi-Cola commercials, extolling the drink's "more bounce to the ounce" slogan, were among the brightest spots on the show. In line with this, Regan will also star in a weekly off-mike promotion for the sponsor. The flack-engineered stunt calls for the singer to tour each broadcast city All in all, Ladies Daily is an en- a few days before the show. The tertaining, well-knit news pack- first person to recognize and stop age. However, the series would be him on the street become the even better if it were split up into recipient of a \$500 savings bond two 15-minute segs and slotted in -providing he also just happens different time periods. Right now to have a Pepsi-Cola bottle top the quality of its news suffers from | with him at the time. Next week June Bundy. -San Diego.

Unfinished Business, U.S.A.

TELEVISION --- Reviewed Sunday (4), 12:45-1:15 p.m. EST, Sustaining via Station WNBT. New York. Produced by the American Jewish Committee and the Young Men's Christian Association, Commentator: Clark M. Eichelberger.

Use of video for public service is exemplified in this series of films covering the vague but vital field of human relations. The pic caught had the added virtue of being well photographed.

Entitled Clearing the Way, the film revolved around a gang of kids from the East Side of Manhattan who one day found that the lot they'd been using as a playground had been fenced in for the construction of the United Nations buildings. The film showed how, with the help of a couple of UN employees and a visit to Lake Success, the kids came to understand the problems and meaning of the UN and became resigned to the loss of their playground. Animated line drawings were used to illustrate the building requirements.

Spectacular Shots The film, which was prepared by the UN Department of Public Information, opened and closed with spectacular shots of the demolition work and of the surrounding neighborhood.

Clark Eichelberger, director of the American Association for the United Nations, introduced the film extemporaneously, pointing

out that the UN means teamwork. The "American Salute," a regular feature, paid tribute, in closing the show, to Branch Rickey, who, in hiring Jackie Robinson, broke the color line in major league baseball. This feature was done with slides. Gene Plotnik.

get their second G.I. insurance dividend automatically and to answer questions as to home loans their survivors. The success story described the meteoric rise of minute show into five sections- David J. Mahoney, 27, to a veepeenews, a success story, a special ship at Ruthrauff & Ryan pracguest, proposed congressional laws tically since the end of World

Co-announcers Hal Sims and Wayne Nelson were polished and mike chores between them.

Leon Morse

Copyrighted mate

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Colgate Hour (The Tony Martin Show)

NBC-TV, Sunday (4),

8-9 p.m., EST. Much to nobody's surprise, Tony Martin took his first all-out fling at video in showmanly stride (He's done a few guest shots previously). This reviewer has said on previous occasions that Martin is one of the few real singer-showmen in the old tradition still around. His song selling finesse (not to mention excellent voice), his general savoir faire come only with long showbiz experience. Yet he is as modern and fresh as tomorrow's newspaper. Wisely, on this kickoff show, he utilized his standard sure-fire material (There's No Tomorrow, Lullaby of Broadway, La Vie En Rose and Louise, with Chevalier and Harry Richman imitations). Aside from this he did revealed every twitch of the facial the Dum Dot Song with Patti Andrews. Oversized set in this bit was clever, making Martin and Miss Andrews look like the mop- details which constitute a really pets they were supposed to be. This bit was a little too cute in spots, but nevertheless showed that Tony and Patti possess a good comedy sense.

with the Andrews Sisters also making their video debut, at least doing an act. (The night previous they did a walk-on tumult bit on the Sinatra show.) The girls are. of |couldn't have surprised too many course, seasoned performers who have lost none of their touch. Rather, they have acquired that polish that comes only with time and work. Actually they're singing better than ever, and have developed a visual comedy technique but some other bankroller is al-(as demonstrated in their boy rangers routine) that sells solidly. Opened with a medley of their platter hits.

Milton Berle, on early, took over portions of the emseeing chores from Martin, introducing trumpeter Leonard Suess, who did a hot whether done intentionally or He sticks his hand out to Martin sponsor, the Borden Company. (he does this repeatedly with other performers) and when Martin reaches for the shake, withdraws his own hand. Does this repeatedly and it makes the other performer feel awkward.

Al Goodman played a solid show, ing. with Hal Borne conducting on Martin's items and Vic Schoen ditto on the Andrews stuff. Production was, as usual, fine and Hayes and his looker wife. Mary Charlie Friedman's direction kept things moving.

Usual Colgate, Ajax and Halo filmed commercials were lively Joe Csida. and punchy.

Showtime U.S.A.

ABC-TV, 7:30-8 p.m. Sunday

When a program has unlimited talent resources and still fails to make the grade, something must be wrong. Showtime USA, because of its ANTA affiliation, can get the strongest legit talent available, but it consistently does not measure up to its potential.

Take, for example, the show viewed which presented the King Cole Trio. Joe E. Brown in a skit from the old Greenwich Village Follies and Eddie Dowling and Joan McCracken doing a short take from Angel in the Pawnshop. In the first act not only was the camera switch to Cole badly timed but the singer's interpretation of Jet was routine stuff sans any TV burty bit missed fire too, prisharpness. Dowling's scene was the best in the show due to his

What the program lacked was Freedley, who was ill at ease isn't. and particularly self-conscious in

front of the camera.

The Billy Rose Show

WJZ-TV, Tuesday (6), 9-9:30 p.m.

Having rapped the Billy Rose show last week, it comes as a pleasure to be able to do a rave on this week's episode. Putting Judith Anderson in the role of a great actress who has lost her nerve because she worked in two turkeys in a row is good showmanship to begin with. And in one sense this stanza, Farewell Performance, demonstrated the force of video for this reviewer as did nothing he has ever seen before. The close-ups and medium shots of Miss Anderson at her thesping best were worth the price of 10 television sets. Even catching Miss Anderson on the stage (except for the added and undeniable in-person impact) this reviewer has never before been so overwhelmed with a performance. The camera muscles, every studied gesture with the hands, every expression of the eyes, in short all the small artistic hunk of make-believe.

Murray Hamilton, Pat Wheel and Ken Renard contributed extremely effective supporting parts.

Jed Harris's painstaking super-The show over-all was excellent vision shone thru the entire half hour, and Dan Petrie's direction was sharp. Writers Tom Coley and Bill Roerick turned in a good script, the the surprise ending viewers. Sets by James Mc-Naughton were fine. And Billy himself blew nary a line. Hudson commercials were effectively delivered by Jay Jackson. Hudson's dropping the show after March 27. most sure to grab it. If not, they've all got holes in their heads.

Joe Csida

Peter Lind Hayes Show NBC-TV. Thursday (8)

This musical-comedy styled tele-Blue Skies effectively. Berle was cast, somewhat shakily constructed machine-gunning his material and when it debuted last December, letting the yocks fall. His delayed has finally been whipped around handshake bit (when Martin into fine form under the new adbrought him on for the firs time), ministration of Eddie Polla. Ironically, tho, the show has found its otherwise, ought to be eliminated. mettle, only to be dropped by its

However, the forthcoming axing should be a boon to some lucky advertiser, who will be able to and finally got the best of court pick up the tab for a smoothly politicians, and after a six-month polished, audience-tested video series with a ready-made follow-

Last Thursday's show was a tailor-made showcase for the triple-threat talents of Peter Lind Healy. Writer Snag Werris, quite a personality in his own right, paved the way by introducing his latest script idea for a screen musical, and the couple took it from there with a devastating satire on a typical Betty Grable-Dan Dailey musical comedy.

The real-life twist at the finish gave Hayes a chance to run thru his best comedy characterizations, including the famous punch-drunk fighter routine. Miss Healy provided .ice assist on the comedy lines and musical numbers, and, of course, registered most emphatically in the visual department.

June Bundy

Texaco Star Theater

NBC-TV, Tuesday (6), 8-9 p.m.,

Let's face it, this Milton Berle character is not only a helluva performer but a plenty smart showman. Just about the time large chunks of audience are production ideas. Brown's old beginning to get slightly tired of the way he pushes other performmarily because the lines weren't ers around he comes up with a punched and the direction lacked complete switch. On this show, for example, Eddie Fisher introduced one bit, Maxine Andrews another and Berle (outside of roughing Robert Alda up slightly) fluid and polished production. treated everybody as the they Cole needn't have opened the were almost as big stars as he. show. Brown would have been a And to top it all off he signed off better choice because then the singing a new luflaby, Hop, Hop dramatic segs wouldn't have fol- Hopalong To Bed, to four little lowed each other. And most un- kids as effectively as this reviewer satisfactory was the emsee work of has ever seen a lullaby done, even well-tailored producer Vinton by a singer, which Uncle Miltie

Booking, production, direction et al on this show, too, were top The Dodge commercial-a sim- drawer. The Andrews Sisters did and Mrs. Cassidy, and Patti announcer, assisting.

Paul Winchell-Jerry Mahoney Show

Mondays, 8-8:30 p.m. NBC-TV Speidel has tried hard all season to combine the very accomplished Paul Winchell and Jerry Mahoney team and the former What's My Name? format into a successful stanza. The attempt has failed and, if anything, the talents of the ventriloquist and his little pal have been blunted by misuse.

Winchell has now become a sing, even if he makes jokes at director, Roy Holmes. The exec the expense of his singing, and his acting is far from strong. The routine in which the dummy makes a play for a girl wasn't well staged and used too many close-ups showing Winchell's throat in action.

And the What's My Name? format has suffered. Winchell and otherwise effective announcer Ted Brown have an irritating habit of playing to the camera, not to the contestant, when they ask questions. There was an effective terping routine, however, originating from a question. Sue Bennett, former Kay Kyser vocalist, who impressed on that show, is being wasted on this stanza.

The Speidel theme, "Stop wristwatch shock," is liable to cause televiewer headache with its jarring drumbeat if the client doesn't stop overusing it. Product is overplugged. Sponsor has an excellent film showing the way the calibrated springs work on the watch band. One screening rather than two is enough Leon Morse.

Cavalcade of America

NBC Radio Network, Tuesday 8 to 8:30 p.m.

Cavalcade revived another episode of pre-American Revolution days when hard-bitten Yankees took no nonsense from Great Britain's local representatives. Tuesday (6) program spotlighted septuagenarian, Sam Mulford, whaler of Easthampton, N. Y., who refused to take a taxation pushingaround from colonial Governor Hunter on the sale of his whale oil and bone.

Arrested for libel and convicted of converting Queen Anne's goods, old Sam hied himself to London to get justice. And get it he did in Whale Off via the interest of needled Robert Walpole into getting his case before the House of Commons and the throne. wasn't all as simple as it sounds, but old Sam was a persistent cuss stay the tax remitted.

Saga Sorry

The saga of Mulford doesn't make particularly exciting drama and seems like really reaching into the barrel in search of an item to drumbeat the American spirit of independence, but George Faulkner's script holds together well enough, and Jack Zoller has directed some good performances.

Louis Calhern was fine as the rugged individualist of the whale boats, and Torin Thatcher gave him excellent support as Walpole. There were other sound readings from Staats Cotsworth as the grasping governor and from Sarah Burton as the lady who made Sam's cause her own.

Plugs for chemicals of Du Pont de Nemours Company, the program's sponsor, relating to treated seeds for crop improvement, were well and interestingly presented. Bob Francis.

whammed home her I Wanna Be

Berle, Alda and Patti also tried a highly effective N'yot, Now cats in a backyard bit. Alda also worked (with an attractive, unbilled blonde) in an overly long butcher shop slapstick bit (the only weak spot in the show).

Eddie Fisher opened with a big, exciting rendition of his current RCA Victor record hit, Bring Back the Thrill. The kid gets a little better each time out.

Just before the lullaby a Wild West bit, incorporating a knifethrowing act, was fast-moving and colorful. Sid Stone's pitchmen commercials are still effective, as comedy and salesmanship.

Joe Csida. Yankee Network Will Sponsor Braves Games . . .

Air Checks

Brief but important radio news

WINS in Black, Crosley Reports

Local Station WINS, New York, is in the black for the first time multi-faceted entertainer who since Crosley took the station over sings and acts in addition to his a few years ago, according to work with the dummy. He can't WINS recently appointed sales attributes the rise to the station's "music and news" programing policy, plus the recent trend for radio advertisers in TV cities to migrate away from the networks towards the "immediate-sales" markets of local stations. March WINS sales include a 15-minute Wednesday night series, 'Mutual Funds," to Kidder-Peabody, brokers, and extensive spot schedules for United Fruit Company; Canada Dry and Luxor Motors.

WCPO Contract Okayed; Bill Dawes Reinstated . . .

Cincinnati's local of the American Federation of Radio Artists Monday (5) ratified a contract with WCPO and its TV and FM adjuncts. Members instructed ofunfair labor charges against WCPO which have been filed with the National Labor Relations Board resulting from discharge of four members. The station says the discharges were for economy reasons. At the same time, Bill Dawes. WCPO AM and TV disk jockey, was restored to AFRA membership. He was suspended in 1946 for crossing a picket line in a WCKY strike. Andre Carlon, a national board member, said the reinstatement of Dawes is based on conditions to be set by the executive board.

MBS To Repeal Split-Net System for Baseball . . .

The Mutual Broadcasting System will operate on the same split network system this baseball season as it did last spring, with the "Game of the Day" series spotted on "B" network, and disk jockey Bob Poole in his regular afternoon slot on the "A" web. Lady Mary Montague, who in turn | Last year the platter spinner was heard only over the 'A" or nonbaseball web. This season, however, Mutual is mulling over a

Talent Topics

Baseball School

As universal a sport as it is, baseball is still a complete enigma to thousands of set owners. And with the season about to begin, it seems timely to produce a short Flamingo Pix Series . . . video series that could explain some of the basic principles of the game to the uninitiated. There are still plenty of viewers and potential baseball fans who don't know the meaning of a 3-2 pitch, seventh inning stretch, doublesteal and outside curve. It should be fairly easy, too, to demonstrate plays and simple strategy.

Dorothy Loudon

A young lass who was "discovered" on the CBS Show Goes On telecast, Dorothy Loudon h s since taken on the stature of a showwise performer. Working now at the Old Knick Music Hall, the gal demonstrates that she can belt a song in the old "two-a-day" fashion, hoof and handle a dramatic role with a fair amount of assurance. Tall and well-stacked, she should photograph well enough. In addition, the gal can play the piano and has a repertoire of hundreds of old standards. Looks and sounds like a good bet for a 15-minute show of her own or for guest spots on the vaudeo shows.

Constance Moore

This vocal charmer offers TV the know-how of both stage and screen performance, accentuating the visual facets of top-drawer song selling. A click at Hollywood's Cocoanut Grove last fall, and currently delivering an impressive turnout at the film city's The Yankee Network will carry Mocambo, she would prove eye the Ballantine-sponsored games of and ear worthy as either a guest the Boston Braves at home and on or a regular on any top net show. over the DuMont web, beginning ple demonstration of the way fluid sock renditions of Pennsylvania the road. Jim Britt heads announc- Her gracious manner in handling Sunday (18). The 52-week deal drive works-should sell tele- Polka, Peony Bush; a comic nov- ing staff, with Lester Smith, and ringsiders could make her an en- was negotiated by Batten, Barton, viewers on this shift-free driving elty bit, Mrs. Autry, Mrs. Rogers Bump Hadley, WBZ-TV sports gaging femsee on a web video Durstine & Osborn, Inc., New series.

plan to air the Poole broadcasts on "B" web following the games, via transcriptions.

WCOP Quits ABC To Go Independent . . .

WCOP, Boston, will now operate as an indie station. The former ABC affiliate tie-up was ended recently when the web decided it would service its Boston area thru its WLAW. WCOP will stress music, news and special events under its new operation. Craig Lawrence is general manager of WCOP.

Bruno Cutbacks Aid WNEW Schedule . . .

Recent cutbacks on radio advertising by Bruno, New York RCA distributors, has brought an unexpected sales boon to WNEW here. When Bruno canceled out a sizable percentage of its heavy spot schedule on the indie, it automatically ended a long-standing exclusivity pact, which heretofore prohibited the station from accepting ficers to prosecute to a conclusion any other TV and appliance ac-

> Sunset Appliances is picking up a particularly heavy daily spot schedule on Martin Block's show.

Gingrich Joins Weintraub Agency . . .

Arnold Gingrich, ex-editor of Esquire and Coronet, and more recently with Cowles Publications, has joined the William H. Weintraub Agency, New York, The exec moves into the newly created post of administrative assistant to Weintraub. Latter was publisher of Esquire when Gingrich was editor back in 1933, the year the mag first hit the stands.

Short Scannings

Brief but important video news

Ale Sponsor for NBC-TV Races . . .

NBC-TV last week came up with a new TV network sponsor when Carling's Ale purchased 15 minutes between 4-4:30 beginning Saturday, April 7 for the featured horse race from a New York track. Because the races aren't run the same time each week it is not possible to schedule the show on the button. Benton & Bowles is the agency.

Ford Buys WFIL-TV

Ford Dealers' Association, Inc., of Chester, Pa., will underwrite a new series of feature film shows on WFIL-TV, Philadelphia, starting March 31 for Saturday nights at 10:30 p.m. For the series, WFIL-TV purchased from Flamingo Films a package of 11 Eagle-Lion features produced during 1947-'48-'49, for which the station has exclusive rights in the area. The station also took up the "March of Time Thru the Years" films selected from the regular "March of Time" movie releases, with a Tuesday night at 10 sponsorship for the 30-minute reels by the Pennsylvania Company for Banking and Trusts thru the N. W. Ayer Agency.

WFIL-TV Gets Prior Beer's New Show . . .

Prior Beer, thru Ward Wheelock Agency, turns to television for the first time, with a regular program featuring interviews with celebrities in a "Prior Cafe" setting. Sheldon Gross, who has been handling special events and news chores on WFIL, Philadelphia, gets the nod to conduct the video pitch on WFIL-TV, starting-Monday (12) at 6:45 p.m. for a quarter-hour ride on Mondays, Wednesdays and Fridays. This is Gross's first try at TV.

Bromo-Selfzer To Sponsor DuMont Series . . .

Bromo-Seltzer has signed to sponsor the Roscoe Karns video series "Rocky King, Detective" York.

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THE BILLBOARD

Communications to 1564 Broadway, New York 19, N. Y.

MARCH 17, 1951

Network-AFM Talks Reach Crisis as Strike's Voted

Petrillo Could Swing Big Stick; **Everybody Ready for Emergency**

Continued from page 4

yielded to the will of the membership, as exemplified by the Petrillo indicated great dissatis- way as the 802 membership. 802 rank and file committee. This faction over the obstreperous atcommittee had two observers sitting in on the negotiations, and then has apparently undergone a are gearing for the emergency. these observers were very articulate as to their dissatisfaction with the networks' point of view.

Livingston Gets Conkling A. & R. Slot at Capitol

Diskery Outbids RCA, Columbia To Retain Its Veep

HOLLYWOOD, March 10 .-Alan Livingston this week became veepee in charge of Capitol's artist-repertoire department. He fills the post vacated two months ago by Jim Conkling, who resigned to become Columbia's prexy. Livingston, romanced by both Victor and Columbia, turned a deaf ear to Eastern offers and decided to remain with the label with which he started five years ago. Heretofore, Livingston was a veepee in the a. and r. department in charge of albums and kidisk releases. His diskery in the fore of the moppet

Livingston was offered the top a. and r. post immediately following Conkling's resignation. Tempting offers from Victor and Columbia delayed his decision. Deals proposed by the latter two firms promised Livingston a hand in TV, a field in which he is keenly interested. However, Capitol's Prexy Glenn Wallichs topped Eastern ofers money-wise, thereby cementing Livingston to the Coast major. Livingston's reluctance to uproot his California home also figured strongly in his decision to remain.

His first move in taking over the department was to name Francis Scott director of album repertoire. (Continued on page 16)

Scores Revamp Chappell Staff

NEW YORK, March 10 .- To accommodate two new show scores and the reactivation of a pop standard tune, the Chappell pubbery has revamped its professional staff, adding four new contract men and redeploying several others.

The T. B. Harms affiliate was reactivated in the new shuffle, with Jerry Keit moving over from Chappell as professional manager. The staff will include Bob Baumgart, moved over from Crawford, and Mel Richmond, recently with Sammy Kaye's Republic Music. Chicago rep will be Paul Salvatori, recently with Disney Music; Coast man will be Dave Jacobs, who has been with Ivy Music, also a Chappell affiliate. Harms will house

(Continued on page 16)

A SEQUEL TO S-H-H--THE THING

NEW YORK, March 10 .--Victor a. and r. topper, Charley Grean, author of The Thing, has his follow-up ready to go. It's a Freddy Martin waxing, the title of which has been kept carefully under wraps until now. The title is Never Been Kissed. It's co-authored by Cy Coben, it's a novelty-and so far, is unpublished.

Gang way!

change of heart.

next AFM convention is scheduled for New York in June-the first time it will be held in this city in some 40 years— and from a political standpoint it would be unwise for Petrillo to jeopardize! his relations with the membership of the country's largest local. However, this could be considered as a side issue, the primary point being that Petrillo is apparently setting his course according to what he considers the views of his membership.

Coast Reps

Hollywood contingent, while orig-inally wary of a strike stand, now strike vote.

At points in the negotiations, see the situation much in the same

It all shapes up as one of the titude of the observers, but since greatest of gambles. The networks A spokesman for one chain stated It is also pointed out that the yesterday: "We are preparing to continue operations in the event of a strike." Another said: "We must be realistic. We are preparing for the worst and hoping for the best." As an afterthought he said, "These things have a way of we ing out."

> The current situation, incidentally, marks the first time that an actual musicians' strike against the networks has been authorizedeven tho this authorization is still subject to the okay of Petrillo and the board.

The proposals of Local 802 and the network counter-proposals-Phil Fischer and John teGroen, all of which were reported on at representing the Hollywood local the union's Wednesday night meetin the negotiations, have returned ing at Palm Garden, are contained to the Coast to report on develop- in a companion story. The netments. It is reported that the works' rejection of many of the

NO RELIEF WANTED

Macy's, Caught With Disks Down, Likes It

masterminding of Cap's kid re- eral key retail disk outlets here ments. Macy's is selling all 85leases is credited with placing the are continuing to sell records at cent singles at 75 cents plus tax. prices below those fixed in fair According to both store and disktrade agreements, with manufacturers and distributors claiming to

ASCAP Nixes Re-Vote Plea With Write-In

NEW YORK, March 10. - The American Society of Composers, Authors and Publishers committee on elections nixed Pinky Herman's request this week asking that members be allowed to reclaim their ballots to vote over. Herman, who last week sparked a Coast movement for a write-in candidate for the writer directorate of ASCAP (The Billboard, March 10). had pitched for a second chance to vote because the write-in movement was so late a-borning.

He argued that members be given a chance to change their minds if they so desired, and to have the opportunity to vote for a rank and file selection, ASCAP turned him down on unconstitutionality. Meanwhile, opposition groups here and on the Coast continued to stump for Ned Washington, the last-minute write-in candidate, and for independent John Redmond, who is on the

ABC Boosts Bands on TV

bands, at this point still an inconsequential source of video tal- catalog Broadcast Music, Inc., afent, will get a new crack at the filiate. The deal, for an unspecimedium via a new American Broadcasting Company-TV show, the Chrysler Bandstand. The show kicks off March 21 for an initial 13-week run. The first band to play the half-hour TV show will be one led by Benny Goodman. Talent for the weekly seg will be sponsor.

Bands shot, a Music Corporation a Nickel Today, a tune he had pub- for AFRA to come up with what

NEW YORK, March 10 .- Sev- | be unable to enforce the agreefreeze prevents enforcement of fair trade.

Victor, Decca, as well as Macy's,

When diskeries increased prices last December, several stores (including Macy's) did not take imhikes. Since then the government's price-freeze order declared December 19-25 as the base period limiting further price increases. Since Macy's and other stores were tax during that period, they are get. now "prevented" from raising the price to 85 cents plus tax.

Tho government spokesmen have stated that price administrators would be permitted to relieve "inequitable situations" such as now prevail in local record retail circles, none of the "oldprice" stores has asked for relief from the freeze order.

Macy's originally cut the price on the entire Columbia line when that label lost the first round in its suit against dealer Sam Goody, but the department store is now (Continued on page 16)

Link to Marks In Streamlining

NEW YORK, March 10.-Herbert Marks announced this week that Harry Link has been engaged NEW YORK, March 10 .- Name as general professional manager of the E. B. Marks pubbery, the heftyfied "period of years," marks a revamping of the firm's professional operation from a "recent professional policy of comparative conservatism" for a streamlined, modern type operation, according to Marks.

Link most recently had been bought thru the General Artists professional manager of Leo Feist, Corporation, and the package-is Inc., MGM subsid, and for many owned by George Foley and Dick years headed up Irving Berlin's Gordon. Chrysler Motors will professional staff. His secretary, Mary Murray, will continue with

NEW SERVICE CHARTS POP DISK SALES IN KEY CITIES

NEW YORK, March 10.-In answer to trade-wide requests, The Billboard begins with this issue a new music popularity charts feature-"Best Selling Pops by Territories." The new chart will be found on page 96 this issue.

The chart, covering for the present, retail sales of pop records and albums in 14 key cities, is based on reports obtained by Western Union messenger. Cities are Los Angeles, Washington, Chicago, New Orleans, Detroit, New York, Philadelphia, Dallas, Atlanta, St. Louis, Boston, Denver, Seattle and Pittsburgh.

On Monday of each week the central Western Union office in each of the 15 cities receives a batch of Billboard questionnaire blanks. W. U. then phones the city's leading retail record outlets-music, department and chain stores with a reminder that a messenger will call the following day to deliver the forms and to pick up the previous week's filled-out questionnaires. W. U. then transmits the retailers' reports to The Billboard's Cincinnati offices, where they are compiled by IBM machine techniques. The results then appear in chart form in The Billboard.

The addition of this new trade service was more than a year in development, with the Western Union plan finally offering the optimum speed, accuracy and reliability. It is planned to expand the territorial chart to embrace more cities and categories.

AFM Gets Toe-Hold On Film-TV Dough

Tele Packagers' Contribs to Trust Fund May Hit Only 15G Last Half of 1950

NEW YORK, March 10 .- Con- lies in the fact that most packagers tributions by television film packagers to the Music Performance Trust Fund covering the period June 1 to December 31, 1950, will the plunge. Meanwhile, it is an be in excess of \$15,000, it is esti- open secret that some packagers mated by trustee Samuel R. Rosen- are buying their music tracks on baum. According to a report for a no-questions-asked basis. the June 1-December 31 period, Whether such tracks are old, rereceipts from packagers represent- corded abroad, or just bootlegged ing advance payments only total nobody can be certain. \$10,000.

Some 10 TV film producers have JOY ABOUNDING signed with the fund and have ery execs, the government price labor agreements with the American Federation of Musicians. All of the contracts expire next May Situation is explained by RCA 31. AFM Prexy James Petrillo reportedly limited the contract terms to this date because he anticipated a tough negotiation with the AM radio and TV industry reps-an expectation which was mediate advantage of the price fully justified in the light of the current hassle between Petrillo and the webs. When and if the AFM reaches an agreement on TV, the independent TV film prodreers will feel entitled to ask selling singles at 75 cents plus for the same type of rate the webs

Royalty Basis

The signatories are on a royally basis in the case of library-service films, they pay 5 per cent of gross earnings to MPTF; for commercial wood contract men. Actually Joy films they pay 5 per cent of net had a tentative deal for space in station time. The reason that only a handle of indie producers have signed with AFM, it is believed,

Waxers, AFRA Still Dickering

NEW YORK, March 10 .- Negotiations between major diskers and the American Federation of Radio Artists, continued in a meeting yesterday (9), still haven't got down to a common talking basis. The result of yesterday's confab was that Frank Reel, AFRA exec. agreed to frame a new offer for the waxers. He says that he will get together with the singer members of AFRA to talk over the recording scale proposition before bringing in the new offer for the next scheduled meeting, due to be held March 22.

Reel is not convinced that the diskers have made their best offer. When he is reasonably certain that the wax firms have reached their top proposition, he says that he then will take the offer to the general membership of AFRA for discussion and consideration.

Meanwhile the diskers continue to feel that, since there is no prece-The only other regular band him at Marks. Link is placing dent for the negotiations, they are user on TV is the Cavalcade of with Marks A Nickel Ain't Worth in a buying position and will wait of America controlled production. lished as an independent venture, they consider a fair proposition.

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are waiting for an industry-wide formula to jell before they take

Plans H'wood Offices Again, Plugger Jobs

NEW YORK, March 10.—George Joy, head of Santly-Joy here, is planning a West Coast trip early in April, one purpose of which will be to look for new and larger office quarters. When he finds same, possibilities are, according to Joy, that he will put on several Hollythe Hollywood building which Ben Selvin has under construction, but material and other problems have delayed progress on the Selvin building. Therefore, Joy will search for new quarters.

During the recent temporary reorganization following Joy's purchase of Lester Santly's interest in the firm, in the course of which Chicago and Hollywood offices were closed and several men were dropped, the West Coast branch of Music Publishers Contact Employees gathered the impression that Joy felt song pluggers had outlived their usefulness. Bob Miller, union prexy here, contacted Joy on the matter and was assured by him that Santly-Joy has no (Continued on page 16)

Sinatra To Face 252G Suit April 6

NEW YORK, March 10 .- Frank Sinatra has entered no answer to the \$252,000 breach-of-contract action brought against him by National Apparel Shows, Inc., according to an order signed in New York Supreme Court this week, putting the suit up for trial April 6. The court will take up the question of damages to National resulting from Sinatra's alleged breach of contract.

The suit concerns a contract of July 5, 1950, allegedly calling for the singer to appear at the .Minneapolis Auditorium September 5-7, 1950. National is asking for \$252,062.35, minus a credit of \$16,-141.36. Plaintiff had allegedly agreed to pay Sinatra \$10,000 for the job.

The Music Pop Charts this week will appear in the special section for juke box operators, beginning on Page 53.

www.americanradiohistory.com

Disk Reps' DC Trek To Battle Tax Hike

Continued from page 1

originally was scheduled to make the plea, but he will be unable to make the jaunt and begged off. Walter Rivers will represent Capitol. Wallichs arranged the appointment with the Ways and Means pointed out, the disk-buying pub-Committee on behalf of the industry.

The waxers will contend that the disk industry has been paying less than 1 per cent of the excise taxes collected from the industries slated for raises in the proposed plans. It will be claimed that the record companies, as a unit, represent the

MGM Issues NYC Opera's Fave Classics

NEW YORK, March 10.-MGM Records has completed a deal with the New York City Opera Company to do a series of recordings of highlights from popular operas as part of the diskery's effort to bolster its recently inaugurated longhair line. The opera company has already made its first recordings for the diskery. Two releases are skedded for the end of this month to coincide with the opening of the spring season at New York's City Center of Music and Drama. The first packages will feature excerpts from Verdi's Aida and Gounod's Faust.

Performers drawn from the company for the recordings include Camilla Williams, Lawrence Winters, Lydia Ibarrondo, Guilio Gari, Frances Yeend, Walter Cassel, Frances Bible, Norman Scott and Rudolf Petrak.

The Aida and Faust excerpts will be marketed on long-play and 45 r.p.m. disks. They will be merchandised 'thru IIGM's "Popular Classic" series and will be grooved in price at pop levels. The 10-inch LP will sell at \$3 and the fourdisk 45 r.p.m. album will retail

GAC Pushes New DeFranco Unit

NEW YORK, March 10.-Buddy DeFranco, who is being primed by General Artists Corporation to follow on the heels of the agency's successful new bands, Ralph Flanagan and Ray Anthony, currently is preparing library and organizing a band to play his first

GAC has booked DeFranco for a series of break-in one-nighters beginning March 24, and will follow that with a one-week stand at the Click, Philadelphia, begininning March 28. From there he moves into the King Phillip Ballroom. Wrentham, Mass., for April 4-6 and also is slated for a week at the Howard Theater, Washington, beginning April 12. DeFranco already has recorded his initial sides under a recently inked pact with MGM Records.

Mercury Inks Trace Ork to Disking Pact

CHICAGO, March 10 .- Mercury Records' Exec V.-P. Art Talmadge inked the Al Trace ork, previously with Columbia, this week. Trace, currently doing TV shots and working at the Martinique here, will cut novelty renditions for Mercury, with Bob Vincent, his exchirper now heading his own unit, possibly handling vocals. Vincent's King pact is running out.

Mercury also intends to use Bobby Soots, ex-Gene Krupa warbler, who did the rustic ditty sides with the tubber, as a single on several sides, along with Bob Connally, local singer who previously tain of getting prompt payment for cut as vocalist with Ralph Marterie. his records.

Cliff Parman, local arranger who

smallest industry affected by the scheduled raises. The diskers will also make a point of the fact that the excise tax on records is passed on to the public. And, it will be lic is primarily composed of youngsters who turn to the record product for education and entertain-

Plea Outline

A large portion of the plea will be devoted to an explanation of the large expense to which the industry was put as a result of the development of the two new speeds. The tax increase, which would be passed on to the public, could hurt the industry's chances of recouping the investment, the industry reps will point out. The reason: The retail cost would rise to a point which would affect the fast turnover and large volume for which the disk industry must gear to make it profitable.

An additional disker plea, of particular interest to music tradesmen, will be pegged on the fact that music publishers pay no excise tax on sheet music; therefore, since records are a comparable product, there is no substantial reason for diskers to pay excises on platters.

Cap Pays 65-Cent Preferred Divvy

HOLLYWOOD, March 10 .-Capitol Records, Inc., directors quarterly dividend of 65 cents a convertible preferred stock, pay-March 15.

DIN, YE SINGERS!

TONY STUFF: **GRAND PRIX** TO MICKEY

NEW YORK, March 10 .-Whatever else may develop, Mickey Goldsen is certain he has a prize tune in Le Chevalier De Paris, which he recently acquired for his Criterion Music pubbery from French pubber Jacques Enoch.

The prize is the Grand Prix De Disques Français awarded each year in Paris by the Academie Charles Gros for the outstanding disk of the year. The award for 1950 went to an Edith Piaf waxing of the tune. The award is the French music trade's "Oscar," handed out in commemoration of Charles Gros who, in the eyes of the French, invented the phonograph and the phonograph record, Thomas Edison notwithstanding.

Goldsen has engaged Carl Sigman to set an English lyric to the tune.

Linke Back With Capitol

NEW YORK, March 10.-Dick Linke, who has been in his own publicity and promotion business for the past two years, will return to Capitol Records April 2 to take up the post of director of Eastern promotion and publicity for the diskery. Linke previously was with Capitol from 1947 to 1949. He is selling his promotion business to his assistant, Don Ovens.

Linke's appointment will be anthis week declared a regular nounced by Floyd Bittaker, veepee in charge of sales of the Capitol share on the \$2.60 cumulative Distributing Corporation. Linke ing jointly in the matter, or that will work on artists relations, able April 1 to holders of record deejay promotion and oversee general trade matters.

Survey Shows Fortissimo Is Path

To Honor Roll in Pop Disk Field

Acuff-Rose Action Turns 'Tenn. Waltz' Into 3-Way Battle

Charges, Countercharges Hinge On Dates of Claimants' Contracts

when Acuff-Rose filled an infringement and damages suit against Hill & Range, and Chappell which Acuff-Rose had assigned to Campbell-Connelly of England.

of various contracts among the claimants. An intriguing twist is the way the Chappell claim dovetails with Hill & Range's stand.

Legal Tangle

Here's how a qualified informant explained it: Chappell claims that between September, 1944, and September, 1947, it had a contract with Acuff-Rose under which it was entitled to foreign rights in all the latter's publications. Hill & Range claims that from June, 1947, it has had Redd Stewart, co-writer of Tennessee Waltz, under an ex-clusive writer's contract. Hence, from the point of view of Chappell and Hill & Range, the tune either belongs to Chappell for Europe or H. & R. for the United States, depending on whether Acuff-Rose obtained it before or after June 1, 1947. The informant said that this is not to be construed as meaning that Chappell and H. & R. are actthey are in any way connected.

The Acuff-Rose suit was filed in United States District Court, Los

NEW YORK, March 10 .- The | Angeles, by attorney Martin Gang, fight over Tennessee Waltz became | and names Hill & Range, its Ernest a three-cornered affair this week Tubb Music subsid, Julian Aberbach, Ben Sabia and John Doe (to be named later) defendants. The complaint alleges that Acuffturned up with the claim that it Rose copyrighted the tune in Febowned foreign rights to the tune, ruary, 1948, and Hill & Range took out its copyright in January, 1951. The action stems from Hill & The charges and countercharges Range's having claimed the copynow appear to hinge on the dates right and published its own edition of the number (The Billboard, February 10) resulting, according to the plaintiff, in both infringement and damages.

Summer Boom Seen for Name

NEW YORK, March 10 .- First indications that the summer may be one of the best in recent years for the band business showed this week in purchase of top names for full-week engagements at the two top-paying warm weather locations in the East, Steel Pier, Atlantic City, and Convention Hall, Asbury Park, both in New Jersey.

Particularly worthy of note are full-week dates bought by the Asbury Park operation, run by the Redicker brothers. Last year the spot pulled in its belt and conserved by operating the full season with a week-end name band policy.

To date, the Redickers have inked two bands to play the giant hall. Ralph Flanagan will open the spot June 30 for the first week. Ray Anthony is due for the week beginning July 10. The Redickers, according to local bookers, have not yet determined whether the full-week policy will prevail for the season. They may not make a final decision until they find what Flanagan draws during open-

Steel Pier already has set eight full-week dates for top orks. The spot's regular season will kick off with Anthony June 29 for a week. The remaining orks slated for the spot include Tony Pastor for the week of July 6, Hal Mc-Intyre on the 13th, Flanagan for the August 3 stanza, Sammy Kaye on the 10th, Jimmy Dorsey for the 17th, Johnny Long the week of September 3 and Buddy De-Franco's new band for the closing week of September 10.

the fortissimo.

NEW YORK, March 10 .- If ye sing, sing loud-and ye shall reap general popular market as a consequence of his South Pacific ef-From all the available evidence. forts, particularly in the groove, recordings under his new contract this precept is becoming the rule set off an entire string of legit in the pop disk market. Cued by singing entries in the popular field. the pitch for pop coin by legit and In the instance of Pinza, his curoperatic singers, the entire outlook rent activities are pivoted on the of the pop singer, male and female, pop aspect of his talent. He has has taken a decided turn toward completed his first try as a movie actor-singer, Mr. Imperium, and

DISTRIB ASPIRIN

Classic Indies Hand LP's to Special Orgs

ent diskeries releasing classical promotions. LP's. After many abortive at-

independents to record and manufacture their products and then ship directly to the national distributor who, in turn, sets up regional distributorships. The manufacturer is concerned only with producing the disks and billing the national distributor. The latter takes on the responsibit y that would ordinarily fall to the label's sales office.

Pros and Cons break-downs, shipping, billing and merchandising. In addition, the label manufacturer feels more cer-

for Mercury and other labels, left tional distributors vary to a cer- of soloists. (Continued on page 16) tain extent, usual arrangement The English Decca deal was

NEW YORK, March 10 .- The calls for the distributor to get a ever increasing problem of main- 20 per cent discount over and taining adequate national distribu- above the standard discounts given tion has accented the creation of a to regional distributors. Deals new type of sales organization usually specify, in addition, method which devotes its efforts to han- of payment for national or codling the output of the independ- operative advertising and special

The recent line-up has National tempts to handle their own sales, Record Affiliates handling the dismany of the indies have turned tribution for RET EMS, Polyover complete national distribution music and Rachmaninoff Society; to a single firm. Typical of the Musart handles such lines as Fes-latter are National Record Affiliates, Musart and Phoenix Disc. ices, and Phoenix distributes such The new procedure calls for the labels as Philharmonia and Dial.

The success of Ezio Pinza in the the specially written Harold Arlen-Dorothy Fields songs from the picture will serve as Pinza's first with RCA Victor.

> Following Pinza's tracks are such artists as Robert Merrill, Mario Lanza, Dorothy Kirsten, Jan Peerce, Helen Traubel and Nelson Eddy. Merrill, still a Metopera regular, doubles in brass as a TV and vaude house performer. He has dabbled from time to time in the pop disking field, his most recent effort a doubled-faced item coupling last season's hits, Wanderin' and the revived Valencia. Lanza, blazing with the pop success of Be My Love, will continue to be geared for pop consumption by Victor. Even his legit efforts are being beamed for that market. The diskery is selling Lanza's recording of the Pagliacci aria, Vesti La Giubba, via pop deejay promotion.

> Jan Peerce, whose memorable disking of Bluebird of Happiness wound up as a big item, last week made his first pitch for pop market business with a coupling of May the Good Lord Bless and Keep You and Sing, Everybody, Sing. Miss Traubel, leading Wagnerian soprano, won pop acceptance after a TV appearance with Jimmy Durante. Result of the video venture was a recording session on which was preserved la Traubel's go as (Continued on page 16)

"HOFFMANN" ISSUE

London Disks of Pic May Touch Off Columbia Fuss

London's parent firm. The basis lish Decca labels. for contention is that Sir Thomas | According to Goddard Lieberson,

NEW YORK, March 10 .- The | made with Michael Powell and While operating thru national forthcoming London Records re- Emeric Pressburger, the film's distributors adds additional costs lease of the Tales of Hoffmann producers. Columbia claims that to the label, it also eliminates the sound track diskings is expected neither Beecham nor the orchesproblems and expense of main- to kick off a hassle between Co- tra's management agreed to the taining field managers, distribution lumbia Records and English Decca, release on either London or Eng-

Beecham and the Royal Philhar- Columbia veepee, the appearance monic Orchestra, both under con- of Beecham or the Royal Philhartract to Columbia, are featured on monic on a London label would be While deals set up between the the London diskings along with the in violation of the label's contract made to the audience during the has been doing free-lance scoring indie manufacturers and their na- Sadler's Wells chorus and a group with the artists. London's execs, rehearsal and most of the orches-

(Continued on page 16)

HYSTERICAL PITT

Mobs Lanza At Concerts, Rehearsal

PITTSBURGH, March 10 .-Mario Lanza, new pic tenor, was the center of the greatest wave of hysteria for a performer Pitts-burgh has seen since Frank Sinatra first appeared here. Lanza was here for a concert last week with the Pittsburgh Symphony Orches-

Tickets for the concert Tuesday (6) were sold out for two days after they went on sale and requests for tickets for standing room kept bombarding the symphony office. Edward Specter manag r of the orchestra, came up with an idea that may tap a new source of income for the big stars. Specter merely announced that the rehearsal would be open to the public for a small admission on a first come, first served basis. Over 2,000 people flocked into the Syria Mosque on Monday afternoon for the three-hour rehearsal to swell the gross of Lanza's stay to well over \$13,000.

There was very little concession however, are continuing with their | tra, including conductor Vladmir (Continued on page 16)

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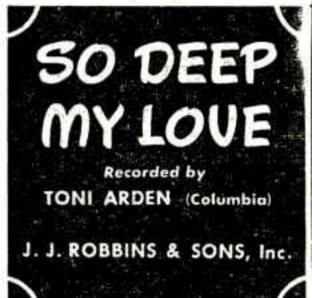
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SOMEBODY STOLE MY HORSE AND WAGON"

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

WON'T **ANYMORE"** UNITED MUSIC

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"Queen of the Gospel Singers"

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FOR SALE Kiddie Record Co.

28 Record Catalogue. Write N. CARMEN, Att'y

1674 Broadway New York

THIS IS SOMETHING NEW?

Nickelodeon & Hand Organ Are Latest "Sound" Finds

NEW YORK, March 10. - The cording sound, started several years ago with the Philadelphia string bands, has now come up with trade circles. two more "sounds."

Abbey Records this week recorded Lawrence (Piano Roll) Cook and an ancient nickelodeon, while London Records issued a platter featuring a hand-winding street organ. Les Paul's dubbedguitar disks, meanwhile, are firmly ensconced on best-seller lists,

The Abbey record couples two original tunes, The Nickelodeon Waltz and What Ever Happened to the Good Old Days?, both written by Don George and Bee Walker, and published by the diskery's own firm, Margold. Disk was cut on the only known nickelodeon in the East, at Jahn's ice cream parlor in Richmond Hill, New York, with label credit given to the shop.

Jahn's obtained the nickelodeon a year ago after being tipped off by Cook to the location of the machine, but Frank Jahn, owner, has been unable to find music rolls for the 10-selection machine. A few weeks ago Abbey President Pete Doraine stopped in for a soda and started a conversation with Jahn, which ended in a deal for the exclusive use of the nickelodeon if Cook would agree to cut additional

First 15 Days Of Lombardo Trek Pull 81G

NEW YORK, March 10 .- The first 15 days of the extended Guy Lombardo ork-Ames Brothers concert tour wound up Thursday (8) in Mobile Ala., with a gross take of \$81,923. The cross-country trek continues this month into the Louisiana and Texas areas.

Since the first of March, the package hit the following grosses in Florida: Jacksonville, \$3,500; Sarasota, \$2,400; Tampa, \$8,500; St. Petersburg, \$3,500; Ft. Lauder-dale, \$6,318; Orlando, \$4,515 and Winterhaven, \$3,715. Last Thursday, the unit grossed \$7,146 in Mobile, Ala.

Expectations are that the concert combo will hit larger figures from here on since it is scheduled to play larger towns and, consequently, bigger auditoriums.

Gould Named To Head Cap **Pub Subsids**

HOLLYWOOD, March 10 .-Mike Gould, formerly with Bourne Music, was placed in charge of Capitol's music pub interests, heading the diskery's Ardmore (ASCAP) and Beachwood (BMI) firms. Gould fills the post vacated by Mickey Goldsen, who resigned to go into the music pub field on

Goldsen's firm will serve as selling agent for Ardmore and Beachwood. Gould said his first move will be to set up representation for the two companies in New York and Chicago. Duties will include setting tunes owned by the two firms for recording on other labels. Prior to his joining Capitol, Gould had been with Bourne for the past four years.

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"SWEET SLUMBER"

"DON'T LEAVE ME NOW"

2 MORE BIG HITS! Savoy =780

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by THE FOUR BUDDIES

Savoy #766 "ROCKIN' BLUES"

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

Rolls were cut last month, each diskeries' search for a new re- one by hand, and requiring about 10 days of work by the pianist. Disk is already creating a stir in

> The nickelodeon, according to Doraine, was manufactured in 1905 by the J. P. Seeburg Corporation and is a non-selective machine.

London's disk was cut in England. Label previously has had big sellers in the Primo Scala banjo and accordion group, and Anton Karas' zither waxing of Third Man Theme. Abbey hit best-seller charts a year ago with Cook's recording of The Old Piano Roll

Mercury Names

CHICAGO, March 10 .- Mercury disks' sales manager, Morry Price, this week set up the diskery's first set of field reps, who will act as intermediaries between the firm's 34 distributors and the home office. Hank Pollock, formerly in Mercury's Cleveland office, will be in charge of the Buffalo distributorship, working the Midwest. Cy Kertman, formerly in Buffalo, will supervise the firm's four factoryowned branches in Buffalo, Cleveland, New Orleans and Atlanta.

Melvin Mandel, who had been a salesman for Malvern Distributing, New York Mercury outlet, is going on as full-time traveling d.j. promotion man for the East. Others will be appointed to cover other territories if the Mandel experiment works out. Jim McCarthy will continue to handle all mail promotions for platter pilots from New York.

OH, PAPA

'Mama' Lyric Ties Damone, Mercury, Too

NEW YORK, March 10 .- Add to the list of reasons why recording men die young:

Two weeks ago in Hollywood, while in the midst of hurriedly cutting as many recordings as possible for Mercury, as insurance against his shortly expected entry into the service, Vic Damone was scheduled to do the Italian ballad, Mama, as a gesture to his parents. To insure the perfection of his performance, Damone stopped the session and long-distanced his dad in Brooklyn to run down the Italian lyric and pronunciation of it for Mama.

While Damone was getting his Italian down pat, some 20 tootlers, an engineer and Recording Director Joe Carlton stood by visualizing the development of a sizable overtime booty. It took Damone 35 minutes of 'phone conversation before he felt he had learned enough of the tune to attempt a

Court Denies Marks Motion

NEW YORK, March 10.-Declaring that the agreement of Alfred Mapleson and Richard Hirsch, of the Mapleson Music Library, with W. B. Marks, publisher, for the publication of operatic scores is outside the statute of frauds, N. Y. Supreme Court Justice Benvenga this week denied Mark's motion to dismiss the suit on that ground. Justice Benvenga made the denial, he stated, insofar as it seemed that the 500 copies of each of the 19 operas allegedly stipulated could have been published within one

The complaint, which has been in the courts a couple of years, charges that Marks failed to publish as agreed the scores Mapleson delivered. According to the agreement, Marks and Mapleson were affiliations. He signed a renewal to split the profits. Referring to contract with Coral Records and the statute of frauds, Marks won inked a booking deal with the a dismissal about a year ago on Music Corporation of America. the ground that prices and selections were not written into the contract. But the appellate division later reversed that decision. field.

MAYE DEMO A SUCCESS YARN?

NEW YORK, March 10 .-Failing to locate Marian Maye, an aspiring young singer who had made a demonstration record for Pyramid Records, Elmo Russ, owner of the diskery, last week added an orchestral background to the demonstration platter and is releasing it commercially.

Miss Maye had first come to Russ's attention thru Hy Reiter, of Broadcast Music, Inc., to whom she had brought some tune demonstrations last fall. Reiter, more struck by her voice than by the tunes, referred her to Russ, who cut her on an audition platter of his tune, Gotta Find Somebody To Love. Russ brought the platter around to local deejays, and the response encouraged him to make a commercial recording of the number with Miss Maye.

But the thrush had flown. Apparently discouraged by her lack of progress in breaking thru as a singer, she had left town without even leaving a forwarding address with her roommate. Ruse and Reiter are still trying to find her. Meanwhile, they resorted to the unusual expedient of recording over the demonstration platter.

FRAN'S FIRST

To Promote **Own Waxings** At MOA Meet

CHICAGO, March 10 .- For the first time in a music convention, a recording artist, Fran Allison, Victor chirp, will undertake a kind of a. and r. clinic and sales pitch during the forthcoming Music Op- Setting Hot Pace during the forthcoming Music Operators of America convention at the Palmer House March 19-21. Miss Allison has reserved Suite of its expansion plans, Mercury 730 at the hostelry, where her Records in Canada, headed by Al latest release, Lies and Too Young, will be played and sales orders taken from visiting juke box ops. These orders will be turned over a disk jockey on CJBC, Dominion to Victor, which will turn them Network outlet here, has been the juke op's account. When mak- motion. Al Dubin, former flack ing the order, the juke op will for a number of niteries here, is give the name and address of his sales supervisor and will look after Victor servicing point.

Diskeries have long sold disks to buyers at conventions. It is Lelieved that Miss Allison is one of the few recording artists ever to take her own suite in connection with a music confab to promote

her wax releases.

In addition, she intends to have airchecks and audition disks of tunes which she is thinking of waxing. She will play these for visitors in the hope of getting their reaction for future releases. A local sound engineer is setting up an elaborate speaker system for the suite during the three-day meeting.

Pontiff's Holy Year Prayer on Songcraft Label

NEW YORK, March 10 .- Songcraft, Inc., this week obtained world-wide distribution rights to a Holy Year recording made by Pope Pius XII. One side of the disk is a Holy Year prayer issued in English, Italian, French, Spanish and German the reverse side has the Papal benediction spoken in Latin. Price of the 10-inch unbreakable disk will be \$1,25.

According to Manuel M. Warner, president of Songcraft, arrangements for the distribution rights were made thru the Central Committee for the Holy Year. Distribution has already been set up in the United States, Canada, Venezuela, Cuba and Porto Rico. The record of the Pope's voice was made in the Vatican last November.

Darnel Signs Pacts All Over the Lot

NEW YORK, March 10 .- Warbler Bill Darnel had a bonanza week last week in lining up his

Needle Makers Get the Point Of FTC Finding

WASHINGTON, March 10 .- An order prohibiting misrepresentation of the composition of phonograph needles and the number of times they may be used has been entered by the Federal Trade Commission against Electrovox Company, Inc., East Orange, N. J., and its officers, Lowell Walcutt and Robert G. Walcutt.

According to FTC, the firm represents its Walco "400" floating jewel sapphire needles and Walco "400" ruby jewel needles as "tipped with the precious stones sapphire and ruby, respectively, when actually the tips are made of synthetic materials.

Other claims banned by the order are that the needles may be depended upon to play satisfactorily up to 4,000, 6,000 or 10,000 records or any other specified number" not definitely proven under the varied conditions of normal use."

The findings state that "the number of times any phonograph needle may normally be used with satisfaction in playing records cannot be forecast with any degree of accuracy; and respondents' explicit claims as to the preformance properties of their various needles are grossly exaggerated, speculative, and have no basis in fact."

The trial examiner's initial decision in the case was filed January 17. When it was neither appealed nor docketed for review, it became the decision of the Commission.

Canadian Mercury

TORONTO, March 10.-As part Siegel, has added two promotion

Dick MacDougall, who has been over to the Victor distrib handling placed in charge of sales and proout-of-town promotion.

At their plant in suburban Newmarket, the firm has added four more presses in order to keep up with the demand sparked by the label's hot pace, according to Art Lipton, g.m. of the firm.

RECORD DEALERS! Make Extra Dollars

in Record Sales

at Only 25c a Week! 052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real so-

getter for extra record sales and profits—and at a low cost of only 25¢ a week You get an eye-catching, attention-getting, full color 14"x22" display card, plus an attractively printed list of America's top ten songs as pub lished in The Billboard Honor Roll of Hits for each week that you sub-scribe. All you do once a week is to slip the top-ten song list neatly and

easily into the display card and you're ready for steady EXTRA record sales. Simple easy to handle low in cost a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You find your-self using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

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Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks' service. I will be billed thereafter at the rate of 25¢ per week payable monthly for as long as I continue to use the service.

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Music as Written

Columbia-Collier's Tie-In on Dixie . . .

In a tie-in with Collier's magazine. Columbia Records last week waxed four Dixie sides with George Wettling and a crew of top jazzmen. A Collier's story will be accompanied by a color photo of the session and an abstract painting of the same scene by Wettling. Two of the tunes, untitled originals, will be given titles tying in with the mag, which proposes to promote them. Deal and session were made by Columbia's George Avakian.

Stearns Treks to Coast For "Sonny" Promosh . . .

Julie Stearns, Broadcast Music, Inc., professional manager, left Monday (12) for a cross-country junket to the Coast. He will attend a cocktail party at Macy's, Kansas City, for area deejays on Tuesday (13) and another in Macy's, San Francisco, on Thursday (15), both promotions for BMI's "Sonny the Bunny" tune. Stearns will proceed to Los Angeles to set up a film deal for the "Sonny" character.

Bloom-Schwartz End Partnership

Ben Bloom is sole owner of Ben Bloom Music. His partner, Abe Schwartz, left after a divvy of copyrights. Schwartz's son, Gene has set up his own pubbery. Schwartz is placing his share of the copyright there. Bloom continues operations, currently work-ing on "With These Hands."

Burris Inks Exclusive King Recording Pact . . .

Neal Burris, hillbilly singer on WLW and WLW-T, Cincinnati, has been signed to an exclusive recording pact by Sydney Nathan, president of King Records,

Eastern Division, Sales Manager, for established Independent Record Company, Must be free to travelbe a self starter-love to work and have phonograph record experience. Good salary, bonus incentive and security to the right man.

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session for King before March Trianon June 3. 15, is featured singer on WLW's "Midwestern Hayride," has a twice-a-week 15-minute program of his own on the station, and sings and emsees on WLW-T's "TV Rangers." Mondays thru Fridays.

Duna-East To Huddle On Cap Merchandising . . .

Lloyd Dunn, head of Capitol's merchandising department, left Sunday (11) for a week at the diskery's New York office. While there, he will review Cap's forthcoming merchandising drive with the diskery's Eastern reps. He will join Hal Cook, Cap's sales promotional head, in repping the label at the music operators conclave in Chicago the following week.

MPCE To Sponsor "Brooklyn" Benefit . . .

Music Publishers Contact Employees has a tentative pension plan which they will ask the music publishers to look over. The contact union has set a benefit theater party for May 18 for "A Tree Grows in Brooklyn," proceeds to go to the relief arm of the organization. Bob Miller, MPCE prexy returned from the Coast recently with more than \$5,000 worth of ads for the union journal.

New York

Les Brown and his ork heads

29. . . . Shep Fields, playing his the harp. first Chicago date in nine years, took out \$306 in overage money during his first week in the Edgewater Beach Hotel. He opened March 2 on a deal calling for \$3,000 per week plus a split of

> cover money over 3,000 covers. Benny Goodman back in town to stay for several months. week's Billboard, Decca Records' board of directors voted an increase of five cents to its regular quarterly dividends. Payoff was 17½ cents per share to the holders of 776,000 outstanding shares.

Bryna Schwariz, of the RCA Victor flack staff, and Ed Lawson, flack for Ralph Flanagan and Buddy Morrow, have set the date for July. . . . Howie Richmond leaves for Europe the end of April to set up branches in France and England . . . BMI is reviving "Because of You," the Arthur Hammerstein-Dudley Wilkerson ballad. Tune has been set in "I Was An American Spy," Allied Artists flick. . . . Comic Harvey Stone will wax two rou-We Go Again" and "Bills, Bills, Bills.'

A boy, Jeffrey, to Carl and Terry Sigman at Doctor's Hospital Sunday (4). . . . Pubber Juggy Gayles is making a two-week deejay junket thru the East for "I Won't Cry Anymore" and "Between Two Trees." Partner Jack Gale will return to the Coast on Juggy's return. . . . Ella Fitz-Big Show" Sunday (18). . . . Mrs. Leo Israel, wife of the kidtune writer, underwent surgery last week. . . . Pubber Herbert Marks is convalescing from an operation.

Paul Weston, Columbia recording orkster, is due in New York Tuesday (13) for a series of conferences with Prexy Jim Conklin and a. and r. topper Mitch Miller.

Chicago

Dick Lapalm, who was associated with Fran Jackson in her Coast publicity office, is opening his own office here. He will handle the Gastel accounts, as well as Woody Herman and Charlie Barnet. . . . Ralph Marterie, Mercury orkster, returned to Chicago service are available to union and his post at ABC studios as staff trumpeter, following 10 days in Hollywood promoting his disks. . . . Jimmy Featherstone has re-

Inc. Burris, who will cut his first | Pieper opening for a month at the

National Ballroom Operators' Association is again putting into motion a program to get con-gressional assistance in eliminating ballrooms from the 20 per cent cabaret tax classification. . . The Jordonaires, gospel singing group at WSM, Nashville, have inked with the William Morris office. . . McConkey Artists has put Jackie Cain and Roy Kral, the jazz duo, on WBKB, TV outlet, for a 30-minute, once-perweek sustainer beginning in mid-April. Bob Christ, op of the Casino, Quincy, Ill., is using the Bob Burke ork for a month, starting March 25. He'll use one name band one-nighter during that time, with Harry James set for April 16. . . . Charlie Stubbs. op of the Avalon Ballroom, Niles, Mich., died recently. . . . Mercury Records has set up a supplementary premium plan for record distributor salesmen whereby these men will accrue merchandise prizes same as those offered previously to record store clerks, for Irving Berlin. Mercury disks.

Marjorie Slightam, Hammond organist, recently signed to an exclusive Music Corporation of America paper, opens at the Regis Hotel, Omaha, after a lengthy stay at the Phillips Hotel, Kansas City. Mo.

Philadelphia

Dave Appell Trio becomes a East for three weeks of one- foursome for its stand at Big Bill's nighters while Bob Hope is on his in adding drummer man Jerry European tour. The Brown swing, Gilgor to the unit. . . King Cole due for April, may be cut short Trio continues the name parade if arrangements can be completed this week at the Club Harlem, for the ork to join Hope in Europe. with Chubby's, Collingswood, Henry Busse's ork has been N. J., inking in Mel Torme for the set for the Biltmore Hotel, Los end of the month. . . . Three Angeles, for eight weeks starting Strads and a Harp make for a the first week of May. . Russ new local unit bowing at the CR Morgan heading East to make a Club, with Louis DeSio. Gene two-week engagement at the Csireu and Bob Kaye, the Fid-Capitol Theater beginning March dlers Three, plus Tony Bove at

Hollywood

Barbershop Quartet Society slated for an April date at the Shrine Auditorium. . . . Eddie Le-Baron and ork signed for a bit in the Monogram musical, "Casa Manana." Coast-to-coast Confirming the story in last saturation of Columbia Records' dealer outlets is just one phase of the promotion tie-up between diskery and Warner Bros. Campaign is in conjunction with WB's flicker, "Lullaby of Broadway," Doris Day-Gene Nelson starrer. . Disk jockey exploitation will be used to plug Miss Day's wax-

John Hall P.M. For J. Dorsey

ing of the title tune.

NEW YORK, March 10 .- John Hall, longtime manager with tines for MGM Records: "Here Jimmy Dorsey, has taken over the personal management responsibilities of the orkster. Hall will replace Janet Tremaine, who severed her affiliation with Dorsey a couple of weeks ago.

Meanwhile Dorsey landed couple of plum location jobs on the West Coast this week. He will work the Fairmont Hotel, San Francisco for four weeks beginning May 8 and will follow that with another four-stanza stay at gerald will guest on NBC's "The the Palladium Ballroom, Hollywood, starting June 12.

Philly AFM Co-Op To Up Employment

PHILADELPHIA, March 10.-A service in co-operation with the Pennsylvania State Employment Service has been set up by Local 77. American Federation of Musicians, to secure employment for musicians out of work. The public relations office of the AFM, headed by Roger Kortland, is acting as a branch for the State employment service. All job opportunities from the 12 district offices of the State mempers.

Kortland pointed out that many musicians have avocations which make them available for work in ceived his release from GAC. He other than their chosen profession. may go with McConkey. McCon- It is expected that more than 100 key put its first band into the unemployed musicians will soon Karzas ballrooms, with Leo be placed in jobs thru this plan.

SAILS FURLED

Decca Finds Gob's Song Is by Berlin

NEW YORK, March 10.-Grace Hayes, former vaude headliner and now operator of the Red Rooster restaurant in Los Angeles, overheard a song warbled by a sailor who wandered into her spot, liked it, and got her house pianist to transcribe a copy. She forwarded the tune, I'm On My Way Home, the tune, I'm On My Way Home, to her son, Peter Lind Hayes, who took it to Dave Kapp, veepee in charge of recording to the charge of the ch charge of recording at Decca, where Hayes records. Kapp liked the song and Hayes recorded it.

When confronted with the problem of composer credits on the label, Kapp decided to use Grace Hayes's name until the song was claimed. Kapp's theory was that 'some poor guy will eventually turn up, Decca will pay him his royalties, turn over the song to a publisher, and everybody will be happy."

Last week the situation was resolved. The writer turned up. Turned out to be a fellow named

ow-Price LP Label Set by H. Lubinsky

NEW YORK, March 10 .- The third low-priced classical LP diskery is expected to enter the market within the next two months. Newest entry is Regent Records, labelmate of Herman Lubinsky's Savoy Records. According to Lubinsky, he will release both regular and low-priced long-playing disks in 10 and 12-inch sizes, with most of the material in both lines recorded in Europe.

Regent has been experimenting with classical disks for some time now. Label has two platters, a Bach sonata and a Paganini quartet, now on the market, at regular LP prices. New line will be priced at \$2 for the 10-inchers and \$3 for the 12's. Both series will be issued in hard covers, and the label will attempt to sign name artists. Distribution will be thru regular channels at regular discounts.

Peacock in Gear For Nat'l Operation

NEW YORK, March 10.—Peacock Records, Houston r. and b. indie, is gearing for production and distribution on a national basis. Irv Marcus, the diskery's sales manager, has been making a swing thru the East and the Midwest, setting up distribution and pressing facilities. He has arranged a tie-in with an indie presser in New York, and is discussing a like deal with an indie presser in Chicago. The plan is to expedite production and distribution by sending masters to several central points for pressing and shipping.

Marcus also added several new distribbers-Binkley in Jacksonville, Fla.; F & F in Charlotte, N. C., Tempo in New York and Gotham in Philadelphia. The label has been currently hot with a religioso, the Blind Boys' Our Father, and a blues, Gatemouth Brown's She Walked Right In.

MUSIC BOURNE "FAITHFUL" Frank Sinatra COLUMBIA 39213 ABC MUSIC CORP 10071 AND NYIONY



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1619 Broadway New York 19, N. Y

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

Fortissimo Proper Path OUT OF NIGHT:

Continued from page 13

a straight woman for Durante's Mr. Music flicker. Her first record-

Eddy, longtime close to the pop end of the business via his long movie career, never had toyed with much more than the operetta faves which were the fundamental substance of the flicker scores. Now he has been teamed with Jo Stafford by Columbia Records to do a pair of pops, one of which is With These Hands, Miss Kirsten made her pop disk pitch following her movie try in the Bing Crosby



The Gre: test War Song of 1951

Featuring

TEX CARSON His Smoky Valley Troubadors

This recording is currently being featured by Midwest Sound Pictures, Inc., and by the Dixieland Talking Picture Company jointly covering large areas of the United States. It's an easy seller in any area. DISC JOCKEYS-GET YOUR FREE COPY! RELIABLE DISTRIBUTORS WANTED! SEND FOR COMPLETE CATALOG!

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Presents CLAYTON A. PERRY ("The Ford Fiddler") & His Early American Dance Orchestra in Timeless, Authentic SQUARE DANCES, JIGS & REELS

#101 "THE FLOWER CIRL" (Singing Waltz Call) with James D. Johnston, and "MEDLEY OF IRISH JICS" #102 "TICKNER QUADRILL"
Calls by Francis X. Brancheau, and
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HENRY FORD DANCE LIBRARY 120 Records of Early American Dances and manual "Good Morning," as revived by Mr. and Mrs. Henry Ford: available separately or as package).

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Hits for the lukes

"Let's Go": Polka, good time number
"Meet Me Tonight in the Park": Hit
waltz, 1008
"Won't You Be My Sweetheart?"
"The Rooster Song": Cock-a-dood-le-doo,
1005

"Nellie McGee" "Sam the Paper Man": 1006
"When You Wake Up in the Morning"
"I Know We're in Love, You and Me":
1007

Don't miss, 10-inch records, \$1.00 postpaid. ENGLEWOOD RECORDS CHICAGO 516 Englewood Avenue

ESMERELDY'S Look for early release on MGM.
Prof. copies available.
ERNEST A. RORK & SON Memphis 2, Tenn.

ing for Columbia, following her shift from Victor last year, was an album of Gershwin songs made with an ork led by Percy Faith.

Influence Other Styles

The longhair invasion of the pop market has tended to influence directly the singing styles of many of the pop warblers on wax as well as pave the way for a number of new completely pop singers. Even a Perry Como, whose wax appeal had taken a noticeable drop during the greater part of 1950. came back to whip up several hit sides simultaneously by belting it out instead of making like a cooing crooner, the style which was his sales identification for many years. Fortissimo came to the fore on Como's waxings of If and Zing Zing-Zoom Zoom, while rowdydow volume shows on his work with Betty Hutton on A Bushel

The rise to popularity of an entire new "sing-'em-loud" school of pop singers was cued by the rise of such performers as Billy Eckstine and Frankie Laine, Both are direct contrasts in singing style to the coddled-and-coy type of vocal salesmanship which paced the industry for a long time. Vic Damone and Tony Martin made their most noticeable entries with virtuoso fortissimo disk performances, the former on such items as Just Say I Love Her: Tzena, Tzena, Tzena; You're Breaking My Heart and Vagabond Shoes as well as the current Tell Me You Love Me, while Martin's biggest slice was There's No Tomorrow.

Of the new crop, the most noticeably successful are Eddie Fisher and Don Cherry, both warblers who sell with forthright strength of voice and de-emphasis of nuances and shadings of the old crooning days.

The femme portion of the pop singing business, traditionally built on a pitch to sell sex, also has taken a turn toward the "sing-'em-loud" school, albeit not quite in the direction of the longhaired openvoice style. The actual influence in the chirper school stems from the femme blues shouters and jazz singers. The rise of such basically jazz-influenced thrushes as Kay Starr and Patti Page was based on meaty performances rather than the hushed, suggestive moanings once prevalent with the gals. Even a veteran thrush like Dinah Shore had to open her tonsils wide to dent the market; her full-blown singing job on My Heart Cries for You helped bring her rendition in as the second best selling version.

Hysterical Pitt

• Continued from page 13

Bakaleinikoff, didn't seem to even notice their presence. Lanza went thru his three arias and three songs with the orchestra and after each treatment took a bow for tremendous applause. During his talks with Bakaleinikoff, the audience was quiet, and outside of the applause, the rehearsal moved along smoothly.

The first five rows of seats were roped off to prevent any possible demonstration but this was unnecessary as the crowd held itself in check until the rehearsal was over and then there was a mad rush for autographs. One lucky fan got Lanza's handkerchief, but two bodyguards were able to whisk him out of the auditorium before any harm could be done. The story broke big in all the papers here and almost took the edge off the concert which played to a standing room house of 4,100.

"Hoffmann" Issue

Continued from page 13

plans to distribute the sound track disking for the parent company.

2-Way Packages

The technicolor film is a followup to the same producers' Red Shoes ballet opus and will be shown at advanced prices in a limited number of two-a-day theaters. The London waxing will be packaged as three 12-inch LP's for \$17.85 or in two 45 r.p.m. albums totaling 15 disks. Both packages will include an illustrated story of the film.

The London albums are competition for Columbia's full-length waxing of Hoffmann done by the Opera Comique of Paris, three 12- revival of I Apologize, with a Billy inch LP's packaged in an album | Eckstine disking stepping up, and | at \$14.55.

A NEW CANARY

PHILADELPHIA, March 10. —Local band leaders Chuck Gordon and Johnny Austin, who share the bandstand at Wagner's Ballroom, had auditioned some 30 applicants without finding a suitable girl vocalist for the band. Then the other evening at Wagner's, one of the dancers asked Austin if she could sing a number with the band for kicks. She did, while both music makers and ballroom owner Joe Smith gave a good listen. Net result is that Rita Farra, heretofore a non-pro, is making her pro bow as a canary with the Gordon band at the ballroom next week.

Reig Decca's R&B A&R Man

NEW YORK, March 10.-Coral Records, the wholly-owned Decca subsidiary, this week took the first step in its plan to invade the rhythm and blues market by appointing Teddy Reig as artists and repertoire director of the label's r. and b. department.

Reig is a veteran of the r. and b. field, both in the recording and the talent aspects of it. He enjoyed considerable success as recording director for Savoy Records and, of late, has been involved in waxings for both the Roost and Regal labels. Reig begins with Coral next week and will work under the supervision of the diskery's recording boss, Jimmy Hilliard.

Snyder Exits MCA; GAC To Book Him

CHICAGO, March 10. - Bill Snyder, the orkster who won national recognition via his Bewitched disking on the Tower label, received a release from a three-year booking pact with Music Corporation of America here Monday (26). Snyder and his personal management office, Arena Stars, Inc., were inking a pact with General Artists Corporation at press time. Snyder received his release from MCA because of a clause in his pact which provided that the agency supply him with location and one-night jobs at a certain figure or above. When the office failed to obtain work at the minimum figure, Snyder asked for

Snyder is readying his band for location work to be set by GAC. He is working on a new type of band presentation.

Colosseum To Push American Diskings

NEW YORK, March 10 .- Colosseum Records, indie classical label, has changed policy and will concentrate on the release of American-made disks. Company will continue to issue European waxings from time to time, according to Bruno G. Ronty, president.

First three disks are scheduled for release next week and include a concert disking by Metopera so-prano Jeanne Palmer, a Brahms and Schubert recital sung in Italian by bass-baritone Randolph Symonette and a piano disking by Maryan Filar, Polish pianist recently arrived in the United States, Last named record will feature Chopin's Sonata in B Minor, Opus 58. and previously unrecorded keyboard works by Szymanowski.

Scores Revamp

· Continued from page 12

the A Tree Grows in Brooklyn score. The show, with tunes by Arthur Schwartz and Dorothy Fields, opens in New Haven, Conn., Monday (19). The first plug will be Make the Man Love Me.

The staff of Williamson Music, the Rodgers-Hammerstein Chappell subsidiary, will work on the score of The King and I. Allan Best, vet music man and personal manager, has been added to the staff under pro manager Leo Diston. Fred Bienstock continues under Diston.

George Gilbert, head of Chappell's standard department, will head up Crawford. Lou Comito, last with St. Nicholas Music, has been added to the Crawford staff. The latter firm is engaged on a activity on other labels.

TV-Phono Merchandising

terrific sales figures racked up by phonograph manufacturers during the last six months is now reported to have back-fired on a number of the portable phono outfits. Tradesters admit that the manufacturers are beginning to take heavy returns from dealers and distributors on phonograph units which broke down after being sold.

The reason given for the unhappy situation is the pressure put on the manufacturer to turn out as many units as possible in a short space of time and under ever-increasing prices and material shortages. The result was use of substitute parts and a general laxity in final inspection before the phonos were shipped.

RTMA Appoints Selenium Committee . . .

Robert C. Sprague, president of the Radio-Television Manufacturers Association, appointed a special committee on selenium, composed of both RTMA members and non-members, to investigate and take appropriate action in a critical situation confronting the radiotelevision industry because of an impending shortage of selenium for use in the manufacture of selenium rectifiers. Darwin C. Brown, of the RCA Victor division, was named chairman of the special committee by President Sprague. Other members of the committee are Walter Bonner, Federal Telephone & Radio Corporation; Hugo Cohen, vice-president and general manager of Radio Receptor Corporation; G. J Eannarino, director, rectifier division. Sarkes Tarzian, Inc.; Eric Lidow, president, International Rectifier Corporation; Glen Ram-

Joy Abounding

· Continued from page 12

intention of conducting its business without employing members of the pluggers' organization, on the West Coast and anywhere else required.

Miss Green Carded

Last week Gerri Green, a longtime employed of the pubbery, who was given the coast contacting assignment by Joy, was admitted into MPCE on appeal to Miller. Miss Green had first been refused a union card by Lucky Wilber, coast head of MPCE, allegedly on the ground that too many male members were unemployed. Joy said that he was putting an additional man on the coast, and that Professional Manager Jack Perry was dividing his time equally between Chicago and New York.

Joy explained his decision to renew out-of-town professional activity on the basis that he has two tunes showing strength—Sparrow in the Tree Top and Let Me In.

Mercury Inks

Continued from page 13

thru Kentucky and Tennessee to seek out h.b. talent for Mercury. Parman's junket is part of Mercury's new regional h.b. and a. and r. set-up, occasioned when Murray Nash went with Acuff-Rose (The Billboard, March 10). Nash continues with Mercury as supervisor of the South and Southwest. Mercury also has inked Jackie Doll, h.b. singer now working in Chicago.

Chi this week on a two-week sweep

NEW YORK, March 10 .- The sey, Fansteel Metallurgical Corporation; and E. H. Wavering, vice-president of Motorola, Inc.

Radio-TV Leaders Aid Baseball Promotion . . .

Copies of guides for baseball promotion for use by radio-TV manufacturers, distributors and dealers in co-operation with minor leagues were distributed last week to Radio-Television Manufacturers' Association members. Prepared by an RTMA sales managers sub-committee, the program outlines ways in which manufacturers and their distribution outlets can promote baseball attendance, especially in minor league

Cuts Asked

Continued from page 3

failure to cut the tax may doom many musical institutions in the U. S. Blair said the cut is needed to help symphonies cope with annual deficits. He said symphony groups will have plenty of financial difficulty even if the tax is reduced.

Blair said the New York Philharmonic, which estimates its deficit this season at \$149,800, has a federal tax bill of \$100,000. He added that the orchestra is in better financial shape than most others because of its radio and record royalties income.

Chamber of Commerce spokesmen joined with a number of industrial leaders in urging consideration of a retail sales tax rather than individual excise tax hikes. The President's program would leave the admissions tax untouched, but it calls for stiff hikes in taxes on disks, radio, TV and phono sets and others. Opposition to the administra-

tion's proposed hike in radio-TVphone sets from 10 to 25 per cent will be led by Robert C. Sprague, president of Radio-Television Manufacturers' Association, who will lead off RTMA witnesses before the House Ways and Means Committee Thursday (15).

Livingston Gets

• Continued from page 12

Scott heretofore had served as Livingston's assistant in the album department. Livingston will continue to supervise Cap's kidisk department along with the other facets of the a. and r. operation. Wallichs, who temporarily took over a. and r. reins following Conkling's departure, will keep a hand in the department. Basically, Cap's a. and r. committee set-up will remain the same, with Dave Dexter, Lee Gillette and Voyle Gilmore handling their respective artists. Only change involves Livingston replacing Wallichs on the top rung.

No Relief Wanted

Continued from page 12

selling all labels at reduced prices. The store does not advertise the prices in its disk department. Shoppers in the department, fact is, will find no price information posted any place. A Billboard reporter, however, purchased an RCA Victor Spike Jones disk and a Decca platter by the Weavers each for 75 cents plus federal excise and city sales taxes. Both labels are fair traded under State

Meanwhile many local dealers are selling all long-playing records at 30 per cent below list prices.



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H'w'd Spots Panning Gold As Biz Booms

Ciro's, Mocambo, Cafe Gala Lead; **Budgets** in Hike

HOLLYWOOD, March 10. -Standing room only at Ciro's tops a hefty biz report from local niteries. With Lili St. Cyr at the spot, "attendance and gross records are being smashed," according to Ciro's boss, Herman Hover, Averaging 650 persons nightly, Ciro's is topping the all-time high draw set by Martin and Lewis last year.

A Billboard survey shows other niteries are reaping similar profits. Mocambo is doing turn-away biz since Constance Moore's successful opening last week, and the intimate Cafe Gala is having one of its biggest weeks in the club's history. Success is largely due to the one-two punch of Dorothy Dandridge and Robert Clary. At this bistro, patronage is excellent thruout the week.

In the San Fernando Valley. Larry Potter's Supper Club and Charley Foy's nitery no longer sing the blues. Potter's is up 30 per cent over a comparable period last year and is spending more money. Foy's, too, reports steady biz.

Cocoanut Grove, in the Ambassador Hotel, hosts 2,000 persons a week. Spot draws not only from name acts but from its reputation as well. Biltmore Bowl, in downtown Los Angeles' Biltmore Hotel, is looking toward a banner year.

Smaller niteries, Oasis, Tiffany Club, Bar of Music and the Band Box, all have hiked talent budgets for filled houses. On week-ends it is impossible to find even a halffilled club,

Influx of servicemen has kept cocktail lounges on Hollywood Boulevard jammed. Sardi's, Royal Room, Cinegrill, catering to the GI, find it hard to do anything wrong. Such a situation is reminiscent of World War II, when a large percentage of the nitery trade on the Boulevard was the GI.

Easter Bill At Paramount Hits New High

NEW YORK, March 10 .- The three-week Easter show going into the Paramount Theater here is the tirely on how fast USO and CSI most expensive layout the Stem house has carried in a long time. Headed by Billy Eckstine and the Hugo Winterhalter ork and chorus, the show will run about \$15,500. Previous budgets have been limited to a maximum of \$13,000 or \$13,500. In addition, Easter flick. Lemon Drop Kid, with Bob Hope, is a high percentage film

Eckstine goes in for \$7,50, while Winterhalter will work with 24 musicians and a chorus of light voices at a tab of \$6,750. Rest of ton staff because of lack of funds. the money will be split between comic Allan King and Paul and Eva Reyes.

Josie Baker Set for New Theater Dates

NEW YORK, March 10 .- Critical and box-office success of Josephine Baker's first two showings in the United States has every booking office in town bucking for an exclusive deal. Miss Baker's personal manager, Ned Schuyler, insists, however, that no one is going to get exclusivity. Thus far, three agencies have set her in three different spots.

Commissions for the Strand Theater date in New York went to Willard Alexander, Beckman & Pransky set her in Monte Proser's new cafe-theater. Now the William Morris office has arranged a twoweek booking at the Chicago Theater. Latter date begins April 6. According to Schuyler, there is nothing set beyond April 19.

BARTON'S PLEA NIXED BY AGVA

HOLLYWOOD, March 10 .-American Guild of Variety Artists here ruled that warbler June Barton cannot break her contract with the Lynn Clark-Herm Hines Booking Agency. Board found insufficient evidence to warrant a split. Singer claimed misrepresentation and derogatory remarks detrimental to her profession.

Three-man arbitrating board consisted of AGVA's Irvin Mazzei, repping Miss Barton; Ted Lesser, of the California. Theatrical Agents' Association, and Vincent Augustine, Local 47 -of the American Federation of Musicians, casual engagement rep, as impartial mediator.

Brandt Renews RKO Buy Offer

NEW YORK, March 10 .- Altho a series of conferences held last year between the Brandt Theater chain execs and Howard Hughes, RKO prexy, ended with no agreement of the Brandt offer to buy the RKO theater chain, talks were reported resumed this week.

It has long been known that special public relations, the Brandts would like to buy the RKO chain and that they have plenty of financial power and backing to handle the buy. The deal has been held up, previously, according to reports, by Hughes's terrific asking price and the general motion picture company feeling that they may yet beat the will be upped. government's divestiture order,

Vaudeville on Dizzy Whirl; Some Shutter, Others Open

Live Talent Increases Planned In N. Y., San Francisco, Seattle

Continued from page 1

houses is said to be sparked by union officials. Schwartz would only say that he would attend the meeting next week. Oddly enough, the RKO chain had been using vaude on a one-night or split-week basis in a number of its houses, but recently cut down to only one theater. The Loew chain also dropped vaude acts from all but four houses in the New York area.

On the Coast

Meanwhile, the paradoxical situation of closing of some vauderies and the attempted opening of others was being repeated in other cities. Maley Enterprises, San Francisco, is trying to start the return of vaude to that city's downtown theater. The house will operate on a two-shows-nightly policy, with matinees on weekends and shuttering on Tuesdays. House is scaled from 80 cents to \$1.50 for a straight eight-act bill and a pit band. Edward G. Maley this week named Al Dunn as manager of the theater; Del Davenport, publicity; Jim McMillan, stage manager, and Edwin Ted Thayer,

Further north on the Coast, the Sterling Palomar in Seattle discontinued full-week bookings and will now operate with live shows only when name acts are available. The house will run double-feature films otherwise. When and if name acts are booked, admission prices

Capping the whole live talent

a straight film policy. The Stem's hype business.

NO HELP WANTED

AGVA To Seek Import Ban on Foreign Acts

NEW YORK, March 10 .- Both Henry Katz, attorney, and Vic Connors, national rep of the American Guild of Variety Artists, will testify next week before the Mc-Carran Senate Committee holding hearings on possible revision of immigration laws. AGVA pitch will be to halt the flow of foreign variety and outdoor acts unless the act is "unique or extraordinary."

Hearing at which AGVA will be heard is set for Thursday (15). According to Connors, AGVA would like to "plug the hole in the present law," which permits foreign acts to obtain visas "as soon Boosts Budget would like to "plug the hole in the as they get an employment contract." AGVA will point out that many foreign acts, particularly in the outdoor field, obtain work here by under-cutting the prices asked by under-cutting the prices asked by similar American acts. Connors also claims that AGVA doesn't want to completely stop the flow of foreign acts, but to "protect its own members from unfair com-

Philly Operators Form Association

PHILADELPHIA, March 10 .--Local nitery operators, after many efforts to create an association, For the one-nighters during the have finally elected a formal set of officers for a Philadelphia cafe men's association. Organizational Phil Spitalny's band and the Bob efforts were revived in recent Crosby radio show. Set earlier for weeks as a result of demands made by American Guild of Variety Artists and other labor unions.

vice-presidents; Sam Silber, Emat arms.

picture was the disclosure last | Palace, the house that started it week that the New York Strand all two years ago, is now experiwould shutter this summer for re- menting with six-act bills, packdecoration and reopen in July with age shows and other gimmicks to

17

Added problem facing potential vaude producers is the difficulty of obtaining good acts at prices to fit limited budgets. Local bookers point out that a single appearance on a video variety show will pay a non-name act a minimum of about \$200, while the same act has to do 56 shows a week at a house like the Palace for a price ranging from \$300 to \$500. Further, summer season will make it a little more difficult to pick up good outdoor acts, which will then be on the circus and fair circuits.

Acts are facing a material problem - particularly the newer comedy turns. Writers who once specialized in turning out routines for vaude and nitery comics are finding it easier to pick up good money writing for TV. Price for writing a comedy act is reported to have tripled and quadrupled in the last few years.

Philly's Click

PHILADELPHIA, March 10. -With floorshows paying off for the Click, Al Freeman, who heads the new operating combine, is upping the show budget to allow for spot booking of top names for one-night and occasional one-week stands. Frank Palumbo, original owner of the room and still interested in the operation, will arrange the book-

Already set is Patti Page for the April 5 week; Guy Mitchell, April 12 week, and Billy Eckstine to come in later for a 10-day stand. next six weeks, Palumbo has lined up Perry Como, Frank Sinatra, full weeks in May are the Spike Jones and Ralph Flanagan bands.

The new policy has been the Bob Corson, of Ciro's, was long-sought hypo, according to elected president; Myer (Spike) Freeman. Adding the floor revue Shandelman, of the Click, and has also been instrumental in get-Herman Comroe, Powelton Cafe, ting some \$30,000 in banquet bookings on the books. Freeman rebassy Club, treasurer, and Harry moved two side bars in the large Carroll, of Carroll's Cafe, sergeant | room to increase the seating capacity to over 500.

Plan Fund Campaign To Aid Camp Shows

NEW YORK, March 10 .- The CSI are now unable to meet the possibility of a quick reactivation of Camp Shows, Inc., was heightened to a degree this week when James Sauter, CSI prexy, and Lawrence Phillips, executive veepee, met in Hollywood with United Service Organizations board chairman. Abe Lastfogel, and Hollywood co-ordinating committee prexy. George Murphy.

The tentative plans for the revival of CSI were discussed, the speed with which the shows can go on the road will depend encan raise some much-needed money.

The Hollywood conference included a report on a recent meeting with the Department of Defense in Washington. Government agency is known to have pitched for fast action to supply the urgent need for live entertainment both overseas and in hospitals in the United States. In New York, however, USO officials admitted that CSI is now operating with a skele-

Money problems were created by USO combining with other charitable agencies under the Community Chest fund-raising banner last year. The 1950 Community Chest campaign was over before the international situation called for a large-scale increase in military personnel.

Since Community Chest member orgs can not go back to Chest cities for additional funds after the yearly campaign, both USO and

WAITER DOFFS APRON FOR TUX

PHILADELPHIA, March 10. -Joe La Ganna, who served as a waiter at the Click nitery here, made his professional bow as a singer this week at Big Bill's here

Among the well wishes the popular ex-waiter received on opening night, he's proudest of a congratulatory telegram from Frank Sinatra: "Wish you luck. Hope the customers appreciate your singing as much as I did your waiting when I was at the Click."

demand for troop entertainment. Plans are being formulated, however, for a new fund-raising

campaign, and will include appeals to manufacturing concerns, individuals and large cadio-TV promotions. During World War II period, CSI

racked up over 428,000 individual performances and played to more than 213,000,000 G.I.'s. At its peak, Camp Shows gave as many as 700 performances a day at military bases and hospitals all over the

AUSSIE RECORD

Wallace Co. Holds Forth For 2½ Yrs.

SYDNEY, March 10 .- A good vaude show can always draw a good box office in Australia. This is being conclusively proved in Brisbane where George Wallace and his company have been packing them in for two years and two months at the Royal Theater -a record which will be hard to

Queensland has often broken the hearts of other vaude shows after successful seasons in Southern capitals. Wallace is a typical Aussie comic who has won his way up among the toppers of Brisbane popularity.

Houston Firemen Book Shep Fields

HOUSTON, March 10. - Shep Fields and His Rippling Rhythm orchestra will headline a show which will play for the Houston Fire Department's annual entertainment at the Sam Houston Coliseum here March 28 thru 30.

In addition to Fields, the show has Eileen Barton, Thelma Gracen, mel and Bob Shapley.

Stem Houses Find Pit's Still Deeper---Hit 334G

NEW YORK, March 10 .- The of the Ritz Brothers and U. S. S. gross picture at Stem combo houses | Teakettle. The first week's gross last week was particularly dismal. The terrific business being done by Josephine Baker at the Strand couldn't lift the total take even to \$44,210 for the opening frame of the level of mediocrity. The search Three Guys Named Mike, Johnny for reasons to explain away the bad business came up with the following: The virus bug, some bad weather, Lent, so-so films, income tax and television competition. The net result, however, was a total gross figure of \$334,210. Grosses for previous three weeks dropped succesively from \$403,000, to \$393 .-000 and to \$359,000.

Radio City Music Hall (6,200) seats, February average \$115,000) did fairly well for the third and final week of Payment on Demand. Johnny Mack and the Asia Boys. The take hit \$103,000 after an opening week of \$130,000 followed by \$137,000. The new bill has Royal Wedding and the standard Easter holiday layout.

Roxy Poor 55G

was \$75,000.

Artie Dann.

ary average \$85,000) came thru with a sorry \$48,000 for the sec-ond and last week of Cry Danger, Eddie Fisher and the Russ Case ork. The show opened with \$70,000. The new bill has Molly, Nellie Lutcher, George DeWitt and the Sam Donahue ork.

Capitol (4,627 seats; February

average \$51,000) did no better than

Long's ork, Georgia Gibbs and

Paramount (3,654 seats: Febru-

Strand (2.700 seats; February average \$39,000) hit a terrific \$70,-000 for the opening stanza of Storm Warning, Josephine Baker, Leo De Lyon and the Buddy Rich

Palace (1,700 seats; February average \$16,000) followed the general pattern by dropping to \$14,000 for The Second Face and an eight-Roxy (6,000 seats; February acter headed by Pansy, the Horse Tommy Lucas, the Ripplers, Car- average \$83,000) came up with a and D'Arco and Gee. The prepoor \$55,000 for the second week vious week's take was \$17,000.

Copyrighted material

Capitol, New York

(Friday, March 2)

Capacity, 4.627, Prices, 55 cents-\$1.50. Four shows daily, five week-ends. Loew chain booker, Sid Piermont, Producer, Allan Zee, Show played by Johnny Long's

There's little of distinction in the new bill. Show runs along the pat lines of the formula band presentation, with Johnny Long's ork the pivotal point. Georgia Gibbs affords the bill a potent closing turn.

Long's crew opens with a medley of armed forces' anthems, apparently a common stage idea among orksters these days. A similar medley is running in the current Paramount stageshow, with Russ Case doing the fronting. Long brings on his thrush, Kathy Kearns, for an amusing material ditty. The other band numbers include a medley of Long's recorded hits and a trumpet solo by Dick Perry on Lover. Long has a neat fronting appearance and emsees pleasantly. The ork cut a good show.

Miss Gibbs Scores

Miss Gibbs, one of the more competent presentation house thrushes, scored with a group of her more familiar items including There'll Be Some Changes Made, Ballin' the Jack and the Manhattan Towers excerpt, New York Is My Home. For timely flavor she acro trio, drew some good mitts and fashioned a superb sales job on If and rounded the turn off with her newest disking, Once Upon a Nickel.

The comedy was furnished by Artie Dann, whose act is built around an oversized schnozz. The fast and obvious gags were absorbed appreciatively by a warm dinner audience. Marie Neglia, a fem violinist, served up a musical novelty turn. A peppery showman with a rare know-how of salesmanship, Miss Neglia fiddled around for the closest thing to a show-topper on the bill with such items as Czardas, a concertized Tea for Two and a trick Hot Canary. She's no great shakes as a musician, but the inclination to attempt little more than technique tricks is a wise asset to an act which should do particularly well in the hinterland houses.

The bill is rounded out by Johnny Bachemin who taps with furious speed on board and on the piano top and who plays a pretty tired boogie piano. Bachemin's routining could stand brisk brushing. He shows potential in spots; unfortunately the spots occur at points of the act where audience appreciation is not reflected. Hal Webman.

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Night Club-Vaude Reviews

Paramount, New York

(Wednesday, March 7)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily; five, Saturdays. Chain booker, Harry Levine. Show played by Sam Donahue's ork.

The pre-Easter layout at the Paramount doesn't figure to do anything at the box office. The take for the next two weeks will have to depend on the flick, Molly, What's more, there's little happening on stage to elicit a strong favorable reaction from those who do come in. Even tho the audience at the show caught was particularly apathetic, it's doubtful whether any house would give with heavy mitts.

The show opens with the Sam Donahue ork (six reeds, six brass, three rhythms) doing the usual uptempo instrumental. Bob Haymes comes on for I've Got My Love To Keep Me Warm, Marrying for Love, How Deep Is the Ocean? and Between the Devil and the Deep Blue Sea. Haymes sings well, exhibits stage presence and handles a short spiel nicely. But lack of disk hits or a national radio or TV show has him working against

tough odds. The Romanos Brothers, a comedy a couple of yocks with their slapstick and fast flips. The kids sell best with a standard slow fall from a three-high shoulder stand.

So-So Selling

The Donahue ork ran thru an instrumental Body and Soul, with neat solos by Donahue on tenor and the band pianist. Nellie Lutcher, who was once able to break it up here with renditions of her disk clicks, didn't get a ripple with such ditties as That's a Plenty, My Mother's Eyes, Real Gone Guy, Fine Brown Fame and Hurry On Down. Plenty was a meaningless item that ran about two choruses too long.

George DeWitt, in for a repeat after a series of TV appearances, worked hard but couldn't make it. He used his standard impression bits on recording, radio and flick names. The impressions, for the most part, were okay, but lacking in comedy material. His best routine was an impression of President Truman. A closing bit on cigarette-smoker types added up to nothing.

Opening day also had Gertrude Berg in for an appearance to hype her film. She got a deserved mitt at walk-on and a bigger one after a short bit in character. Donahue cut the show neatly.

Radio City Music Hall, New York

Joe Martin.

(Thursday, March 8)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker - producer, Leon Leonidoff. Show played by the Raymond Paige house ork.

They'll doubtless pack them in for this show. In addition to the Glory of Easter production for the 19th consecutive year, show also spots a couple of appealing acts and a variety of stage tricks.

Following the Easter production a Goddess of Spring number led off the rest of the show. As the goddess's float was pulled off, the backdrop parted to reveal a Rockefeller Center set with the cars passing down Fifth Avenue. Several of the car props were folded to make a long counter, which led into a quickly paced fashion show, using the runway in front of the

Elsa and Waldo's comic dancing followed, after which the backdrop parted again, showing a race track setting with the chorus on stage. Here Duke Art did his standard quick clay carving routine to appreciative applause.

A gal hawking orchids bridged over to the Rockettes' number, which started with six of them, dancing out of a huge gift box, and ended with the troupe mounting the huge portrait of gal that had been lowered. The two Maxwells followed. Their slow, zany acro routine got a lot of gasps and yocks.

Finally the ballet corps. They worked in a seasonal setting, complete with floating flowers. A swan float moved on for a sock finish with storm and rainbow.

Pic, Royal Wedding.

Gene Plotnik.

Jockey Club, Paris, France

(Wednesday, February 14)

Capacity, 150. Price policy, \$7.50 minimum. Show at midnight. Manager, M. Pastaud. Booking, non-exclusive. Estimated nightly budget for talent, \$100.

The oldest club in the Montparnasse boasts a show that lasts from midnight until 4 a.m.

Ever hear of an animator? The Jockey Club has three of them, Rene Lee who wears Western sheriff's clothes and two midgets costumed as jockeys. Their jobs are to animate the audience to applaude the acts and join in the aud participation gags. They are also on the floor when mistress of ceremonies Money Joel makes the announcements.

The walls and ceiling of the Jockey Club are decorated with old 24 and 8-sheets, many of them collector's items. The ceiling over the bar is covered with paper money thrown there with pins by the customers.

The opener has blond Arlette Greys with a fast tap routine. Following this, the entire audience is "animated" into participating in a native French version of our Paul Jones, called the "Farandole," with the animators and Money Joel calling the turns. The audience joins hands and swings in circle around the dance floor as the music plays. Animators hand pillows to three men, who in turn place circle, kneeling on it. She steps out of line and kneels, too. They kiss in the French manner (on each cheek). He steps back in line, with the girls then repeating the process. The gag breaks down any formality and warms up the house.

Billed as "Tiarhe," this lady does a Hawaiian dance in the next slot. The dance is a cooch number with poor hand movements and gets very poor response.

Irene Reny vocalizes with the band for the next spot. Her voice has fine quality and she received an ovation from the aud.

Mister Ramela comes on next for a series of special lyric numbers, getting lusty yocks.

The outstanding act is a Spanish dance by Castango. She has the flashing eyes and looks for the part. Working to the tune of Carmen, Jovita arouses enthusiasm even from her fellow performers. Her looks, stage presence, foot and castinet work would do well on Broadway or in Hollywood.

The next number is a fem impersonator called "Nana." Nana dresses as an old scrub woman and sings blue songs to poor response.

A Louisiana trio does East Indian dances, with two nudes acting as slave girls for the Hindoo princess. They're eye-openers for the boys in the front row.

"Randall, the Elastic Man" does a series of dances for the next piece. He overworks and milks to a point where the act becomes dull. Fan dancer Jean Valton gets a flurry of applause for a mediocre

Headlining the show is "Bill," a talking dog. Bill, a Belgian shepherd, adds figures and barks the results.

The closer is redhead thrush Gaby Beauvais, who works as a female Chevalier. She looks classy and works good.

Marcell Mellet and his ork cut the show smoothly. Art Rosett.

Bar of Music, Hollywood (Sunday, February 25)

Capacity, 400. Price policy, \$2 minimum Saturdays; \$1.50 Fridays; no minimum weekly. Shows continuous from 9:30. Operators, Albert and Regina Villaudy. Manager, Jack Villaudy. Booking, nonexclusive. Publicity, Jerry Riley. Estimated budget this show, \$2,000 Estimated budget last show, \$1,800.

Arthur Lee Simpkins is back and shares the spotlight with comedienne Sue Carson, making her Coast debut. Simpkins opened with a fast Scottish ditty and went into a rendition of Just A'Wearyin' for You. He hit his stride with Marie and Pagliacci, showing some fine piping, especially in the high registers. Customers joined in on Tennessee Waltz and It's Later Than You Think. He begged off

Chez Paree, Chicago

(Thursday, March 8) 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 last show, \$5,500. Estimated budget this show, \$6,500.

Ben Blue, in his first nitery job locally, has the embryo of an excellent night club package built around him. Blue, who's confined himself almost exclusively to panto in previous stops, is doing well here with lots of talking comedy.

From the start of the show, when Blue and the entire cast, including the line girls, walk in among the tables while Blue calls show time, to a fine choral finale idea that needs some reworking before it clicks, it's a legit musical type thing with fine continuity. Blue tines were imaginative and specis in and out constantly, with he tacular. Val Olman and ork again and Sid Field, a zenith when it cut the show capably and provided comes to straight men, doing a hokey mentalist bit which went rumba fans happy. over big.

Blue opened with some straight gags which, the original and funny, didn't click because of a slow crowd. His next bit with rhythm singer Roberta Lee, ex-band chirp, failed to hit because they used hackneyed Mention My Name as a basis. Margo Wade contributed a good 5 minutes of whirling and kicking tap. The Blue effort is headed in the right direction and a couple of good writers could it at the feet of any girl in the steer it directly and quickly to its objective.

Blond Mary Small does an okay job on three different styled songs. She needs more individual material like her Only for Americans to click in niteries. Tho she has what some diskeries could use in fem lyricizing, she doesn't have promotion that comes from a disking pact. When the Blue package hits its peak there's enough entertainment potential to furnish a good show sans any other outside Johnny Sippel.

Biltmore Bowl, Biltmore Hotel, Los Angeles

(Tuesday, March 6)

Capacity, 850. Price policy, \$1 cover week nights; \$1.50 Saturdays. Shows at 9 and 12. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Estimated budget this show, \$4,000. Estimated budget last show, \$4,000.

Desi Arnaz and his Latin ork spark the show, competently backing acts and contributing southof-the-border spice with a few solo selections. Of the acts, Gali Gali holds a well deserved top spot, selling his sleight of hand feats easily. Best of his bafflers is his disappearing chicks trick in which he transfers baby chicks into ringsiders' pockets.

Stan Kramer's standard puppet act shows a few new wrinkles since last caught and still pulls a top hand for its cakewalk routine wind-up. Doll's Betty Hutton takeoff to an old Hutton disk is among the act's most effective offerings. Mata Monteria's version of Latin dance numbers appeared tired and brought only polite palming.

Arnaz, who usually plays Strip spots sans acts, adds pace to the proceedings with his versions of Guadalajara and Straw Hat Song and a colorful arrangement of Simelu and Babalu, his standard closing number. Ork provides smooth tempi for dancing, adhering mostly to straight pop numbers and occasionally tossing in a Latin offering. Lee Zhito.

after 40 minutes with Ave Maria and Eli Eli.

Sue Carson works with special material built around impressions of filmites. The bit of nonsense in which the gal impersonates Nellie Lutcher and Rose Murphy brought big hands, as did a ditty tagged Seven Lively Arts. Femimic is a looker and has poise, but her gags should be sharpened for nitery work. Addition of a standard tune would make for a wellrounded act.

Twin-pianoing of Felix DeCola and Benno Rubinyi warmed the audience, scoring with Warsaw Concerto and Chopin's Fantasy Impromptu. Lew Fidler's ork dished out hep dance rhythms.

Joe Bleeden.

La Martinique, New York

(Thursday, March 8)

Capacity, 375. Price policy, \$3.50-\$4.50 minimum. Shows at 9, 12:30 and 2:30. Operator, Dario. Booking, non-exclusive. Estimated budget this show, \$1,750, Estimated budget previous show. \$3,900.

Dario has a satisfying show. Joyce Bryant, a charming, young soprano new to this region, definitely deserves an auditing. Miss Bryant has a flexible voice and much feeling. Her Porgy was tops, her Stormy Weather very good and she's strong on visual value.

Passer, back to this town after several years' absence, did a believable mental routine. He keeps the proceedings light-hearted, but needs some stronger gags. His act is nicely dressed by Dee Costello, a statuesque model.

Roger Ray's cynical wit got heavy yocks with his standard bits, and his marimba served him well as a comic prop. Johnny Conrad and his two attractive dancers opened the show and bridged between the other acts. His rougood dance music. Pepito kept the

Gene Plotnik.

Mocambo, Hollywood

(Tuesday, February 27)

Capacity, 220. Prices, \$1.50 cover. Shows at 9:30 and 12...Owneroperator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$3,500. Estimated budget last s'ow, \$3,000.

Constance Moore, who clicked solidly at Cocoanut Grove last Sepember, returns to prove, that she packs an even greater wallop in an intimate room. Stage-screen thrush pulled the heavy pocketbook crowd, studding ringside with top film celebs. She opens with You Can't Take It With You. a brightly paced ditty aimed at spurring the spenders. - A generous assortment of contrasting tunes reveals her versatility in straddling various vo.al moods. Her version of Scarlett Ribbons is a stand-out. A medley of oldies, including Dark Town Strutters Ball and Harvest Moon, could be trimmed. A bright addition to her repertoire is her version of The Liar Song from the score of MGM's Royal Wedding.

Eddie Oliver's ork (10) competently backed Miss Moore and provided dance music.

Lee Zhito

Caught Again

Maisonette, New York

In the wake of his sock performance in Call Me Madam and terrific press, Russell Nype is literally packing 'em in at this chi-chi St. Regis Hotel room. Just how far the younger can go with his night club act is an intriguing, and possibly moot, question. There's no doubt but what he's come up with a refreshing new style and delivery. The question, tho, is whether he's solid enough for a long future in clubs or just a fad, like swallowing goldfish.

Doubling from the Berlin opus, Nype works the supper show only at this spot, and, from the audience reaction to his repertoire of show tunes, he could work here for a long time to good returns. Opening with It's a Lovely Day Today, he runs thru such tunes as If I Loved You, Happy Go Lucky, You're Just in Love, Love Is Just a Game, Surrey With the Fringe on Top. Look for a Silver Lining, The Girl Is You and When I'm Not Near the Girl I Love. Obviously-Just in Love which he does with Ethel Mermen in the Berlin show, is his big number, but the straight acting bit he does from Goodbye $M\tau$. Chips turns out to be a smart change of pace and gets a welldeserved mitt.

Big difference between Nype's delivery and that of the run-ofthe-mill night spot chanter is his transference of the legit music style to a clubfloor. He sells the lyrics in a big way, and in so doing, sells himself. His personality is an ingratiating one, his deportment super-relaxed and his garb, a Harvard-style tux, fits his easygoing air. General impression given is that of a house party with the guests doing a song or two. Whether or not he has a legit pair of pipes turns out to be completely secondary. He convinces the crowd

-and that's what counts. opyrighted material Joe Martin.

CASE HISTORY (2)

Big Dough, Big Aches Wind Up M&L Story

Continued from page 2

to pick up speed. The Billboard review (March 13, 1948) said, ". . . Martin and Lewis were terrific ...

they have sharpened their timing . . . have polish and ease that makes them one of the best yock pullers in the biz. . . . It should not be long before they mean just as much at the box office."

Out of the Capitol they went to Bill Miller's Riviera for \$2,250. Miller claimed he had options for future dates. Greshler denied it. He said he'd offered him deals but Miller never signed anything. While at the Capitol, Greshler also made a deal with the Copa. He asked for \$3,000.

Ringside for Abby

Julie Podell, current Copa boss, wanted to know why \$3,000 when Greshler was asking others for \$2,500. "Because I can't get a ringside seat here, "was Greshler's reply. Thereupon Podell ordered Joe Lopez, headwaiter, "Ringside for Abby and no check," and the kids went in for \$2,500, with options that carried their dough up to \$3,250.

Material was always a big problem. Up to now the boys had been using bits based on Martin's old act-Donkey Serenade, Old Man River, etc., with Lewis leading the band. Martin picked up much of his comedy stuff from Buddy Lester, who frequently asked for Martin to be on the same bill with him. Lewis may have got some of the Wesson Brothers' material from Greshler, who no longer handled the act, and picked up and borrowed from other comics. Some of the acts who claim ownership of bits borrowed by the boys were Don Tannen, Red Buttons and Gene Baylos.

Regular Bits Plus

In any event they were now going into the Copa and needed more material. Writers were hired, among them Danny Shapiro for \$1,000, but the boys couldn't find anything, or remember what they read. Finally all the writers were thrown out, and the boys went in with their regular act plus a lot of ad libs.

While all this was going on Martin was signed by Capitol Records on a 5 per cent deal. He had an old contract with Apollo, but this was during the record ban, and Greshler decided to chance a law-

It was at the Copa that the picture people started to flock around the boys. A deal was started with Bob Goldstein, of Universal Pictures but Greshler insisted on no screen test and a retention of all rights to outside pictures, radio and TV. Greshler also started to romance radio and TV people and finally cut his own audition record. He spent \$3,500, hiring Georgia Gibbs, the Ray Block ork and Hal Block, writer. Greshler showed the record to the Biow Agency, who offered him \$1,750 for a half interest. They were turned down.

After the Copa came Slapsy Maxie's, Hollywood, for \$4,000 plus three round-trip fares. Before opening Greshler almost pulled the act. Club had an eight-piece band and one spot. Greshler insisted on a 15-piece band and three lights. "I have a tumult act; I want a loud band," demanded Greshler. Before the opening Greshler phoned



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date that the boys really started every name in town to come in as

"my guest."

"I pick d up more than \$3,000 worth of tabs. But I wanted important people in and was willing to invest," said Greshler. During the Slapsy date rumors started that Jack Benny was shifting from NBC to CBS. Greshler promptly called on CBS, but there was no deal when they offered \$750. He next called on Niles Trammel, of NBC and on ABC. He played one a decision when he returned to New York.

Picture talks were also being held. Universal, who started dickering in New York, had already upped the figure to \$30,000 per picture, but were adamant on refusing outside work. Martin and Lewis threatened to leave Greshler. They wanted the picture deal Joe Pasternack and George K. Sidney, of MGM, raised the ante to \$50,000 but no outside activity. Again Greshler turned it down, By this time the local columnists were full of rumors of the "inevitable split," and the conflicts between Greshler and the boys was sharper than ever. This was further intensified when Pasternack wanted Martin as a single for My Friend Irma. Martin wanted it and the quarrels became bitter. Pasternack asked Greshler not to turn down any offer before speaking personally with L. B. Mayer.

Before the Mayer appointment date Creshler called on Joe Hazen. Hal Wallis's partner, and after a series of talks made a deal. It called for \$50,000 for the first picture: 60G for the second: 75G for the third, and Martin and Lewis could do outside work, pictures, radio and TV

Visit With Maver

Tho the deal was agreed upon, it hadn't yet been signed, the rumors of it spread thru Hollywood One night while Wallis, Greshler, Martin and Lewis were at a table at Slapsie's, Pasternack approached and, according to Greshler, said. "If you take the Wallis deal vor'll never make another nicture." The following day Greshler, together with Pasternack, called on Mayer. "I took Jerry Lewis along so he could see I wasn't double crossing

him," said Greshler. Mayer offered the boys the same deal Wallis had offered, but refused to budge on outside work with the possible exception of radio. "Nobody says 'no' to Mayer, so I said I would think it over," said Greshler. That night he had a nervous collapse and was taken to the Temple Hospital. Bud Barry. then with ABC, now an NBC v.n., got Greshler out of bed for some more dickering but nothing came of it. Two nights later Greshler invited Earle Fbi and Corning Jackson, of the J. Walter Thompson Agency, to be his guests at the club. The agency was preparing a huge Thanksgiving radio show and Greshler thought he might get his boys on it. Agency toppers liked the kids well enough and bought

Bob Hope, hearing of the deal, also came in to catch the act and put it on November 23. Two de s later they were on the Elgin show, Thanksgiving of 1948. The Hope show paid \$2,000 and called for an option for five more shots at the same dough. The Elgin show paid \$2,500.

The NBC Deal

Early in 1949 NBC and Greshler came to terms and the network decided to build a show around Martin and Lewis. The show too! five months to build and, while building, NBC sent eight writers and/or producers around with the kids. Part of the deal called for Greshler's getting \$500 a week as Martin and Lewis' program consultant. During the building process NBC spent approximately \$400,000. Part of this was \$2,000 weekly to Martin and Lewis while the show was being written and \$2,500 when the show went on the air.

The pic, My Friend Irma, was owned by Martin Jurow, of the Morris office, and a deal was made by Wallis to buy it. While this was going on the boys were working clubs and theaters doing their radio show both live and on tape. They went back to the Copa for \$3,500, later upped to \$5,000. Then came the Miami Beachcomber for \$12,000 and a

quickie back at the Coast Slapsie's in February, 1949. Picture went into production and when finished the team of Martin and Lewis came to the New York Paramount to open with the film. They got \$9,000 and a bonus.

The boys first TV date was a guest shot in April, 1950, on the Berle program. Berle took an option for another date sometime between May 23 and June 13, at \$3,500 a shot. While in New York NBC renegotiated its deal with Martin and Lewis, giving them \$95,000 f 10 guest shots. the kids went back to the Coast for Irma Goes West.

At this time Greshler set up an independent picture company, York Pictures, financed largely by Ray Ryan, a Texas oil man. Greshler became its president and executive producer, owning one third of the stock. Martin and Levis owned the other two thirds. The against the other, waiting to make first picture under the new company was At War With the Army, which cost \$400,000 to produce. Paramount bought the release rights and paid one half the production costs. The picture has already made about \$1,000,000.

The first open break occured while Martin and Lewis were in New York and Greshler we on the Coast. Latter received a phone call from the Morris office complaining that the boys were going on the Anchor Hocking Glass TV show despite their being committed to the Berle show. Greshler called the team in New York, but the boys refused to listen. Anchor Hocking show and all they got for it were a couple of foreign cars worth about \$800 apiece," says Greshler.

Troubles Pile Up

All this time the boys were strapped for dough. They accused Greshler of bad counts and in at least one instance charged him with worse. Boys left . Miami Beach hotel without paying their tabs. When warned that a suit would follow they said the money had been sent to Greshler to pay. Greshler deried such money had been offered and said whatever dough the boys turned over to The Top Hat Club in downevent the bill was paid.

deal made them exclusive NBC features for \$20,000 a shot.

The whole group was back on the Coast when Greshler received

"The night before I had a birthday party for my wife," said Greehler. "Martin was the life of the party. The next day the letter came.'

By July, 1950, MCA had moved Hollywood Freddie Fields, Greshler's ashad always been friendly with forthcoming musical, "Casa Ma-Jerry Lewis, and shortly after he nana," at Monogram. Trio curjoined the office Martin and Lewis rently at a Montreal nitery. . . approached Fields. In any event Martin and Lewis are said to have received \$40,000 for signing with

Now MCA Problems

In the past few months Lou Cos- long time.

Extra Added

Brief but important night club-vaudeville news

New York

Allan Cross, one-half of the former Cross and Dunn team, has been named a district manager for the Beam Distilling Company. He will cover the Northern California and Nevada territories. . . Leo Fuld and Shosana Damari have been held over for another six Bleu review last week incorrectly listed the names of the Gabe Dell and Norman Abbott comedy act. Sally Oren is now assistant producer at Columbia Artists and

Opening of Monte Proser's East Side nitery, Le Vie En Rose, has once again been set back. The spot is now scheduled to bow March 20. . . Erwin Timberg son of Herman Timberg, has opened a theatrical agency here. Peter Higgins opens at the

co-producer of a tab TV package

now in preparation.

Palace March 29. . . . Helen Kane goes into the same house March . . The Copa show opening next Thursday (15) has Pegg Lee making her debut in the spot Jimmy Nelson will be held over.

. Dorothy Shay debuts at the Hotel Plaza's Persian Room They went ahead and did the Thursday (15). . . . Rose Murphy leaves for England Wednesday (14) where she'll do 15 weeks for Val Parnell. . . Trini Reyes signed exclusive agency deal with Leonard Green office. . . . Jimmy Komack and Martin Burns, formerly known as the Deuces Wild. went into the Bon Soir last week. with Mildred Bailey held over for three additional weeks. George Lester has opened an

artist's rep office here as Lester Associates. He was formerly with International Artists.

Philadelphia

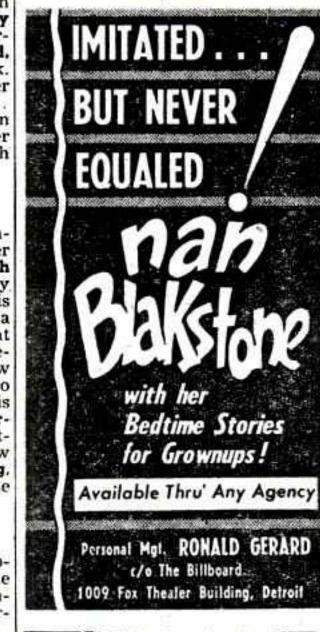
him was for old debts. In thy town Philadelphia relights under the management of Bill Kranich In mid-June, 1950, Greshier and Mort Neiditch. . . Nitery said, the boys needed money again emsee Danny Montgomery is so badly that he again renegotiated doing a regular radio trick as a another 'eal at NBC. The new staff member spinning waxes at WPWA, Chester, Pa. . . . Comedian Marty Collins has a new partner in Eddie Michaels, due to to the continued illness of his a letter from Martin and Lewis cancelling his managership.
"The night before I had a birthmanagement of Marty Blumberg. with Del Zane providing the musical entertainment.

Rio Brothers inked by pic prosociate, had left to join MCA. He oucer Lindsley Parsons for the made their shift. According to Associated Booking Corporation informed sources, it wasn't Fields has booked Illinois Jacquet, Larry who made the pitch for Martin Darnell and Erroll Garner into and Lewis. It was Lewis who the Ozark Club, Portland, Ore.

tello has started action against Martin on his old contract asking or \$100,000. What MCA will do about all this remains to be seen The trade has wondered what Right now York Pictures holds an MCA could do for the boys that exclusive on the boys for five Greshler hadn't already done. In-formed sources say that one thing Greshler, if they don't make them the office can do is to see they for York, they can't make them hold on to their money I he for anybody. At any rate, law meantime, Greshler has started suits and other complications notaction in AGVA against MCA, withstanding, the Martin and claiming a six-year contract id Lewis act is 1 the high road and back commissions of over \$10,000. figures to stay up there for a

This is agency's first bookings since they took over the club. Club Bayou has added dancing. A 12 by 12-foot asphalt tile floor has been installed. Three Chancellors have taken over the bandstand from Benny Pollack, who is now in San Francisco. . . . Arthur Lee Simpkins guesting on local TV stations. . . . The New weeks at the Habibi. . . . Ruban Yorkers (3) back in the Zebra Room of the Town House here. . . Lou Walters' "Latin Quarter Revue" warming up at the Desert Inn, Las Vegas, Nev., prior to opening at Earl Carroll's theater-restaurant this month. . . . Nitery singer Ann Triola completed a role in Warner Bros.' 'Lullaby of Broadway," with

Doris Day and Gene Nelson. General Artists Corporation's Henry Miller is setting Gloria De-Haven for a four-city tour after conclusion of her role in 20th Century-Fox's "Friendly Island." Chirp plays St. Louis, Chicago, Boston, and Minneapolis. . . . Alli : Lair, progressive and New Orleans jazz pianist, opened at the Sphinx Club, on the Strip. This is gal's first local stint in five years. . . . Chirp Dolores Parker makes her film bow in "The Golden Goose," for Thor Productions. . . Will Mastin Trio featuring Sammy Davis Jr., in town (Continued on page 20)











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Jerry Franken, Billboard-"Nelson a Copa wow . . "

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Robt. Sylvester, N.Y. Daily News - "Nelson has an original wit . . ."

Robt. Adams, N.Y. World Telegram-"Tears the house down . . . with realistic results."

Coming Up ... ROXY THEATER, N. Y.

RIVIERA, Ft. Lee, N. Y.

APRIL 28

Hocus-Pocus

of Magic and Magi By BILL SACHS

quarters: "Caught Bela Lugosi's

horror show at the State Theater,

Hartford, Conn., and found it an

excellent presentation by a mas-

ter showman. I have had a cou-

ple of set-backs in organizing my

horror outfit. I lost my partner

recently when she decided to go

into business for herself. Conse-

quently, have had to lay off until

I find someone suitable to take

over the other half of the act. I

have invested \$1,500 in all the lat-

est gimmicks. Had a solid string

of fairs last fall and will repeat

following a two-weeker at

Town Casino, Buffalo, entrained

for New York to ship off for

Europe for a 30-day tour with an

air force show. . . . Dr. Silkini

(Jack Baker) takes his "Asylum

of Horrors" spooker into the 3,100-

seat RKO Albee Theater, Cincinna-

ti, for a midnighter Friday, March

30. . . . Seymour Davis, who has

piloted numerous topnotch mag-

ickers around the country, sends

word that Emett E. Barbee, well-

known Oklahoma City sleight-of-

hander, passed on in that city March 3 shortly after giving a

performances in 23 camps in nine

States on his own time and at

in Final Curtain, this issue. . .

Lucille and Eddie Roberts, after

a holdover stand at the Bayshore

Royal Hotel, Tampa, where they

appeared with Rudy Vallee, begin

a return engagement March 17

at the Dunes Club, Pinehurst,

fifth engagement in the Blue

Room of the Roosevelt Hotel, New

Orleans. . . . L. L. Henry, the To-

Syl W. Reilly, Columbus magic

worker and maker, who caught

the Henry turn, describes it as "a

beautiful act professionally done.'

. . . The Milwaukee chapter of

the Houdini Club of Wisconsin,

Inc., is sponsoring a drive to col-

ect funds to buy a tombstone for

he grave of Si Stebbins (William

H. Coffren), who died there last

October at the age of 84. Jack M.

Leser, chairman of the drive, in-

forms that Wisconsin magicians

have already donated over \$50 to

the Stebbins fund. About \$200 is

needed for the stone. Stebbins,

who was well known in both magic and circus circles, started

out in the latter field as a rube

clown, which he worked for years.

He later became a card-trick ex-

pert and originated and developed

a number of tricks now used as

standards by many pro perform-

ers. . . . Dr. Zina Bennett, Detroit

magic enthusiast well known for

his giant card work, broke into

he news last week when he in-

jected a shot of penicillin into

Clyde Beatty's tiger, Rosie, after

she had been bitten by a lion-

and with no one holding the ani-

mal during the treatment. The

NEW YORK, March 10 .- Organ-

ist Ethel Smith's concert appear-

ance in Huntington, W. Va., Tues-

day (6) at the Keith-Albee Thea-

ter brought in total of 3,400 ad-

missions in two performances.

originally booked by Charles Han-

sen for an evening appearance with

the local symphony ork, Miss Smith

also played a matinee session with

her own rhythm section. The lat-

ter was set by the William Morris

The afternoon show drew 1,200

Additional bookings set for Miss

Smith by the Morris office include

two weeks beginning April 5 at

the Hotel Riverside in Reno. She'll

also do a special one-nighter in San

Bernardino, Calif., tomorrow (11)

while the symphony concert

brought in 2,200 admissions.

Ethel Smith Shows

In Huntington;

Draws 3,400 Tix

patient died!

on them this year."

DURLING HULL, known professionally as Volta the Magician, formerly of Woodside, N. Y., has settled permanently in De-Land, Fla., where he says the latch-string is always out to magicians passing thru. Behind his home in DeLand, Hull has erected a 24-foot-square building to house his workshop and equipment. He reports that he is mapping plans to tour the South next season with a combined magic, mental and hypnotic show. Hull, who is the inventor of numerous magic tricks and who has written many books on the ancient art, has won much success recently with his Patter-Dex System of bits and gags printed on index cards and alphabetically classified by subject for use by ventriloquists. magicians and emsees. The system is divided into allotments, with each allotment containing about 500 gags. New allotments are issued every three months. Allotment No. 5 has just been released. Hull is mourning the passing of his mother, Mrs. Bertha L. Hull, 85, who died recently at DeLand Hospital of injuries sustained when she stepped out of a car while it was on a service station grease rack. . . . Charles Hilderra has wound up his dates in and around Pacific Grove. Calif., and left there March 8 for Shreveport, La., to join the Clyde Beatty Circus to do his comedy magic and clowning. It will his own expense. Further details mark his fourth season with the Beatty org. . . . The Amazing Dr. Maurice (Morris Cohen) writes that his television show out of Miami Beach, Fla., is going great guns, with everything built around the "I'll bet you can't do this!" idea, and the watching N. C. On May 3 they begin their audience working the participation stunts. . . . Preston the Magician postals that he's still combining business with pleasure in the ledo blacklight card-fan expert, Florida country. . . . Prof. J. played the Neil House, Columbus, Stonehurst (Jean L. Casey) writes O., Sunday night of last week (4). from his Milldale, Conn., head-



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BAA Okays Talent for Membership

By UNO

NEW YORK, March 10 .- Agreements have been signed by Jay J. Hornick, representing the Hirst playing both wheels in houses or on the road, are eligible for membership in the Burlesque Artists' Association union, an auxiliary of of America.

Tom Phillips, en route to execute a double mission. He will confer RANDOLPH THE MAGICIAN, stop on the Phillips itinerary is Youngstown (Kane's headquarters), Buffalo and Rochester.

When Phillips returns he will take up preparations for a ball and dance to be held in some large local hall for the first of such functions that were an annual event in burlesque up to 16 years ago. March 12 is the 17th anniversary of the receipt of the BAA charter from the Four A's.

Names Heavy Toronto Draw

TORONTO, March 10. - Big names continue to draw at vaude shows and night clubs here.

English import, Gracie Fields, who was to do just one night at night due to the demand for after the present emergency. tickets. Eddie Cantor, whose turn Massey Hall for the single night.

Future names booked into the city include the Deep River Boys at the Casino Theater, while Oscar Peterson holds at the Colonial Tavern and Phil Napoleon and his Memphis Five at the Edison Hotel. Other names coming in include Mugsy Spanier, Count Basie, the George Shearing quintet, Ivory Joe Hunter, Coleman Hawkins, Pee Wee Hunt, June Christy and Nellie Lutcher.

Extra Added

Continued from page 19

for a series of casuals. Group is set in Palm Springs and Las Vegas during March. . . . Leo Diamond, Jerry Collins and Jeff Dane booked into Billy Gray's Band Box. Thrush Jacqueline Fontaine and Gray are hold-overs.

Here and There

Marian Callahan opens at the Hotel Willard, Toledo, March 26. . . Bookings at London's Palladium set by the Lew and Leslie Grade office include the Debonaires in April, Galli Galli and Landre and Verna in July, Harvey Stone in July. . . . David Powell and Bobby Brandt have been set for a West End revue in London. Pedro and Durand have been booked into the Olympia Theater. Miami, for the week of March 14. Marjorie Slightam, Hammond organist, currently at the Phillips Hotel, Kansas City, Mo., is booked there indefinitely.

LQ BENEFIT IN FRENCH MOOD

NEW YORK, March 10 .-Lou Walters is bringing an all-French revue into his Latin Quarter here, with the show set to open officially on April 25, one day after the vet nitery operator celebrates his 10th year of running the Stem club. On April 24, Walters will put on the new show in a preview for invited guests only, with proceeds to be evenly divided between the Damon Runyon Cancer Fund and the Mark Hellinger Heart Fund.

The anniversary show will headline the can-can dancers from Paris's Bal Tabarin, Pickets for the charity affair will range from \$25 to \$100, including dinner. The house will be limited to 500.

Burlesque Bits

Miami, March 8 and opened the Soloman, manager of the recently following day at the Melody Club, opened Junior Delicatessen Bar, West Palm Beach, Fla., on a three- New York, March 13. Brother of week contract, with options, thru Henry is Jack Solomon, owner of Mike Frankel. During her stay at the Harem, Tirza was visited the street. Burlesque Circuit, and Dewey by Kay Scott, singer; Walter Budd Michaels, of the Midwest Circuit, and his mother, and Dave Trieste. whereby principals and chorines who bosses the annual show for the United Better Business Association held at the Bellevue-Stratford, Philadelphia. The Tirza act,

Chargan, fire dancer, is hos-Cincinnati. He then goes to Toledo, pitalized in West Palm Beach, Indianapolis, Chicago, Cleveland, Fla. . . . Marcia Morris, Walter Sherry. The producer and emsee

Campi, comprising Freddie Ful-PAST PASSING

Hub Paper To Raze Old Keith House

B. F. Keith vaude house on Washington Street, birthplace of American vaudeville, has been purchased by the Boston Herald-Traveler Corporation, it was announced today. Firm plans to raze the building for possible future ex-Massey Hall, stayed an additional pansion of the newspaper plant

The theater first grew from a here was highlighted by a search- vacant store where B. F. Keith for-talent contest, also packed started in the entertainment business in 1883. The first film in Boston was shown there in 1896 and, as variety shows became popular, headliners made it one of the top houses in the circuit. The last show was June 30, 1928.

> Since then it has been in turn, the Lyric Theater, the Normandie Dance Hall with the "longest" bar in the country (275 feet) and finally the Laffmovie Theater.

AGVA Fines 3 Acts \$50

HOLLYWOOD, March 10. - In its plan to tighten Guild activities and keep members from working with unfranchised agents, American Guild of Variety Artists last week slapped a \$50 fine on each of three local acts. Because this was trio's first offense, local chief Eddie Rio suspended fines.

Acts reprimended were Ames and Arnold, Lionel Kaye and Charles Pickett. Unauthorized agent involved was Sidney Zack. Infringement of AGVA ruling, which prohibits AGVA members from accepting dates thru an agent not okayed by the Guild, occurred at the Hollywood Roosevelt Hotel last month.

Palumbo's 500 Sets D'Amato

ATLANTIC CITY, March 10 .-Frank Palumbo, Philadelphia nitery operator, has set a deal with "Skinny" D'Amato to take over the operation of the 500 Cafe's supper room here. Last summer 500 Cafe put its room on a name policy basis, with Harry Steinman, operator of the Latin Casino, Philadelphia, handling the operation.

D'Amato is enlarging the room to increase capacity from 225 to 425. The Philadelphia boniface will take over a week before the July 4 holiday and is already lining up name attractions.

Amato Signs Long Lease on B.C. Cave

SEATTLE, March 10.-George Amato has taken a 10-year lease on the Cave, nitery in Vancouver, B. C. Owner is A. G. King.

Joe Daniels, head of Eastern Circuit Vaudeville here, is exclusive booker for Amato's Supper Club in Portland and the B.C. Cave. Policy is four acts per show.

TIRZA and Her Wine Bath fon's talent on hospital entertainclosed at the Harem Club, ment, will be the guests of Henry Gallagher's Steak House across

ACKIE WHELAN, emsee, is at

the Sky Club, Miami. . . .

Harry Mirsky, who passed away February 28 in Boston, was formerly a burly show manager on which has appeared in these the big wheels, as well as a house the Associated Actors and Artistes shows the last three seasons, is up treasurer in many theaters in for a fourth repeat skedded for Greater New York. . . . Al LeRoy Tomorrow will find BAA prexy, April 8. . . . Billy (Zoot) Reed and is in his 14th week at Paul Kilwife, Grace, bowed in at the liam's Old Knick Music Hall, New White Swan Cafe, East St. Louis, York. Co-principals are Eddie with Jack Kane, chief of the Ohio Ill., after six weeks at Raynell's Hanley, Gene Courtney, Al Nor-Circuit for his signature to an agreement. Phillips also will hold meetings with prospective mem
Golden Club, Miami Beach, Fla.

Bonnie Lee, Sugar Kane and Anderson, Bill Meigs and Cindy Heller.

Featured at Ned bers for their enrollment. First Bob Bigg's Follies, Los Angeles. Hakine's Lyric, West Sacramento, Calif., are Dixie Lee, Monico, Lillie Violet, Betty Carroll and Quish, Charles Brown and Galli is Starr Carroll. In charge of wardrobe is Cupcakes. Rita Lee, singer-dancer, is on vacation. . . . St. Louis niteries have Malene Carroll at Top o' the Town, after four weeks feature at Russo's Club. Replacing her at the latter spot is Peggy O'Connor. Billie Andrea, former feature strip at the Back Stage Club, has moved to the New Grand Central, joining Bobby Young, another strip; Jack Kelly, emsee, and Julia and Her Three Queens ork. The Central has been refurnished and re-BOSTON, March 10 .- The old decorated. . . . Yvette, exotic dancer, had as guest last week at the Rivoli, Seattle, Jack Teagarden, former ork leader, now making personal appearances with the Louis Armstrong combo. . . . Winnie Garrett, following two weeks more at Swing Rendezvous, New York, will begin a return engagement at the Casino, Boston. . . . Steve Mills and Conny Ryan are held over at Zissen's Bowery, Miami, where other burly talent includes Billy Reed and Kitty Kay Gayle at the Gaiety; Mlle. Annette, Tiara Moy, Jackie Joiner, June Leone, Patti Malone and Princess White Wing, at the City Club; Harold West, Francine, Pat Purcell, Rosita and Joe Cline at the Rainbow Inn, and Divena, Trudine and Carmen Del Carmen at Club Boheme.

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Sides and Asides

Production Notes and Personal Intelligence . . .

producer of the City Center Drama, plans to present a show on his own next season, a musical version of William Gillette's farce, "Too Much Johnson." Schaefer tried out the musical in summer theater a couple of years ago. Songs were by G. Wood.

Equity Members Hit Brees Bill, **Vote on Slate**

NEW YORK, March 10 .- After passing a unanimous resolution condemning the proposed Hughes-Brees Bill to amend the New York State unemployment insurance law, the third quarterly membership meeting of Actors' Equity at the Hotel Astor Friday (9) balloted on six membership representatives to serve on the union's new nominating committee. About 30 candidates were put in nomina-Monday (12), and the next day total committee of nine.

Also on the agenda was the presin the memory of the late Paul M. still seeking backers for Sean Turner, who spent the better part O'Casey's "Cock - a - Doodle of a lifetime as Equity's legal advisor. Marjorie Gateson made the the most likely one to produce the presentation.

Attendance was approximately

Eli Sets Luce Play to Music

NEW HAVEN, March 10 .- Perhaps the most ambitious undertaking by a college group was unveiled here Wednesday (8) when a musical version of the Clare Booth Luce play Kiss the Boys Atwater, last seen as Goneril in Good-bye was presented at Yale.

John M. Johnson, Yale senior, wrote book, music and lyrics-all with Mrs. Luce's reported blessing -and the cast, with the exception of two imported professionals, comprised undergraduates and drama members.

This latest version of Kiss the Boys is the first instance in which a legitimate comedy has been Paul Kelly's daughter, joins the adopted to the screen then back again to the stage as a musical. Featured are Elaine Stritch and Janice Rule, both of whom have considerable Stem experience.

Direction is by Robert Linden who staged the Equity Library Theater's Pal Joey, and the dances are by Rod Alexander.

Benefit performances of Boys. will be given in New York during the week of Monday (19).

Dramatic & Musical Routes

Ballet Theater (Erlanger) Buffato, N. Y Ballet Russe de Monte Carlo (Strand) Ithaca, N. Y., 14 Cyrano de Bergerac (Selwyn) Chicago. Gramacy Ghost (Playhouse) Wilmington, Del., 16-17. Guardsman, The (Orpheum) Kansas City

It's a Great Day (Davidson) Milwaukee. Innocents, The (Geary: San Francisco. Jouvet, Louis (Colonial) Boston 15-16. King and I (Shubert) Boston.

Kiss Me, Kate (Auditorium) Portland, Ore Lunt & Fontanne (Gayety) Washington. Let Me Hear the Melody (Walnut St.) Philadelphia.

Mr. Roberts (Lyceum) Minneapolis, Mr. Roberts (Home) Oklahoma City 15-17. Make a Wish (Shubert) Philadelphia. Pittsburgn. Peter Pan (Music Hall) Cleveland. South Pacific (Shubert) Chicago. West, Mae (Biltmore) Los Angeles.

+

Schaefer would like to have Bobby Clark star. . . . Clark, meanwhile, is reportedly interested in playing the lead in "The George Schaefer, executive Voyage of Monsieur Perrichon.' Latter, a musical based on the French classic by Eugene Labiche and Edouard Martin, is planned for fall production by New Era Overseas Productions. Lys Bert composed the music; Dino Yannopoulos did the adaptation. . . . New developments for City Center spring season: Margaret Webster will not stage a Shake-spearian production; Sid Caesar cannot appear in "Idiot's Delight." Elmer Rice's "Dream Girl" with Judy Holliday in the Betty Field role is definite for the second of the three productions, and will open May 9. . . . Clifford Odets reportedly collaborating with Noel Huston on a dramatization of Richard Bissell's "A Stretch on the River." Thomas Kilpatrick will produce it. . . . Rehearsals will begin March 19 for "The Long Days" by Davis W. Snow. Katherine Bard, Hugh Reilley and Josephine Sweeney, who appeared in the try-out of the show in Westport, Conn., will also be in the Broadway production. "Days" will be presented by Peggy Tait, of Washington, and Temple Buell, of Denver. . . The Bermudiana Theater Club of Bermuda will house the premier production of "Keep Your Head," a tion. The votes will be counted new comedy by P. G. Wodehouse and E. P. Conkle. Opening is Equity council will elect three April 9. . . . Kenyon Nicholson's representatives to serve on the "West of Eighth" has been postponed until next season by producers Courtney Burr and Malentation of a check for \$500 to colm Pearson. . . . Robert Lewis Vinton Freedley, president of the intends to produce and direct Ed-Actors' Fund, a contribution by the ward Caulfield's melodrama, "The union to establish a memorial bed Idea," in the fall. Lewis is also

> in previous seasons. House seats 4,500 and is air-conditioned. Jobs. Jerome Courtland has be n cast in "Flahooley." Edith "Kir Lear," will play the sec-retary in the musical, and Yma Sumac will have a leading role.

... Leland Hayward is

just completed script of Howard

Lindsay and Russell Crouse. . . .

Lehman Engle will direct "Moon-

calf." for which he has written

the music. Thomas Hammond

hopes to present it next season.

Show is a Negro musical based

on the story of Joseph. This sum-

mer. Engel, for the third season,

will be musical director of the

Starlight Operetta at State Fair

of Texas, Dallas, The 12-week

season of six shows will this year

auditorium instead of outdoors as

Dandy."

Linville, John J. Connoughton, Donald J. Duerr, Celine Falagan, Buzzy Martin, Patti Milligan, Janet May Parker, Bruno Wick and Roland Wood. . . . Mimi Kelly, cast of "South Pacific" to take Billie Worth's place.

"Darkness at Noon" will definitely move to the Royale March off-Broadway production of Piran-

BROADWAY SHOWLOG

Performances Thru

Performances Thru	
March 10, 1951	
DRAMAS	
Affairs of State 9-25, '50 (Music Box)	19
Angel in the Pawnshop 1-18, '51 (Booth)	6
Bell, Book and Candle11-14, '50 (Barrymore)	13
Billy Budd 3- 3, '51 (Biltmore)	3
Darkness at Noon 1-13, '51	6
Mary Rose 3- 4, '51 (ANTA Playhouse)	- B3
Romeo and Juliet 3-10, '51	4000
(Broadhurst) Season in the Sun 9-28, '51 (Cort)	18
Second Threshold 1- 2, '51	8
The Autumn Garden 3- 7, '51 (Coronet)	
The Country Girl 11-10, '50 (Lyceum)	13
The Happy Time 1-24, '50 (Plymouth)	47
The Lady's Not for Burning	13
(Royale)	
The Member of the Wedding 1- 5, '50 (Empire)	49
The Moon Is Blue 3- 8, '51 (Heary Miller's)	Fy
The Rose Tattoo 2- 3, '51 (Martin Beck)	4
Twentieth Century, 12-24, '50 (Fulton)	8
MUSICALS	
	17
Gentlemen Prefer Blondes 12- 8, '49	52
Guys and Dolls11-24, '50	12
Kiss Me, Kate	90
Out of This World 12-21, '50 (Century)	
South Pacific 4- 7, '48 (Majestic)	72
CLOSED	
The High Ground 3-10, '51 (48th Street)	
(Opened 2-20, '51) Where's Charley? 3-10, '51 (Broadway)	8
(Opened 1-28, '51)	
COMING UP	
(Week of March 11, 1951)	
Springtime for Henry 3-14, '51 (Golden)	
(Golden)	

Biggest Mail Hit Hub 'King'

The Green Pastures..... 3-15, '51

The School for Wives 3-18, '51

(Broadway)

(ANTA Playhouse)

BOSTON, March 10.-Mail order response to advertisements in lotake place in the new State fair cal papers for The King and I brought the heaviest volume of mail in Shubert Theater historyover 19,000 requests for tickets.

Tickets went on sale February 27 and were snapped up immediately for every performance of the three-week engagement.

Tree Grows in Brooklyn": Albert Segal To Manage Cape May Stock

CAPE MAY, N. J., March 10. -The Cape Theater, local summer playhouse, will have a new manager and Yale Drama School faculty this coming season.

Boris Segal, who sponsored an 26. Taking its place at the Alvin dello's "Right You Are" last sea-(Continued on page 22) son, is taking over the theater.

BRATTLE THEATER BUSY WITH STEM PRODUCTIONS

14, has attracted the heaviest ad- people. vance sale since William Devlin of the Old Vic opened at the theater in King Lear last spring. House is scaled to gross \$8,000 a week: opening night and most of the first week of the projected twoweek run is sold out.

Plans for more Cambridge-to-Broadway productions similar to the presentation of The Relapse, shown last fall in association with the Theater Guild, have gone into effect. Following the pre-Stem tryout of the Gingold revue, The Kidders, a new comedy by Donald Ogden Stewart will get a showcasing April 2. Robert Whitehead is the producer and Harold Clurman is directing.

The Brattle group will also serve as co-producer of the forthcoming production of The Little Blue Light by Edmund Wilson at the ANTA Playhouse, April 1 thru April 14. Play received local tryout last summer with Jessica Tandy and Hume Croyn. Albert Marre who directed the play here will do a similar stint for the showing, and members of the resident troupe will also take part.

Six Characters in Search of an Author by Pirandello is still another Brattle production skedded for the ANTA Playhouse this season. The fantasy was played here

Monte Proser's Billion \$ Baby Still an Orphan

NEW YORK, March 10 .- The delayed meeting of the Associated Actors and Artistes of America to iron out the jurisdictional dispute between Actors' Equity and the American Guild of Variety Artists in regard to Monte Proser's tab show format of Billion Dollar Baby adjourned Wednesday (7) with no conclusion reached.

However, a committee was appointed to look at the Proser show and report as to how it stacks up against the original full-length song and dancer in the matter of how much old and how much new material is included in its makeup. Attention is to be given to general format, new song numbers, sketch material, etc. The committee will meet during the coming week and correlate its findings and report to the Four A's board Monday (19).

The committee is comprised of Hy Faine, American Guild of Musical Artists, chairman; A. Frank Reel and Ken Groot, American Federation of Radio Artists; Matt Briggs and Louis Simon, Actors' Equity: Paula Purnell and Willard Swire, Chorus Equity, and Mannie Tyler and Al Westbrook, AGVA.

CAMBRIDGE, Mass., March 10. | last September, with Joseph -The American bow-in of English | Schildkraut starred. Ideas have comedienne Hermione Gingold in | not definitely jelled for the show's a new Brattle Theater revue, It's format. However, it is expected About Time, opening here March to be cast with all Brattle Theater

Trenk Deals For Location

HOLLYWOOD, March 10.-William Trenk, producer of My L. A., is negotiating with four local theaters as a site for his forthcoming production, skedded to run here at least a year. Mentioned are the Biltmore Theater, Earl Carroll's Theater Restaurant, El Capitan Theater and Paramount Theater. Musical is slated to bow in three months.

Trenk also is trying to contract Lou Epstein as business manager for the production. Epstein formerly was the late Al Jolson's manager and is expected to take the post if certain terms are ironed out.

Paramount has been seeking a means other than its present pic sked to get out of the red. El Cap, recently sold, is presently available, but at a reportedly high price, Biltmore, like El Cap, has too high a rental and would not tie itself up for as long a period as a year. Carroll's is the most likely spot for the musicomedy. Frank Hofues, who purchased the theater-restaurant from the Carroll estate, has hit a number of snags in reopening the nitery. Housing of My L. A. would be a way out for the millionaire oil and hotel man.

Casting has been kept secret, but in the trade it is reported that thesps Dick Erdman and Pamela Britton already have been inked. Also rumored for a leading role is John Garfield.

350G Set for **New Theater** To the Bard

BRIDGEPORT, Conn., March 10.-Sponsors of the proposed American Shakespeare Academy and Festival Theater, to be located "in or near Westport," expect to spend \$350,000 for land and construction, J. Kenneth Bradley, of Westport, told the Incorporations Committee of the Connecticut Legislature this week

The funds are to be raised by private subscription, Bradley stated, in urging that the group be given a tax-free charitable and educational status as a non-profit corporation. He proposed that a provision be written into its charter directing that if the group is ever dissolved, its assets will be devoted to cultural or educational purposes. It was indicated that with such a provision, contributions would be deductible for tax purposes.

Lawrence Languer, his wife, Armina Marshall, and Theresa Helburn, all of the Theater Guild in New York, and Bradley, an attorney, are listed as incorporators.

Norwalk To Get Tent Operetta

NORWALK, Conn., March 10 .-Peter Lawrence and Robert Penn is the latest partnership to get on the operetta-in-a-tent-band wagon. Plans call for a 1200-seater tent to be set up on the local property of James Melton, with a season set to star in mid-June. The project will be known as the Norwalk Music Fair.

The season will run 12 weeks. to the rules committee Monday to the dangers of individual insur- Ralph Alswang, will handle de-Representatives of the theatrical | (5), which precludes public hear- | ance responsibilities and the possi- | signing, and shows will be staged trades were on the platform at Ac- ings. An Equity spokesman said bility of extra emergency pay- by Don Hershey and Mortimer Halpern.

Showbiz Goes All Out To Combat Hughes-Brees Bill Continued from page 3

their very nature, stage, screen, meeting Friday (9), also held at reach the floors of the Senate and radio, television and music are the Hotel Astor, to hammer home seasonal occupations. Whether you | further the importance of the fight dance, sing or play an instrument against the legislation. A spokesor design or paint or construct or | man for the fact-finding commitshift or light or transfer scenery or sew costumes or sell tickets or manage or publicize any of these activities, you have to make enough in a few weeks (often less than 20) to live a year. Unemployment insurance, as we have come to depend on it, has rounded out the budget and preserved our pride in our profession. Take it away, or curtail it, and you wreck its operation. the economy of all the entertainment industries."

and the second - 12 Feb. 1 tee told The Billboard that the with legislators, and Tuesday (13) federal government has warned a special Equity delegation follows the New York State Legislature suit. State Sen. McNeill Mitchell, against the passage of the bill on 12 of New York City, whose district counts, based on its difficulty of takes in the Times Square area, administration and discrepancies has agreed to get together a repwith federal procedure. According resentative group of legislators to to the spokesman, as the bill hear the actors' side of the story. stands, the federal government will It is possible that the League of not make normal contributions to New York Theaters will also have

tors' Equity quarterly membership he had assurance that it would not ments.

ping American Federation of Labor unions goes to Albany to talk representatives on hand, since the Meanwhile the amendment went | managers also have been alerted

the Assembly before Tuesday (13).

On Monday (12) a delegation rep-

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Broadway Openings

THE AUTUMN GARDEN

(Opened Wednesday, March 7)

Coronet Theater

A comedy by Lillian Hellman. Staged by Harold Clurman. Setting and lighting by Howard Bay. Costumes by Anna Hill Johnstone, General manager, Max Allentuck. Stage manager, Del Hughes. Press representatives, Richard Maney and Sol Jacobson. Presented by Kermit Bloomgarden.

Mrs. Mary Ellis Ethel Griffies Gen. Benjamin Griggs Colin Keith-Johnston Edward Crossman Kent Smith Prederick Ellis......James Lipton Carrie Ellis......Margaret Barker Nicholas DeneryFredric March Nina Denery.....Jane Wyatt Hilda.....Lois Holmes

Lillian Hellman is one of our most distinguished playwrights, with a way all her own of injecting biting vitality and impact into her scripts. However, with Autumn Garden she has turned from dramatic drive to Chekovian contemplation, and her observations seem neither particularly novel nor profound. As a rather bitter character comedy of frustration and futility, Garden has the sheen of brilliant acting, excellent direction and meticulous production, but is curiously lacking in excitement. It cannot be chalked up as one of the best Hellman efforts.

Briefly, her thesis is that life rewards age with what youth has put into it, and that most middleagers find themselves out on a limb of frustration when they have to take an honest look at themselves. To prove it, Miss Hellman has assembled a variety of characters in a summer boarding house on the Gulf Coast near New Or- are often far from clear, unless it leans. There is no particular is accepted as a simple ghost story. rancor in any of them. They are But Barrie is writing about the neither likable nor unlikable. Be- kind of people he likes-kindly fore the author is done with them, folk whom he can treat with hua pew-sitter learns a great deal morous gentleness. His structure is about them, but their over-all leisurely and sometimes rambling, sum-up is depressingly futile.

Sorted Characters

The group comprises a perennially boyish artist; his wife, who enjoys her contempt for his philandering phoniness: a bored general who wants to divorce a silly wife: genteel landlady who has carried over the years a flickering torch for the artist, and a tippling boarder who just doesn't care about anything; a caustic grandmother with the perspective of age; her daughter-in-law and a grandson with too many fem hormones. A marriage has been arranged for the grandson with a refugee niece of the landlady.

The eye-wandering artist, bent on recovering a youth that never existed, precipitates the niece into a mild scandal, about which a singularly unimpressive to-do is made. However, the wife reclaims her stupid husband. The general is forced to carry on with the wife he hates. The landlady turns to the boarder for consolation, only to discover that he doesn't love her after all. The young lad goes away with his mother and presumably out of his fiancee's life. Garden adds up to a series of futile compromises for all of them. Only the girl, who seems to have a harder fiber than any of the rest, seems to get what she wantsmoney to get back to Europe and her own kind.

Sub-Pots Galore

Miss Hellman has enough subplots to fill two plays, and as a result Autumn has a tendency to disintegrate in all directions. She has nevertheless probed deep into the characters of commonplace people and written in a number of sharply etched and frequently moving scenes, all of which are splendidly projected by top-flight actors, under Harold Clurman's sensitive direction.

Fredric March and Florence Eldridge are in rare form as the fat-headed artist and the general's even more fatuous wife. Ethel Griffies's grandmother is out of the Griffies top drawer, and that's as good as character playing comes. Kent Smith is excellent as the alcoholic who clings to his illusions thru sheer boredom, and Colin Keith-Johnson and Carol Goodner couldn't be bettered as the general and the spinster. Honors must be paid also to young ture is predicated primarily on the thing is to be kept on a highly with excellent backgrounds by Joan Lorring for an outstanding combined draw of its five stars. A platonic plane. portrait of the refugee.

Garden everything in the way of play is neither gripping nor happy. shared to the host's irritation, by Miller except the moon. production, including an ideally

MARY ROSE

(Opened Sunday, March 4)

ANTA Playhouse

A fantasy by J. M. Barrie. Staged by John Stix. Settings by Jack Landau. Costumes by Aline Bernstein. Incidental music by Nathan Kroll. General manager, Jack Schlissel. Stage manager, Lucia Victor. Press representatives, Michael O'Shea and Pat Moore, Presented by Helen Hayes for the ANTA

Mrs. OteryPeg M	dayo
HarryJames	Daly
Mr. MorlandLeo G. Ca	rroll
Mrs. MorlandPatricia Col	linge
Rev. George Amy	Reed
Mary RoseBethel L	csite
Simon Blake	Boyle
CameronOliver Thorn	dike

After 31 years Barrie's fantasy about the young wife who went into fairlyland and stayed a quarter of a century has been taken off the shelf. A reporter's recollection of the original production is pretty vague, except that he remembers thinking Ruth Chatterton miscast in the title role of Mary Rose and that there was considerable critical disagreement at the time as to the merits of Barrie's conceit. Quite a lot of people didn't seem to know exactly what he meant.

It is more than likely that Mary Rose would stir up similar contention today, were it exposed to harsh commercial competition, but as an opportunity offered by the American National Theater and Academy to see again nostalgic, sentimental fare, presented by a splendid cast of players, its revival has considerable in its favor. Production-wise, the Helen Hayessponsored edition of the Barrie fable is ANTA's best effort to date.

Rose is far from Barrie's best. Its theme is somewhat off the same loaf as Peter Pan with more serious overtones. Its implications with scenes that have no direct relation to the central story. But since a pewsitter meets some extremely nice people on the way, his play jogs along happily enough, until the final analysis, which is stickily opaque.

Eternal Youth Theme

Barrie is again concerned with eternal youth. His heroine is a sensitive young girl-the kind they used to call "fey." She is the daughter of doting parents and marries a nice young naval lieuyoung husband, she picnics on an vanishes into some sort of fairyreappears, young and unchanged, with no memory as to where she has been. But time hasn't stood still for her family and her obsession is to find her baby who has long since run away to sea.

All this is told flash-back fashion, beginning with her son returning to visit the deserted family home, and ending with his meeting with his mother's ghost who haunts the premises still looking for him. By some obscuré Barriesque reasoning, he is able to exercise her back into her happy never-never-

Cast Excellent

Young Bethel Leslie is an ideal choice for the title role. She gives a sensitive and ingenuous performance to a part which could easily become mawkish and sticky. Leo G. Carroll and Patricia Collinge are both delightful as her parents, and Ray Boyle plays her young husband with distinction. Oliver Thorndike contributes a small character gem as a ministerially inclined, Scottish boatman. Daniel Reed adds his usual fine support as the family friend, and Pep Mayo and James Daly are effective in the pro-and epilogue.

John Stix's direction is welldefined thruout, and Jack Landau's settings and Aline Bernstein's costumes are a distinct help in maintaining the play's fanciful atmosphere. However, with all its excellent acting and staging, Rose comes to life once more only as a pleasantly dated excursion into Barrie whimsy. Bob Francis.

shabby Southern setting by Howard Bay. However, its Stem fumoderate run seems the best to be

ROMEO AND JULIET

Opened Saturday, March 10:

Broadhurst Theater

A tragedy by William Shakespeare. Staged by Peter Glenville. Sets and costumes by Oliver Messel. Incidental music by Business managers, David Diamond. Forest Haring and J. H. Del Bondio. Stage manager, John Sola. Press representatives, Willard Keefe and David Tebet. Presented by Dwight Deere

Š	ExcalusGregory Mortor
	ParisRobert Duke
3	Montague
1	Capulet
1	An Old ManJohn McKee
1	Romeo
1	Mercutio Jack Hawkins
1	Benvolio
1	Tybalt
ı	Friar LaurenceJames Hayter
ı	Priar John Carl Harbord
l	Balthasar
ı	Sampson Buck Kartalian
ı	Gregory Rudy Bond
ı	PeterJack Pletcher
I	AbrahamJohn Perkins
1	An Apothecary
l	Page to Paris
I	Watchman Alan Purlar
I	Lady Montague Dorothy Patter
ı	Lady Capulet Isobel Elson
	JulietOlivia De Havilano
Į	Nurse Evelyn Varder
	Citizens of Verona, Kinsfolk of both
	the state of the s

houses, Maskers, Guards, Watchmen and Attendants: Jo Rabb, Patricia Roe, Susan Svetlik, Evangeline Raleigh, Fran Benton, Robert Burr, Gerald Price, James Greene, Felice Orlandi, Marshall Flaum, Fred Vogel, Russell Gold, John Rallo and Dario

Continued from page 3

earlier promise. He also has worked out a splendid characterization, more rugged than the usual concept but with no loss to the poetic values of the part. His balcony scene with Miss De Haviland is a beautiful duet.

There are other players who add more than materially to the general excellence of the proceedings. There's no salt in Romeo and Juliet without a good Mercutio, and Jack Hawkins brings just that ingredient to the tragic brew, injecting Cast holds up well under the bura twisted humor and devil-may- den of cliches. Dolores Costello, care, renaissance insouciance as a out of retirement for this vehicle, contrast to the star-struck Romeo. handles her part well, as does His reading of the Queen Mab Albert Dekker. However, the speech is a gem and his death parts are far too weak to permit scene another of the play's finest fair judgment of the actors' moments. Evelyn Varden's nurse merits. Considerable bungling. is likewise a stand-out, ranging missing of cues and blowing of from sly whimsicality to stark lines helped to further mar the tragedy, a finely rounded piece of staging. It'll take more than the work. Fine also is Malcolm doctor to save this one. Keen's old Capulet and James Hayter's Friar, and William Smithers makes an auspicious Stem bow as the brawling Tybalt,

Glenville's Able Staging

As a matter of fact, the entire cast scores under Peter Glenville's tenant and has a baby. With her able direction. The latter has divided the play into two parts, and enchanted islet in the Hebrides and | the action builds clearly and steadily with the proper accent on its land. Twenty-five years later she highlights. Oliver Messel's highly effective background, which affords rapid scene changes by simrle shifts, is a great asset for holding the pace, and his costumes are lush and eye-filling.

In sum, the current production of Romeo and Juliet is the best to come along in many years. Aside from the fact that it isn't done too often, there will be plenty of pewbuyers who will want to see Miss De Haviland in person. They won't be disappointed.

THE MOON IS BLUE Opened Thursday, March 8:

Henry Miller Theater

A comedy by F. Hugh Herbert. Staged by Otto Preminger. Settings and lighting by Stewart Chaney. General man-ager, Chandos Sweet. Stage manager, John Effrat. Press representatives Richard Maney and Frank Goodman Presented by Aldrich & Myers. Patty O'Neill Barbara Bel Geddes

David Slater......Donald Cook

Michael O'Neill.................Ralph Dunn

Once in a blue moon can such things happen as transpire in F. Hugh Herbert's comedy, The Moon Is Blue. Since no one around these parts has seen a blue moon, Mr. Herbert's comedy is highly improbable, but its resolvement is nonetheless possible, if anyone ever does see one. In any event,

it is fine fun, and it may be re-

ported that producers Aldrich &

Myers can reckon on a hit. Herbert's current conceit concerns the pick-up of a lass by a youthful architect on the top of the Empire State Building. Follows an invitation for drinks at his apartment and a projected dinner at the Stork Club. The gal accepts, with the understanding that every-

Bob Francis. | an elderly wolf from upstairs.

Out-of-Town Reviews

THE GREAT MAN

(Opened Wednesday, March 7)

Century Theater, Hollywood

Play in three acts by Barold M. Sherman. Presented by Sam Baerwitz and Maurice Golden. Directed by Arthur David Hilton. Staged under supervision of Sam Horowitz. Press, Jack Gold.

Guy Everett Douglas Evans
Jenny Lawton Dolores Costello
John Lawton Albert Dekker
Jack Lawton Jack Larson
Jean Lawton Patricia Prest
Steve McKenzie
Lelah Washington Louise Beavers
Anne Taylor Carol Thurston
Dr. Frederick Lambert William E. Green
Don Reed
Hank Bulgrin Ted Stanhope
Judith Lawton Janet Albers
Abble
Rev. Scott Perry Byron Foulger
Policeman
Newsboy Carl Switzer
m: C

The Great Man is another one of those Coast stage efforts that will probably be spent by the time this notice hits print. Major difficulty is in Sherman's plot construction and dialog. Author, apparently, could not make up his mind whether this was to be a comedy or a tragedy, and as a result, the play flounders aimlessly thru three acts and winds up without proving anything.

Plot itself is far too thin to be stretched into a full-length play. A successful ad agency head is far too concerned with his business and participation in civic and welfare organizations to devote attention to his wife and three children. He realizes his error only after being bedded by a heart attack. In a nightmare scene—effectively staged-he attends his own funeral, and sees neither family nor friends mourn his passing. He awakes, vowing to mend his ways, only to die.

Unfortunately, this overworked plot lacks fresh dialog to save it.

Lee Zhito.

From there on, matters take a natural mixed course, until young love is united, as is only to be expected.

no pretence of more than romantic nonsense. But it is tied together with such laughable charm that its utter incredibility becomes an asset. No young lovely, such as Herbert's conception, could come out of such situations with virtue intact. But somehow, with sophistication rampant, she does.

It would be a disservice to future pew buyers-and there should be plenty such-to disclose details of the yarn. Suffice it to say that the hero gets an unexpected and undeserved poke in the eye from an irate father and that the uninhibited gent from upstairs says all the witty things you wish you had said when it's too late.

Road reports have had Herbert rewriting a bad third act. Be that as it may, Moon is all right now and builds up to the amusingly sentimental climax that it should. It is a wonderfully ingratiating

Barbara Bel Geddes has never been more winning than as the not-so-naive screwball of Herbert's fable. She is completely delightful from first entrance to last exit. Hers is a chore that calls for rare personal charm to sell the play's improbable situations, and she meets the challenge head-on. By the same token Donald Cook has a spot that calls for similar timing and pace to his recent hectic machinations with Tallulah Bankhead in Private Lives. Most of the quick-fire laugh lines fall to his share and he shuttles them across with a dexterity to give them double value. Barry Nelson rates another hearty salute for his third Broadway try, as the lad who has eventual matrimony in his eye.

Broadway can stand another good comedy. And it's got it in Moon. Messers. Aldrich and Myers have given it a slick production,

Bob Francis.

THE SQUARE NEEDLE

(Opened Tuesday, February 27)

Las Palmas Theater, Hollywood

A comedy by Samuel W. Taylor, Directed by Thomas Browne Henry. Settings by Ernest Fegte. Photography by De Mirjan, Wilson Millar, Joseph Costello. Stage manager, Marshall Todd and Leon Charles. Press representative, Hank Levy. Public relations, Cleary Strauss & Associates. Produced by Tom J. Mc-Gowan and T. F. Holland.

t. Marie WilliamsMarjorie Lord
Mc. Currant
Corporal FullerDonald Woods
fc. McShane Alan Hale Jr.,
dP captainJack Wilson
GIJohn Marshall
igt. Archie Whippert Joel Marston
Sheila
Colonel GrumanFrank Cady
ted LordJames Flavin
Seneral Hogarth
Beneral's driver Richard Reeves
Medical captainKirby Smith
Captain Pogarty Prederic Berest
Charge of quarters Leon Charles
GIChester Floodback III
(2) (22.1) (2) (2) (2) (2) (2) (2) (2) (2) (2) (2

This is Samuel W. Taylor's first play, and the author's tongue-incheek story of life at the U. S. Air Force public relations office in London following V-J Day scored heavily with a capacity opening night crowd. Needle should give local legiters a shot in the arm, as it is easily the best of the current attractions.

Play has a series of humorous incidents built around army horse-play. In many instances, Taylor has captured the routine life of the G.I. and turned simple episodes into strong comedy situations. Weak spot, the small, is in the characterizations of the G. I.'s. Officer portrayals were almost letter-perfect. More realism should be injected in the G.I. roles, partly thru performance and partly via script.

Hit of the farce is Frank Cady, whose performance of a confused public relations colonel drew strong mitting and constant laughs. Also registering was Phil Tead. Repartee between Cady and Tead is the play's high spot. Both are consistently funny and pick up the show's tempo whenever it lags.

Plot concerns three G.I.'s suffering the horrors of peace. They are trying to get back to the States and think they have a way thru a Russian soldier who they want to take to America to show the U. S. way of life. Plot thickens when a civilian scribe tries to create an international situation out of the Red soldier's disappearance. Climax, while comi-Actually, Herbert's plot is cal, sometimes gets off the track strictly off the cuff and makes and confuses. This, however, could be remedied thru revisions.

> Thomas Browne Henry's direction is good and Ernest Fegte's sets are realistic. Tom McGowan and T. F. Holland, producing as Grosvenor Square Productions, have a hit on their hands.

NBC May Grab Rose TV Show

NEW YORK, March 10.-Indications this week were that the Billy Rose Show would wind up on NBC-T'' next season. Hudson Motors recently canceled the stanza on ABC-TV because of reportedly high costs, but several other bankrollers are already romancing Rose.

Rose, it is known, was not happy at ABC-TV because of a lack of adequate station clearances. Meanwhile, in his capacity as show business consultant to NBC-TV, Rose has moved into the programing picture and is making his weight felt in the web's summer sustaining plans.

Sides and Asides

Continued from page 21

April 19: "A Tree Grows in Brooklyn." "Out of This World" giving a special benefit performance for Equity welfare fund March 25. . . "Mary Rose" is playing matinees Sunday, Wednesday and Thursday. It concludes its run at the ANTA Playhouse March 16. . . . "The School for Wives" sold out in Montreal. . . "Darkness at Noon" is the June selection of the Fireside Theater Book Club. . . . Will Irwin has Stewart Chaney and fine staging been commissioned to write the However, stormy weather re- by Otto Preminger. Nobody is go- music for a show based on the Kermit Bloomgarden has given hoped for. Miss Hellman's new sults in a dinner cooked at home, ing to be blue around the Henry Yukon gold rush. Anthony Farrell plans to produce it next sea-

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ARENAS-AUDITORIA:

"Edgy" Public Seen Turning To Attractions for Relief

conductor of the Arenas-Auditoria column, is in Europe for several months, during which time leading aud-arena managers will guest the column.)

By ED FURNI

Manager, St. Paul Auditorium

ST. PAUL, March 10 .- I should like to begin by declaring my enthusiastic optimism for the future of auditoriums and arenas in America during the emergency in which our nation finds itself.

Certainly, business has slumped somewhat right now, due in large part, I believe, to the "scare" buying the public has engaged in. Remembering only too well the World War II days of little more than five years ago, they've rushed in to buy automobiles, refrigerators, freezers and the like, with the result that money has become tight. But already that sort of thing is easing up.

Auditoriums and arenas, both municipally owned and privately operated, have a major role to fill during this national emergency.

PIC BALLY?

Calif. RSROA Talks Roller Documentary

FRESNO, Calif., March 10. -The subjects of the possibility of making a documentary film on roller skating, membership and the importance of membership participation in the California Recreation Society were discussed at the February 19 meeting of the California chapter, Roller Skating Rink Operators' Association, in the Hotel California, Fresno, reported M. M. Shattuck, chapter secretary-treasurer and operator of Skateland-atthe-Beach here.

Henry Agsten, San Diego, represented the chapter at the recent third annual convention of the CRS, marking the third time the chapter has been represented at these conclaves. It was pointed out that several chapter members are contributing members of the So-

A report also was made on the California State-Southwest Pacific Coast RSROA regional competitions to be held May 12-14 in College View Roller Palace, Marysville. In addition to the usual events, there will be relay racing this year and the speed events are expected to draw heavy entries. D. Bromley, of the Hippodrome, Long Beach, was named referee of speed contests and will draft members to assist him. Judges for the competitions will be June Hutchinson, gold medalist and senior dancer, Washington; Edna Betz, Pittsburgh professional, and Harry Schenk, Joliet, Ill. The chapter again will offer a "diaper division" for skaters under seven years of age. Next meeting has been set for Marysville in May.

Operators, pros and guests attending the meeting were Mr. and Mrs. E. W. Stollery and pro Joseph Nazarro, Rolladium, San Mateo; M. M. Shattuck; Mr. and Mrs. Cloye Bryant, Casino, Vallejo; Kess Hudgens and Daniel McNiece, pro-College View Roller Palace, Marysville; Charles Doering, Skateland, Ventura; Mr. and Mrs. James Guider, Rainbow Gardens, Sacramento; Paul and Henry Agsten and pro Robert Siebert, Skateland, San Diego; Manuel Lopez, Skateland, Pacific Grove; John Hower and pro Robert Armstrong, Shamrock Rink, San Gaoriel; Mr. and Mrs. Don Bromley, Hippodrome, Long Beach; Charles O'Connel, pro, Skateland, San Rafael: James Grev. pro, Senator Rollerdrome, North Sacramento; Mr. and Mrs. Mike Laterra, pros, Rollarena, San Leandro: Mr. Jordan and Miss Haley, pro, Westchester Skateland, Ingle- son, Edward, won many titles on operators and skate merchants. It wood, and these Arizona guests: ice and once held a senior title of will not be available to skaters. Joe Latella, pro, Prescott; Al the United States Amateur Roller Aranson said he intends to pub-Schwab, pro, Phoenix, and Laura Skating Association. Their daugh- lish such a book yearly for rink Cowley, Phoenix.

(Daphne (Dee) Poli, regular With our people as "edgy" as they are due to the international crisis, they need some sort of diversion to take their minds off the situation.

2160 Patterson St., Cincinnati 22, O.

Offer Diversion

Entertainment and athletics, all of which fit into the aud-arena picture, are the diversion doses they will seek out. Thus plays, hockey, boxing, wrestling, basketball and similar entertainmentathletic events will be a boon to a distraught public looking to forget for just a little while the newspaper headlines of each passing

History will show that in the past our business has had an increased attendance during national emergencies. More men and women are working in defense plants and getting higher wages. That enables more and more of them to have extra funds for the diversion they must have.

With this in mind, we at the St. Paul Auditorium are looking ahead with considerable enthusiasm to our summer season, and the start of our 50th annual series of pop concerts beginning July 11 and continuing thru September 1.

Our pop concerts are different than anything else ever put on anywhere. For in addition to musical concerts, we tie our presentations in with figure skating shows. We have done such numbers as The Student Prince, Oklahoma and similar production numbers on ice. And we really give them pop concerts, everything from Beer Barrel Polka to symphonies by the great masters.

week for eight weeks. Attendance has ranged from 100,000 to 140,000 has ranged from 100,000 to 140,000 a season, with the gross running from \$55,000 to 80,000 during one period.

Participants in the concerts are the St. Paul Musicians' Union which furnishes a 65-piece orchestra, the St. Paul Figure Skating club which furnishes the skaters, the St. Paul Civic Opera Association which produces the singers and vocalists, and the municipally owned auditorium which puts down the ice and manages the

name conductor who is brought in to direct the orchestra. Otherwise (Continued on page 25)

29 Centralia Kids Pass Bronze Tests

CENTRALIA, Wash., March 10. -Twenty-nine junior and senior members of the Walter Anderson Dance and Figure Club, of Walter Anderson's Centralia Rollerdome, passed bronze dance bar and bronze dance tests February 25 under the supervision of Rollerdrome pros Donna Benedict and Wayne McDonald. Judging was done by Mr. and Mrs. Earl Peterson and Mrs. Dottie Shores, Seattle.

Juniors passing the tests were Kay Olson, Catherine Waggoner, Jean Morase, Yvonne Cortez, Janice Martin, Patty Greger, Marilyn Loop, Mary Jo Gallagher, Claudette Ellis and Billy Loop, all of Centralia, and Susan Hackett, Sandra Creech, Molly Dowling, Kay Danielson, Susan Gieger, Laurie Davies, Larry Miles and Bobbie Dowling, all of Chehalis. Seniors from Centralia were Janet Hillyer, Bonnie Erwin, Shirley Rudig, Patricia Bianchi, Roberta Faithfull and Neil Brundidge, From Chehalis were Claudette Coleman, Mildred Terry and Mary Alexander. From Aberdeen, Wash., were John and Marye O'Lague.

Maude Le Maire Passes

NEW YORK, March 10.-Maude Reynolds Le Maire, who died February 26 in New York, was the wife of the late Francis Le Maire. who taught the figure skating club of Mineola (N. Y.) Roller Rink for several seasons before his death two years ago. The Le Maires were Reynolds-Le Maire family. Their will be distributed free to rink ter, Patti, is skating in an ice show. men.

Deubacks Slate 14th Birthday Special Events

DALLAS, March 10.-Deuback Skating Rink's 14th anniversary nightly program of special events and prizes in connection with the events, officials

features marking the opening of the celebration. This night also marked the start of a rink sweetheart contest which closes Saturday (17). The winner is to be awarded a four-month skating pass. Saturday (10) will offer a tacky party, with prizes going to skaters wearing the best costumes. Scheduled for Sunday and Monday are races, games and special contests for beginners. An oldtimers' party is scheduled for Wednesday. The rink's annual skating show will wind up festivities the last three nights. Also held during anniversary week will be a riddle contest. The rink has published 15 riddles pertaining to the skatery in its bulletin, and skating accessories and rinks passes will go to skaters submitting the best lists of answers.

Since its opening in 1937, the Deuback rink has shown consistent growth. At the time of its here, attended to new costumes she erection it was the only rink in Dallas County constructed for roller skating and was limited to bare essentials. Since then, how-

(Continued on page 25)

Our pop concerts are a civic venture, presented three times a week for eight weeks. Van's Mineola

MINEOLA, N. Y., March 10. -Some 4,000 spectators were on hand to view recent showings of act. the seventh annual Winter Carnival of 1951 at Mineola Roller Rink, said to be one of the most lavish skating spectacles yet produced at the Earl Van Horn-Harry Bickmeyer-Inez Van Horn-operated

As was the case with past Win-The only person paid is the ter Carnival efforts, the skating skill displayed was uniformly high, attributed in no small measure to work expended by George and Gladys Werner, Mineola pros, in directing the show. Others who reportedly contributed major behind-the-scenes efforts in putting the show over were Patricia Finn, Willy Stuchel, Dorothy Dahl, Mom Stuchel and Mrs. White, costumes: Bobbie Weeden, music: Richard Brumblay, scenery and props: Pat McMahon, stage manager; Flo McMahon and Louise Campbell, make-up; Harry Roese and Bill Landgrover, lighting; Steve Warner and staff, stagehands: Mom Avenarious, wardrobe room: Wally Kiefer, lighting and program direction; Rita Boyd and Skip Maynard, vocalists; Helen Apdale, tickets: Roger Weeden, program arrangements, and Charles Lowe, president of the Earl Van Horn Figure Skating Club

> Eleven acts and chorus numbers were offered in the show. Some of Mineola's better skaters taking part were Dorothy and George Dahl, Wilhelmina Stuchel and Charles Lowe, Marge Myers, Anne Feder and Edward O'Donnell, Janet Mulloy and Billy Lessne, Ruth and Frank Henrich, Cammy Ward and Don Boyd, Carol Brady and Marilyn Post, Charlotte Ludwig and Jude Cull, Richard Brumblay, and Chambers and Blaine.

Jones Publishes Book

PITTSBURGH, March 10 .- One Hundred and One Roller Skate Hints, a 24-page booklet prepared by the Johnny Jones Jr. Company, is now at the printers, it was revealed this week by Milton Aranson, head of the Jones concern. the ice skating part of the noted The book, crammed with facts,

'Vanities' Takes Off For European Jaunt

been penciled in for the third annual jaunt to the Continent of Skating Vanities of 1951, which sailed aboard the Ile de France celebration March 9-17, is again Wednesday (7). New dates are Antwerp, Belgium, the opening stand; Milan, Italy, and Geneva, Switzerland,

Repeat runs where the show has Games and contests were the picked up extra-performance options the last two years will be London, Paris and Zurick, Switzerland. The company returns here in the fall to begin rehearsals for the 1952 edition, which will be billed as the "10th transcontinental tour."

In a preparatory move for next season. Harold Steinman, producer, and Harry Miller, executive director, have assigned Gae Foster. who stages the production, and her assistants, Anolyn Arden and Flo Kelly, plus dance director Kenneth Springer to work out special numbers in which the anniversary will be thematic. Some of the sequences, tuned up seven months before the 1952 edition is launched next September in Quebec, were devised at Westchester County Center, White Plains, N. Y., during the February 14-18 stand. Photographers were on hand to shoot groups and principals, and Joan Personnette, of the Roxy Theater

designed.

Nancy Lee Parker, 16-year-old Detroit skater, made the date to get the feel of the show and participate in camera set-ups. Then she returned home to await the fall opening. The girl recently had her 16th birthday and is now eligible for professional work. She will be worked into several sequences as a starter. Star will continue to be Gloria Nord, with principals Peggy Wallace, Eileen McDonnell, Johnny Williams, Tony Mirelli, Rose Piccola, Tommy Lane, Harry and Anne Clark, Lon Hall, Frank Foster, Bob Grimes plus Boy Foy, juggler, and Tom and Jerry, bar

In the group sailing for Europe were the 60 Vanity Fairs (chorus and ensemble) and their 24 Male Escorts, company manager Merrill Steinman, musical conductor Benjamin Schwartz, and wardrobe mistress Emma Steinberg. Harold Steinman will follow by air, Miller will remain here.

The 36 tons of equipment going

Feinbergs Booking Arena Attractions

NEW YORK, March 10 .- Abe and Joe Feinberg Agency here reports marked success in spot bookings of arena attractions in New York, Pennsylvania, New England and points thruout the South.

Good results have come thru booking name bands, ballet troupes and concert attractions that can stand up to an admission ranging from \$2.20 to \$4.40. Joe said he hopes to have two or three spots in the Midwest set before September.

Red Deer Plans Arena

RED DEER, Alta., March 10 .-City is calling for tenders for a new arena to seat 3,000. Building will have an artificial ice plant

NEW YORK, March 10. - Three abroad include a specially conadditional European cities have structed soundproof Masonite flooring weighing 15 tons, 200 costumes for principals and groups and 500 sets of ensemble costumes. On tour the show uses six special cars and three double-length baggage cars.

Based on the last two tours abroad, the three cities played previously will probably go for ex-tended engagements this year. In 1949 the run at the Sports Palace, Paris, was 13 days; Zurich Hallenstadion, seven days, and London, including Empire Pool and Sports Arena, Wembley Stadium, eight weeks. The stands last year were 26 days in Paris, 14 days in Zurich and 10 weeks in London. In London the show drew 450,000 persons in 1949 and 500,000 in 1950.

The Leonard Traube office here will work on the press-radio-TV manual with special anniversary trimmings, devote extra attention to art and advertising get-ups and get out a historical feature covering the show's 10-edition span.

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Roadshow Rep

presentation has resulted in a pacities. For the past five years number of lucrative seasons in Francis has handled the conces-Southwestern South Dakota and sions, while Klink had banners Northwestern Nebraska for and the orchestra. Slout said Claudia and Harry (Ike) Evans, that negotiations are still under veteran rep and musical tabsters, way for a leading team and now known as Ma and Pa Evans. ingenue and juvenile man. Show Their policy is to present a 45minute Western and hillbilly rolling stock used in 1950 and the vaudeville offering, during which same top, new last season, will they cut a 30-minute radio pro- be set up in 1951. Slout added gram on tape for a delayed airing that several of last year's personon a local radio station, followed | nel are in the armed forces. by dramatic tab. After the stageshow, Western musicians play for two hours of dancing. Under the Evans plan, each circuit of six towns is contracted for a period of 13 weeks, with the unit headquartering in the most centrally located town. Scottsbluff and Chadron, Neb., and Rapid City and Pierre, S. D., have been used as operational bases. This spring the company plans to headquarter in Alliance, Neb., for its initial circuit. Other towns contracted include Cody, Gordon. Rushville, Hay Springs and Chadron, all in Nebraska. Names are booked for short engagements to He advises that he will move it stimulate business. Last season the show featured Patsy Montana. Smiley Burnette, Pat Butram, Reggie Cross, Dolph Hewitt and Beaver Valley Sweethearts. Show opens the 1951 season April 2. Programs are changed weekly. Harry says.

I. VERNE SLOUT reports from Vermontville, Mich., that several contracts have been signed and returned for the coming season of Toby and Ora Slout Players Tent Show. Charles Land returns for his third year with the show. He will look after the back end of the tent and the stage management. He was scheduled to join Slout at Lansing, Mich., to of the show to get under way assist in the operation of the lat- soon. The Hendrens report that ter's final antique and hobby show orders for some new equipment promotion. From Lansing, activi- have gone out. To be added are ties 'ill be transferred to quar- new sidewall, marquee, stage ters at Shelbyville, Ill., where draperies, concession equipment Land will supervise work of and other paraphernalia. Reshaping up equipment. Slout said that Richard Tanas has been signed to handle the advance. He handled the job the latter part of last season and this year will double back to the show and assist on the front end whenever possible. The Tracey Family has been signed as a special vaudeville act. Klink and Francis Lem-

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Get our big free catalog 2-6.



UNIQUE-TYPE of stageshow | mon will return in their usual cawill be transported on the same

> ORING HILLS has been show- readers and he doesn't think it ing 16mm. pix in the Mont- will be very long until her two pelier, Vt., area to reported good younger sisters are studying the business. . . . Dr. M. H. Wiley ads in Billboard themselves. (They writes from Sanford, Fla.: "I've already have been at him to buy been here for three weeks after a one of the little monkeys they saw good trip from Minneapolis, advertised in Billboard). Worked my lecture and solo show for sponsors all the way down about Sharon and her family it is here to fine results. I'm going only because I am, to make some spring dates in New England before returning to Minnesota. There is little doing in Florida for my style of entertainment." . . . G. E. Counter has a novelty show in Sherbrook, Can. on a trailer as soon as the weather is right and make a trip to the lower Canadian provinces. Counter has a number of small animals in his layout.

DLANS for a spring or early summer opening of the F. S. Wolcott Rabbit Foot Minstrels are under way, it was announced in Erwin, Tenn., by Earle and Joe Hendren, president and vicepresident respectively of Capitol Amusements, Inc., which purchased the Wolcott org last fall. Show's equipment is stored in Port Gibson, Miss., winter quarters. Current plans call for the overhaul and general renovation hearsals will be held in Port Gibson as in the past, the Hendrens said. The Wolcotts operated the show for 38 years. . . Rep-tent show owners and performers saw the passing of another old-timer with the recent death of Mrs. Catherine Spaun, 78, in Adelphi, She appeared in vaudeville with her husband, Byron Spaun, who died in 1946. Together they organized and operated the Spaun Family Show, which had its in-ception in 1897. Survivors include a daughter, Mrs. Frank C. Barton, of Adelphi, with whom Mrs. Spaun made her home; a son, Byron Spaun Jr., of Beckley, W. Va., four grandchildren and one great grandchild. Frank (Rusty) Barton, a son-in-law, was with the show for 27 years.

Enid, Okla., that he has been playing to good business in that sector with a hall show, but that he plans to switch to a platform show soon. He has had a platform presentation for the past three seasons. . . . Albert Viator has his 16mm, pic show working around Valleyfield, Quebec. He also plans to present a summer show under canvas in that area. well in Central Wyoming, accord-

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MONROE RECORD & CAMERA CENTER 5500 NICOLLET AVE., S.

MINNEAPOLIS, MINN.

Billboard **Backstage**

By JOE CSIDA

Continued from page 2

Sharon and her jumping beans have been featured in Keen Teens, a cartoon feature syndicated to 60 daily papers. One lady who read about them in The News drove more -than 70 miles to get 100 jumping beans.

"Sharon has just started junior high school and, with home work, piano, violin and dancing lessons, hasn't had much time for commercial pursuits. She and her father are both regular Billboard

"If I seem to speak knowingly

"Sincerely yours, "Sharon's father, (WAYLAND BOLES)"

Drivin' Round The Drive-Ins

CERTIFICATE of organization has been filed with the sec stary of state's office for the Bristol Drive-In Theater, Inc. Bristol, Conn. Amount of subscribed capital is \$5,000. Officers are president, Hector M. Frascadore; treasurer, E. M. Loew; secretary, Gertrude Rittenburg; directors, Frascadore, Loew and Bruno Weingarten. Corporation will operate a new 800-car capacity drive-in now under construction. Project is expected to be completed by early spring. . . . East Windsor Drive-In, Inc., of South Windsor, Conn., has issued an additional 150 shares at \$100 each, according to a certificate of amendment to its incorporation papers, filed with the Connecticut secretary of state's office. The firm, which owns the East Windsor Drive-In Theater, is operated by the Kupchunos Brothers and Peter Kostek, all of South Windsor, Conn.

George Kraska, managing director of the Beacon Hill Theater here, has booked two films made by Harvard students for their first commercial showing. "A Touch of the Times," full-length feature, made at a cost of \$2,500, and a comedy short, "Much Ado About Studying," are made with Hub backgrounds. They preem March

ing to reports from that neck of the woods. . . . Mr. and Mrs. Thomas Gregory have been chalking up some pay spots at church and hall dates in Central Louisi-CEORGE CHENEY writes from ana. They will move north soon and plan to play Central Pennsylvania during July and August . J. J. Fanning has returned to Liberty, Tex., after a season of halls. He will have his platform show on the move soon. He added small animals recently. . . . Chester Cobb is playing sponsor dates in Eastern Washington with his solo show to reported good re-

> TACK AND MAUDE BROOKS. owner-operators of the show bearing their names, who have been wintering at the Sarasota Trailer Park, a custom of several years standing, plan to leave Florida early in April for Sabula, Ia., their headquarters, to organize for their 40th season on the road. Jack says that they have scotched plans for retiring. He and Maude have been watching the filming of DeMille's "Greatest Show on Earth" at the Ringling-Barnum winter quarters. Both report that they got a big kick out of working in the film as extras. They'enjoyed visits during the winter from Mr. and Mrs. Jess Bisbee; Harry and Madge Graf, George Roberson, E. G. Gifford and Vincent Dennis, all of whom wintered near the Brookses. Neil and Caroline Schaffner also spent part of the winter in Sarasota where they purchased a home on the beach. . . . Capt. Billy Bryant is doing a series of lectures in the Midwest. He has appeared in Toledo and Flint and Pontiac, Mich., and, after a three-day stand in Chicago, goes to Detroit, Port Huron, Mich., and South Bend, Ind. The personable Billy says that Cuba and Florida still are salary conditions like this oband they take," he says.

Washington Once-Over

Continued from page 2

them were John A. Kennedy, A. Herbert Levy, Morton P. Fisher, Andrew G. Haley, George B. Storer, representing various TV stations. Joseph E. Casey registered for the Radio-Television Manufacturers' Association, fighting the 10 per cent excise on TV

Quietly a Tent Folds, All's Well on Hill. . .

Bowing to criticism from Capitol Hill, Federal Trade Commisdivision of radio and periodical again" from the advertisers.

advertising into the commission's investigation division. The radioperiodical division's job of tracking down false statements in TV and radio commercials will be run by investigation division where, a congressional committee tartly said recently, it should have gone in the first place.

Incidentally, FTC announced it has dropped proceedings against 22 TV manufacturers and their ad agency responsible for last November's widely criticized ads claiming that kiddies in TV-less homes faced education handicaps. sion this week quietly shifted its FTC says it got a promise of "never

Picture Business

Continued from page 2

exist, it is shunned by the very | self into the extreme conservative people it once duped and thereby made impotent.

When Industry Awoke To the Red Menace...

Industry woke up with a start to the Red menace in 1947, and at that time, thru the Motion Picture Producers' Association Prexy Eric Johnston layed down its policy:

"We will not knowingly employ a Communist or a member of any party or group which advocates the overthrow of the government of the United States by force or by an illegal or unconstitutional method."

Fact that MPPA sees an improvement in the situation is indeed heartening. Organization's two-fisted approach to the Red problem at one time brought many protests from some industry quarters who felt its efforts to rid Hollywood of its Commies were automatically pushing MPPA it-

London Dispatch

By LEIGH VANCE

• Continued from page 2

to the 650,000 TV license holders. Object of the poll: To find out how screening big sporting events affects gate receipts.

Whisky Fed Kitty For London Opera . . .

Jay Pomeroy, impresario who faunched an opera season at the Cambridge Theater just after the war, is in trouble. Self-styled "presiding genius and brain behind 11 companies," Pomeroy is up before the official liquidator for the winding up of one of them. He lost \$560,086 sponsoring shows between 1941 and 1949. Pleads Pomeroy: ". . . Profits of \$896,000 on whisky deals . . . enabled me to give London first-class opera." He did too.

Paris

By ART ROSETT · Continued from page 2

trolled, but when a landlord finds a loophole—the rent shoots up to a par and above rentals in New York City. American civil service and army employees are not too much affected by this since they are allowed about \$7 a day for living expenses-but such an amount is astronomical for the average Frenchman-and the Commies, of course, beat the drum about this at every opportunity. The average French white-collar worker supporting a family, receives an average monthly salary of \$71. One advertising manager of a large winery, showed us his pay check

dustry no good.

as in the U.S.

for the month - approximately

\$86! Cost of food is almost as high

camp. With this in mind, one can see why Brewer's words are comforting.

"Relatively speaking, the Communist situation in Hollywood has greatly improved," he said. "Un-fortunately at the time when it was most serious, MPPA was a voice crying in the wilderness. The power of the Commies here has been broken. Some of the remnants are still hanging around. From a standpoint of power and influence, the Red gang here has been busted. But those who gave aid and comfort to that gang are still hanging around."



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DR. MILTON BARTOK General Delivery

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\$5.00 1 TO 3 \$6.50 PER WEE Advertising paper loaned free, ACE CAMERA SUPPLY

Go into the Show Business. Make big money. We furnish Sound Projectors and Films. Small weekly rates. No experience is necessary. Write SOUTHERN VISUAL EQUIPMENT CO.

(Dept. B-1) 686 Shrine Bldg. Memphis, Tenn.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. 5. O. S. CINEMA SUPPLY CORP. Dept. L 602 W. 52nd St., New York 19.

35 MM. Sound Features cal westerns Hopalong Westerns (6), with Hopalong Cas-sidy. Special deal price. Murder on Lenox Ave., colored cast: It Happened in Harlem,

colored cast. 1,000 Window Cards — plus Trailer. Both features in perfect condition on 2,000-ft. reels and in cans, \$75.00. BRYANT SUPPLY CO., Emporia, Va. Copyrighted material

The Final Curtain

BARBEE-Emmett E.,

60, magician and president of Ring 46, Oklahoma City, International Brotherhood of Magicians, March 3 at his home in that city soon after a performance. During World War II Barbee gave many shows for the armed forces. At the time of death he was secretary-manager of the Oklahoma City Retailers' Association. Survived by his widow, Mary; his mother, Mrs. Ella Barbee; a brother, Wyatt, Bartlesville, Okla., and a sister, Mar-garet, New York.

BERRY-Lawrence Francis,

65, vaude performer at the turn of the century, March 6 at his trailer home in Sun Valley, Calif.

BRANDELL-William,

59, executive director of the Friars from 1933 to 1949, March 8 in New York. He came to this country from Austria at the age of four and began his stage career by appearing in the original Broadway production of "The Chocolate Soldier." He played in other musical comedies, and then became a producer of vaude units for RKO Albee, Pantages and other circuits. He numbered among his legit productions "Broadway Brevities" and "Oh, Doctor." Surviving are his widow, Belle, and two daughters.

BROWN-Raymond,

57, Springfield, O., district manager of Warner Bros. theaters, in Lima, O., March 1 of a heart attack.

COLEMAN-Charles,

66, veteran stage and screen actor, March 8 in Los Angeles. Born in Australia, he resided in California for over 25 years and once was Pauline Fredericks' leading man on a tour of America and Australia. Generally, he played the part of a

Births

ALBERT-

A son to Mr. and Mrs. Eddie Albert Pebruary 20 in Los Angeles. Mother is Margo, film and stage actress; father is an actor.

AMY-

A son, Raymond, to Ray and Virginia Amy recently in Jewish Hospital, St. Louis. Parents work a mental act.

ARNETT-

A son, Michael DeWayne, to Mr. and Mrs. Danny Arnett in St. Louis February 19. Father is owner-manager of the American Eagle Shows.

BARNETT-

son to Mr. and Mrs. John Barnett February 21 in Los Angeles. Father is associate conductor of the Los Angeles Philharmonic Orchestra.

BLEEDEN-

A son, Donald, to Mr. and Mrs. Joe Bleeden March 5 at Queen of Angels Hospital, Los Angeles. Father is editorial staffer in The Billboard's Hollywood of-

COZZAN-A son to Mr. and Mrs. Nick Cozzan Pebruary 13 in Philadelphia. Mother is a former dancer known as Marcheta

A son to Mr. and Mrs. Robert Perrie February 18 in San Antonio. Father is announcer and newscaster at Station

A daughter to Mr. and Mrs. Neil Harvey, Pebruary 26, in Philadelphia, Father is on the staff of WFIL and WFIL-TV in

LAWRENCE-

A son, Stephen Michael, to Mr. and Mrs. Steve Lawrence February 17 in Detroit. Pather is an announcer at Station WXYZ-TV, Detroit.

A son, Michael, to Mr. and Mrs. Daniel Mann February 24 in New York. Father is legit director who staged "The Rose

McGUIRE-

A daughter to Mr. and Mrs. Walt Mc-Guire February 13 in Philadelphia. Pather is promotion manager for London Records.

MICHAELS-A son, Jonathan, to Mr. and Mrs. Joe Michaels recently in New York. Father is news editor of Station WFDR, New

PARKS-

A son to Mr. and Mrs. Larry Parks March 1 in Los Angeles. Pather is the pic actor; mother, known professionally as Betty Garrett, is a stage and film

SLAGLE-

A son. John, to Mr. and Mrs. John Slagle, March 3 in Detroit. Father is a disk jockey on WXYZ and WXYZ-TV, Detroit: mother is Florentine Orban. partner in Russ & Urban, advertising agency.

A daughter, Victoria Louise, to Mr. and Mrs. Clement M. Smith in Boone, Ia., recently Parents are with Boone Valley

VOLERA-

A son, Gary, to Mr. and Mrs. Stan Volera recently. Parents are known as the Three D's, horizontal bar act.

WABER-

A daughter, Ellen Elizabeth, to Mr. and Mrs. Tom Waber February 18 in Detroit. Father is an announcer at Station WXYZ-TV, Detroit.

A son to Mr. and Mrs. Eli Wallach recently in New York. Pather is currently appearing on Broadway in "The Rose Tattoo." Mother, Anne Jackson, was seen in "Summer and Smoke."

WILLIAMS-A son to Mr. and Mrs. Bill Williams Pebruary 16 in Los Angeles. Mother is Barbara Hale, Columbia Pictures actress;

father is a film and stage actor.

butler in over 100 film appearances, one of his most prominent roles being in Deanna Durbin's first movie, "Three Smart Girls." His widow, Beatrice, sur-

CONNOR-John Ladd,

40, stage, radio and television actor. March 7 in New York. He played with Zasu Pitts in "Ramshackle Inn" and in the Chicago and New York companies of "Born Yesterday." He also appeared in the touring companies of "My Sister Elleen" and "Allegro." Surviving are his widow, Marcella Gaudel, actress, his mother and a stepson.

DODSON-Dorothy,

40, handler with her husband, Lamott, of the Dot Dodson animal act, March 9 at her home in New York. The couple's act included a dog and monkey and had been featured on television shows and in theaters and night clubs. The act recently appeared on Kate Smith's TV

ERPELDING-Herbert (Wilms Herbert), 43, former Chicago radio actor, March 5 at his home in Van Nuys, Calif.

55, formerly one of the owners of Danceland, Philadelphia, March 1 in St. Agnes Hospital, that city. He also had operated ballrooms in New York, Boston and Chester, Pa. A daughter, Mrs. Violet Guild, and a sister, Marie, survive. Burial in Philadelphia, March 5.

GALLI-Dina,

Italian actress, March 4 in Rome. She aided in forming theatrical companies in Venice, Milan and other Italian cities.

GARRETT-Edward,

59, voice and piano instructor, recently in a hospital in New York. Survived by his widow, Kate, a son and a daughter. Burial in New York March 2.

GATES-Eleanor,

75, writer of "The Poor Little Rich Girl" and seven other plays produced on Broadway, March 7 in Los Angeles. She was married to Richard Walton Tully and aided the producer-playwright in scripting "The Bird of Paradise." Her own works included "We Are Seven." "Apron Strings," "Darling of the World,"
"Pa Hardy," "Out of the West," "Fire"
and "Fishbait,"

GREENE-Frank J.,

72, singer and one of the organizers the Graphophone Drum Corps of Bridgeport, Conn., Pebruary 25 in that city. Survived by his widow, Katherine; a brother, William, and a sister, Annie. Burial in St. Michael's Cemetery, Strat-ford, Conn., Pebruary 28.

GRUIS-Raymond C. (Ray Regan),

45, Hammond organist, March 1 in Detroit. He had played in the Sapphire Room and Motor Bar in Detroit for several years. Survived by his parents. Interment in Kenosha, Wis.

KANE-Mrs. Gertrude,

70, wife of Martin J. Kane, Bridgeport, Conn., police sergeant and a former minstrel and vaude performer, February 24 in that city. Burial in St. Michael's Cemetery. Stratford, Conn., February 27.

LEFTWICH-Samuel.

member of the former vaude team of the Stone Brothers, a bag-punching act, March 2 at his home in Brooklyn. He retired from vaude 15 years ago. Burial in Adath Jeshurun Cemetery, Philadelphis, March 4.

LORBER-Dr. Samuel Z., 65, radio commentator for Station WSBC. Chicago, March 6 at his home in that

MARTIN-Donald,

46, ride foreman with the John Francis Shows for 20 years, March 5 in St. Louis. Survived by his widow, Ruby, and two sons, Billy and Dannie, Burial in

Ellsworth, Mo.

MELLAN-Lena Beevers, 91, mother of Jolly Mazie, recently at her home in San Antonio. She was with the

Colicom Moving Picture Company in

1911 and 1912. She leaves another daughter. Lottie Beevers, and three sons. John,

Fred and Allen. MILLER-Pat. catcher with the original Casting Valentinos, recently of a heart attack at

his home in Cleveland. Survived by his

MILLS-Jay. 52, former vaude performer, movie actor and composer, March 6 at West Palm

Beach, Fla. He was secretary of the International Artists Association, New York. Survived by his widow, three sons and his mother.

MURCH-Wilson A.,

61, musician, March 5 in Bronson, Mich He was a member of the Detroit Federation of Musicians.

NAYLOR-Muriel Mapes,

47, wife of Fred Naylor and sister of Kenneth Mapes, both of whom were with the Sells Floto Circus at one time, and daughter-in-law of W. B. (Bill) Naylor, veteran carnival and circus press agent, March 2 in Buffalo. Other survivors include a son, Harry. Burial in Buffalo.

NOVELLO-Iver,

57, British actor, manager, composes and producer of several long-run musi-

Marriages

PUCKETT-DARLING-

Raymond Puckett and Phyllis Darling, circus performer, recently in Port Ar-

SOBELMAN-MILLER-

Sam Sobelman and Rhoda Miller, daughter of Frank Miller, concession chief on the Ringling circus, February 24 in New York.

cal comedies, March 6 in London. When he was 15 his first song was published, and over 60 of his tunes were released. He made his stage debut in London in a 1921 production of "Deburau," as Armand Duval. In 1922 he played in "The Yellow Jacket" and "Spanish Lovers." For the next eight years he appeared in a variety of roles in 13 shows in London, the last his own "A Symphony in Two Flats," which he took to Canada. The show played the Shubert Theater on Broadway in 1930. In that year he also appeared in New York in "The Truth Game." He spent 1931 in Hollywood writing film scripts and appeared opposite Ruth Chatterton in "Once a Lady." He resumed his stage career in London in 1932 and since then had appeared in 21 plays, many of them of his own authorship. In the musical field he wrote "See-Saw," "Who's Hooper," "A to Z" and "Our Nell." He also com-posed "Puppets" and "The House That Jack Built," and played leading roles in "Party," "Fresh Fields," "Flies in the Sun," "Proscenium" and "Sunshine Sisters." Among his other writings were "Murder in Mayfair," "Glamourous Night" and "Full House."

OEFINGER-Christopher H.,

THE BILLBOARD

operation there, recently in Stamford Hospital. He was instrumental in paving the way for many circus engagements in the city. Survived by his widow, Mary, and a son, Hawley, Burial in Woodland Cemetery, Stamford

PERKINS-George M.,

75, retired actor, February 9 in Cathedral City, Calif. He had been with the Boston Opera Company, Beggar Prince Comic Opera, Sherman Cleveland Opera Company, the Broadway Follies, Dan Cupid Company and the Majestic Musical Comedy Company, among others. He also appeared for two seasons at the San Francisco World's Fair, Survived by his widow, Edith, Cathedral City, and stepdaughter, Harrietta Ruckteschler, Winnemucca, Nev.

ROGERS-Julius C. (Blackie),

former outdoor show trouper, recently in Columbia (S. C.) Hospital, At the time of death he was employed by the Service Cab Company of Columbia. He leaves his wife, Grace.

SCHMID—Johann C., 80, composer of "Beautiful Garden of Roses" and "If I could Only Make You Care," March 8 at his home in Philadelphia. He conducted his own 36-piece band at 20, and his other compositions included "If You Must Love Some One," "Moonlight in Jungleland," "The Moonlight, the Rose and You," "Vale of Dreams," "The Whirlwind" and several concert polkas.

SINGER-Leopold,

74, director of the Singer midget troupe, March 5 at his home in New York. He brought the group with him when he He toured the United States and made a two-year swing of Europe starting in 1926. In all, he made 36 trips to Europe both the San Francisco and New York World's fairs. For the past several years he produced vaudeville and television midget shows.

STICKELMAIER-Henry C.,

52, theater chain executive, March 8 in Chicago. He was vice-president and division manager of Publix Great States Theaters, a subsidiary of the Balaban & Katz Corporation. He had been an exec with Paramount and B. & K.

WAGNER-Mrs. Alice,

45, wife of Frank Wagner, bingo operator, March 6 at her home in Buffalo She was a member of the Ladies' Auxiliary, Michigan Showmen's Association Besides her husband, Frank, she leaves a son, Frank J., a student at the University of Buffalo, three sisters and two Burial in Mount Calvary Cemetery, Buffalo, March 16.

WEISS-Samuel, 66, toy manufacturer and well known to Eastern concessionaires, February 28 in Springfield, Mass. Survived by his widow, Molly; two sons, Kermit and Franklin, Springfield, two brothers and three sisters. Burial in Mish Kan Isrea Cemetery. Springfield, March 2.

WOJNICKI-Stanley.

54, organist, February 25 at his home in Detroit. Survived by his widow, Charlotte, and a daughter, Mrs. Geraldine

VIRGO-Wilfred,

80, singer who appeared with Adelina Patti when she made her farewell tour of this country, March 5 in Toronto. He also made several command performances in England.

Divorces

BEARD-

A. J. Beard, concessionaire, from Myrtle Hutt Beard recently in Los Angeles.

Elizabeth Bryant Borst Charteris from Leslie Charteris, author of "Saint" detective stories, Pebruary 19 in Los An-

music arranger for singer Frank Sinatra,

February 16 in Los Angeles. MARLEY-Linda Darnell, actress, from John P Marley, film cameraman, Pebruary 19

Selma Elizabeth Lane from Kermit Lane

Barbara Stanwyck from Robert Taylor,

in Los Angeles.

Gay Pope, actress, from William A. Whipple February 15 in Los Angeles.

WFDR PLUGS RIVAL'S SHOW

NEW YORK, March 10 .-Union-owned FM station here, WFDR, launches a series of gratis plugs for radio and TV programs on rival stations today. Outlet will alert listeners, via station breaks, that such-and-such a show is going on across the dial a few minutes before the program's actual air-time.

The scheme is the brainchild of Station Manager Lou Frankel, who believes listeners will appreciate a tip to turn the dial for their favorite show. "Certain network airers pull the bulk of audiences anyway," explains Frankel, "so we might as well earn listener good will by helping them catch the show in time.' Initial programs slated for free plugs on WFDR are Studio One on CBS-TV; NBC's Big Show, and boxing matches on both webs.

73. Stamford, Conn., deputy sheriff for Ops Ponder many years and head of a billposting **New Tax Law**

TORONTO, March 10.—Club operators here were scratching their heads this week as the government decreed a reduction in the amusement tax of 21/2 per cent. This tax must be paid, according to the government, on "entertainment," not background music. However, the term "background music" has not been clearly defined.

The reduction as it applies to motion picture houses, theaters, professional sports and circuses is not expected to be passed along to the patron. Operators say they need the money for increased costs.

Brescia NAB Baseball Rep

WASHINGTON, March 10.-The Dahlstead served as Edwards' Broadcasters (NAB) this week in ABC. designation of Matty Brescia, came to this county in 1914 from Vienna. | owner of Matty Brescia Enter-Leagues.

the NAB said, and in addition will paign.

U.S. Drops TV Kid-Ad Probe

WASHINGTON, March 10. -Hassle over last November's controversial "child appeal" TV ads came to an official end this week when the Federal Trade Commission announced it has accepted written assurances from 22 TV manufacturers and their ad agency that there will be no recurrence of the ads. FTC, which had been mulling legal steps against the advertisers, declared "the matter has been closed subject to reinstatment if future conditions should so warrant."

FTC launched its inquiry after ads appeared in newspapers all over the nation November 13 implying that children in TV-less homes might be handicapped educationally, suffer low morale and be humiliated. The Commission said it centered its inquiry on determining "the truth or falsity of statements in the advertising copy prepared by the manufacturers' agency, Ruthrauff & Ryan, Inc., New York." Dissemination of the ad was abandoned immediately and it "was not printed after November 16," stated FTC.

FTC Chairman James M. Mead said that, since the Commission now has assurances in writing that the ad .won't be resumed," plans for legal proceedings have been dropped because "the Commission is convinced that the objective it would accomplish thre a legal proceeding has been achieved by its prompt investigation."

ABC Promotes D. Dahlstead

HOLLYWOOD, March 10. -Dresser Dahlstead this week was named AM-TV program director for ABC's Western division. He replaces Bud Edwards who last week resigned to become ad manager for Maier Breweries' Brew 102.

latest step in liaison efforts be- assistant for the past two years as tween the broadcast industry and production manager. He has been organized baseball was announced with the net since 1942, coming by the National Association of prior to the switch from Blue to

prises, Memphis, as consultant in prepare a special promotional camradio and TV to the National As- paign for use by radio and TV in search of talent. The troupe played sociation of Professional Baseball stations and minor league baseball owners during the 1951 season. Brescia was recommended for William B. Ryan, NAB general the job by the NAB. He will act manager, announced that Robert in liaison capacity between the K. Richards, NAB public affairs nation's radio and television broad- director, will work with Brescia casters and the baseball industry," in developing the promotional cam-

Public Turns to Attractions

Continued from page 23

one-third.

To tie in with this annual venture, we use the Auditorium arena ice for figure skating instruction daily, starting on July 4 and continuing thru the pop concert season. The figure skating club takes over this project, brings in bigname figure skaters to give inday of the week. The club pays the instructors out of the proceeds of the lessons.

Serve Refreshments

At our pop concerts, we have tables set on the main floor, seats for which are \$1, and waitresses constantly serve the patrons coffee. beer, soft drinks, potato chips, popcorn, etc. Second floor seats sell at 50 cents each. The seating capacity for these dates in 9,000.

While the concerts are going on, we have the exhibition hall and the theater section available for conventions, meetings and similar

Seating capacity in the arena itself, if all the space is used, is 15,000. The exhibition hall has 59,000 square feet. Our theater section seats 2,801. Stem Hall, us-d for dances and as a small theater. can accommodate 1,500. Ramsey Hall can handle 450 more. In addition we have seven or eight other halls, including two rehearsal rooms, which may be used for committee groups holding from both film stars, February 21 in Los 40 to 150 persons each.

Ready Bowling Congress

for the annual American Bowling two blower-type heaters.

the musicians' group gets one-third, Congress which begins laying its of the gree, the figure skating alleys in our arena March 19. The club and the opera association keglers start rolling April 7 and divide another one-third between go until June 1. This is the second them and the Auditorium gets time we have had the ABC her in 10 years and St. Paul is second highest in audience attendance. The ABC brings in millions of dollars to St. Paul. Hotels have been booked up for months and months in advance, with some of the business overflowing to Minneapolia across the Mississippi River.

So how can we here in St. Paul struction and lessons are sold to look at the situation other than the 250 to 400 kids we attract each thru bright-colored glasses? The future looks bright here at home and should look the same in every other auditorium or arena in America despite "ese troublesome

Buildings for Sale

PROVIDENCE-If any person is interested in owning an arena or auditorium, the city council here voted recently to sell seven old fire stations at public auction next month.

Deubacks' Events

Continued from page 23

ever, a consistent program of improvement has been in effect. The skating floor has twice been widened and lengthened. After the war a concrete parking area v. installed, and in 1947 the rink was completely remodeled and a 20 by 150-feet lobby was added by widening the building. Included in the remodeling project were the addition of skate, display and lunchrooms, and installation of an air cooler and maple floor. The Right now we are getting ready most recent additions have been

MARCH 17, 1951

GERBER, FREID

AT LANGHORNE

Purcell Heads Up

Publicity; Ops Plan

Quarter-Mile Track

LANGHORNE, Pa., March 10 .-

Albert J. Gerber and Irving Freid,

for many years operators of Yellow

Jacket Speedway, Philadelphia,

have obtained a long-term lease

to buy Langhorne Speedway here and will operate it this season.

Terms include an option to buy.

Deal was made when it became

definite that the Yellow Jacket

Stadium site would no longer be

available for auto races. The

manufacturing company which owned the land has decided to

convert it to its own use. The

decision will end auto racing with-

The Gerber-Freid combination

plans to build a quarter-mile track

inside of the Langhorne oval and

use it Friday nights thruout the

season for sportsmen's stock car

racing. The mile oval will be

used for regulation stock car and

speedway-type big car competi-

Purcell Heads Promotion

director of the Toledo Sports

Arena, Toledo, has been signed to

head up the promotion and pub-

licity for the mile track. Sherry

O'Brien, for many years press (Continued on page 51)

Pat Purcell, publicity-promotion

in Philadelphia's city limits.

TO OPERATE

THE BILLBOARD

FAIRS REVIVE FREE ADMISSION TO G.I.'S

County, District Events Outpace Majors in Cuffoing Servicemen

CHICAGO, March 10 .- G.I.'s in | that or admit the servicemen free. | Rapids, Audubon, Monticello and uniform will be admitted free to scores of fairs thruout the nation have decided to open their outside this year, early returns of a mail survey conducted by The Billboard | lowing: disclosed.

Cuffo admission to service personnel will not be nearly as widespread as it was during and immediately following World War II, the survey also shows.

A large number of fairs have made no decision as yet. Some reported that they are considering admitting the G.I.'s for free.

Most major fairs reporting thus far also indicated that they have not as yet decided to duke the servicemen thru the outside gates. Exceptions are the privately operate New Jersey State Fair, Trenton, and the State operated Illinois State Fair, Springfield.

whether to give them admission at half the usual scale. Norman Some annuals are mulling Mount, N. C., annual, reports that he is considering whether to do

Set 34 Acts For St. Louis **Police Circus**

CHICAGO, March 10.-A total of 34 acts have been signed for the annual St. Louis Police Circus, April 22-May 6, and eight more will be added, according to L. N. Fleckles, of the Voorhees-Fleckles fair booking agency here.

Line-up thus far includes the Zacchini and Flying Laval flying acts; Idalys, unicycle; Sensational Ortons and Pelesco, sway poles: Oranto Troupe and Anteleks, perch: Great Fussner, rolling globe; Harold Barnes; Betty and Tony Alvardo, and the Smetonas, wire, and 'he Sidney and Victoria troupes, unicycles.

Also Bob Cimse and Company, trapeze: Larry Griswold and Bob Perry, trampolines; Five Eltons, high act; Seven Marvels and Duane Family, teeterboard; Bruno Family and Triska Troupe, high wire; Kirk Trio, balancing; Jim Conn. Org Incorporates Evans, foot juggling, and the Juvelys and Farias Duo, roly-soly.

Animal acts include five Al G. Kelly-Miller Bros.' Circus bulls and two of their six-horse Liberty acts; Buschbom's Liberty horses; Professor Keller's cats, John Tiebor's and Pickard's seals, Kirk Adams' dogs and ponies, and Cilly Melvin P. Newman, secretary. Feindt's high school horse.

Clown alley will have George Lasalle and Koko as producing clowns and a line-up of Charlie Frank, Hop Green, Van Wells, Carl Marx, Paul Rasche, Bill Bentlage, Bill Alcott, Augie Peterson, Wa"er Matz, Tracy Andrews, Smokey Rouse, Frenchie, Two Bakers, Colbert and Lapere, Jo-Jo Lewis, Al Stoop and two to be added.

Mickey Sullivan's band will provide the music.

WATCHING THE BIRDIE

PEARL RIVER, N. Y., March Local resident Frank Perkins Jr., was walking along Hackensack River Monday afternoon (5) popping at crows with a shotgun. He spotted one, squeezed the trigger, and the Barnabas Fireworks Company near-by went up in smoke.

Tremendous explosion touched off had people within a 15-mile radius conjecturing on an A-bomb attack. Police said Perkins' shot ignited gunpowder, which blew up the plant's five buildings, all unoccupied at the time. Fire departments from five towns were called out, but they had only a small blaze to fight. About everything was demolished. Police did not press charges against Perkins,

County and district fairs which Knoxville. gates to the G.I.'s include the fol-

Minnesota-St. James, St. Peter, St. Charles, Alexandria, New Ulm, Thief River Falls and Austin.

Illinois - Marshall, Altamont, Stronghurst, Vienna, Peotone, Cambridge Melvin, Lincoln, Milford and Carmi.

Iowa-Cedar Rapids, Webster City, Humbodlt, Osage, Rock

Torti Sees Solid Season;

NEW YORK, March 10. - In Gotham on a buying trip at the Toy Fair, Monday (5) thru Friday (16), Ned Torti, of Wisconsin De Luxe Company, predicted a bigger and better year for outdoor showbiz and resultant gain for his firm in 1951, with the big "if" in the forecast hinging on the possibility of a full-scale shooting war.

In the event of a major conflict much of the firm's merchandise would be sidetracked in favor of war production. At present, Torti, reported no shortages in any lines. He said there was some little delay involved in consignment of items containing zinc or brass, but that there was still plenty of merchandise on hand.

He found that prices had increased generally about 5 to 10 per cent. Objects that cost him \$29 a dozen last year now went from \$31 to \$34 a dozen. His experience was that the majority of jobbers were overloaded with merchandise at present.

Torti said that his volume of biz this year was equal to that of the same period during 1950. He placed less orders at the Toy Fair this year than last because of the quantity of merchandise carried over from 1950. Clocks are the hottest item from Torti's standpoint at present.

FAIRFIELD, Conn., March 10 .-Home Fair, Inc., here has filed a certificate of organization in Hartford listing subscribed capital as \$11,000 and \$11,000 in cash. Officers are David Pinto, president; Dominick M. Fusco, treasurer, and

Coleman Rodeo July 23

COLEMAN, Alta., March 10. -Coleman Board of Trade's Stampede this year will be June 23. A program of vaudeville acts is being

Wisconsin - Monroe, Richland, Center and Fond du Lac. Indiana-Salem, Osgood and

Rensselaer. Pennsylvania-Port Royal, Day-

ton and Troy. Ohio-McConnelsville, Van Wert

and Owensville. New York-Penn Yan and Lock-

South Carolina — Union and Arlington.

Michigan-Hillsdale, Caro, Armada and Cadillac. Nebraska - Bloomfield and

Seward. Also Pensacola, Fla.; Fulton, Mo.; Asheboro, N. C.; Harrington,

Del.; Angleton, Tex.; Greensboro, Ga.; Russellville, Ky., and Forest,

British Floss Device Pitched By Bakerman

KEANSBURG, N. J., March 10 .-A new candy floss machine which will dispense two colors and two flavors from the same head and retails at \$475 is being offered. American distribution rights to the machine, which is of English manufacture, are controlled by Herman Bakerman here.

hand in this country.

SCIENCE MARCHES ON

MELBOURNE, Australia, March 10 .- Major J. A. Wilson, secretary of the Victorian Showman's Guild, claimed this week that DDT is ruining the world's flea circuses. Fleamen formerly caught their performers in movie houses, but DDT has eliminated that source, he said.

Chi Sports Show Matches 50 Attendance

CHICAGO, March 10. - The International Sports and Outdoor Show here, thru Friday (9), its 8th day, was matching its '50 gate and, provided with good week-end crowds, could top last year's total, according to Phil Perkins, director. Show, which includes the 14th annual National Trailer Coach exhibit, closes its 10-day stand in the International Amphitheater Sunday (11).

Operated by Campbell-Fairbanks, the show is scaled at \$1.25 for adults and 60 cents for children, and is mostly devoted to trailer (Continued on page 35)

N. C. Senate Nixes Stock Car Race Ban

RALEIGH, N. C., March 10 .- A bill that would ban stock car racing in North Carolina appears Aut Swenson bill that would ban stock car rac-Device will handle from five doomed here as the result of an to seven pounds of candy an hour unfavorable report given the measand dishes it up in half-ounce ure by the Senate Roads Commitservings. Bakerman said that his tee. While opposing the bill, the brother had tested the machine sub-committee, headed by Sen. with gratifying results at Vene- Joseph Carruthers, recommended zuela locations. He reported a standardization of race tracks, use goodly stock of the machines on of crash barriers, banking of turns and non-skid surfaces on tracks.

TRANSPORT FAIR AIMS AT 3,000,000 GATE

With the racing program ending has added Hart H. Miller as directoday, work on the staging of the tor of exhibits, and Horace Black, World Transportation Fair on the exposition designer, Santa Anita racing grounds from June 9 to September 9 gets going in earnest. The event, largest of its kind to be held in 1951, will feature informative exhibits portraying the story of the transportation industry, outstanding entertain- a European circus, various popular ment and educational features. An stage productions and numerous attendance of 3,000,000 is anticipated during the 72 days.

WTF's producer, Ira W. Curry, has set up the fair's own exhibit designing and sales department. Originally the exhibit space was to have been handled by Management Corporation of America. MCA pulled out of the picture when the National Production Authority limited building because of the Korean conflict. Curry, who town will be reproduced, lending

ARCADIA, Calif., March 10 .- | cessful shows in the past 15 years,

Cavalcade Spec clude an ice show, "pops" concert, quarters. free acts thruout the 401-acre grounds.

for the off-racing period this year with options for the next four Home, Travel Show years. He plans a series of large scale expositions, with WTF the first.

The souvenir concession has been awarded Frontier, Inc., headed by Roy Rogers. A frontier has produced more than 40 suc- additional Old West atmosphere.

Sets 70 Dates For '51 Tour

MINNEAPOLIS, March 10 .- The addition of four more dates to the route of the Swenson Thrill Cade has brought the number of dates skedded for this season to 70, according to Aut Swenson, ownermanager of the unit. Recent additions include one performance each at the Cando, N. D., and Belleville, Ill., fairs and two stilldate appearances at the Saginaw. Mich., fairgrounds.

Swenson who returned here recently from a Chicago confab with staffers Marjorie Demille and Bill Brown, also said that recent In the entertainment field a deliveries of '51 Fords and Indian spectacular cavalcade is to be motorcycles had necessitated the staged in front of the 28,000-seat addition of help at the thrill grandstand. Other features in show's Springfield, Mo., winter

V-F Acts To Play Curry has leased the race track Springfield Sports,

SPRINGFIELD, Ill., March 10. -Voorhees-Fleckles Agency, Chicago, which has been contracted to supply entertainment at the second annual Springfield Home, Sports and Travel Show here, has set Jimmy Evans, juggler; the Orantos, Three Kirks, Parker Brothers and the Marvells for 19 shows during the April 1-8 run, reports Luther Bennett, manager. Sponsors of the show in the Exposition and Fine Arts buildings on Illinois State Fairgrounds are The Illinois State Journal and Register and the Junior Chamber of Com-

Already exhibitors have contracted for 114 exhibits at the show. These include resort owners, travel agencies, sporting good man-ufacturers and distributors as well as home building and furnishing dealers. This is 11 more than were in the 1950 show which drew better than 28,000 paid admissions in seven days. Jaycee offices have been opened at 2291/2 South Sixth Street.

Sheridan Votes Rodeo

SHERIDAN, Wyo., March 10 .-Directors of the Sheridan Rodeo Association voted to hold a rodeo July 20-22 unless war interferes. The board also agreed to stage a queen contest in connection with the affair. Max Warrick was appointed a board member, replacing Luther Wells, resigned, and was under-priced and inas- named association promotion di-

INFLATION & AUTO RACES

Costs Mount; Hike in Midwest Admission Prices Seen Overdue

for Midwest auto races-both still motional costs. dates and at fairs-is long overdue from drivers' demands and higher promotional and operational costs.

This conclusion was voiced here this week by Al Sweeney and Frank Winkley. Sweeney, with Gaylord White, heads up National Speedways and Winkley is chief of the promotional organization bearing his name. Together the Sweeney-White and Winkley orgs supply the bulk of auto races at Midwest fairgrounds.

"I think the day of \$1 general

CHICAGO, March 10 .- An up- to take care of the increased deward revision of admission prices mands of drivers and higher pro-

"In places where I held still because of mounting costs arising dates last year with a \$1 general admission price, I am moving the price up to \$1.25 and where it was \$1.25 the price is being increased to \$1.50."

> Conceding that prices in the East for auto races have always been somewhat higher than in the Midwest, Winkley commented, "In recent years there have been few still date auto races in the East where the general admission was not at least \$1.50."

Winkley urged fairs to review admission for auto races at still their grandstand admission scale, dates is over," Winkley said. pointing out that many annuals for "Prices simply have to be increased years have been underselling the

attraction. One reason for this, he said, is that some fairs have operated with the same daily admission grandstand scale regardless of the attraction offered.

"Grandstand admissions should be priced in accord with the attractions and of their costs," Winkley declared. "It is not sound practice to charge the same price for a less costly attraction, neither is it fair nor good business to hold auto race prices down merely to conform to a set grandstand price scale in force for the full run of a

"Moreover, fairs would meet with no resistance in upping their auto race prices, since they are

(Continued on page 51) rector.

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round or square, 34" diameter. M
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Green Plastics, M
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Rubber Covered Wire Cage with
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7 colors, loose, not tabbed, M
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SHOOTING GALLERIES tinued with his summer fireworks program. In February, 1925, he

and Supplies for Eastern and Western Typ-Galleries Write for Circular

H. W. TERPENING 137-139 Marine Street Ocean Park, Calif CLOSE-UPS: JOSEPH J. GODIN

Fireworks Maker Gets Big **Charge Out of Pyrotechnics**

By TOM O'CONNELL

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

PHINGS HAVE BEEN far from dull for Joseph J. Godin, president of Interstate Fireworks & Display Company, Inc., with plants in this country and Canada. He has been getting a bang out of life since he entered the field when he was 14, selling fireworks during the summer from his own place of business in Springfield, Mass.

Now rotund and energetic, Joe says he fell in love with pyroechnics as a boy and that he eats and sleeps the business. He obained the bankroll for that first enterprise from his step-father, and proceeds of the operation saw him partly thru a pre-medical education at Tufts University that was halted short of the mark b' impaired health. However, Joe did proceed with his training after marriage, securing a Bachelor o' Law degree which he says is a handy thing to have on many oc-

The Godin story starts Decem ber 18, 1994, in Montreal, Joe' father was an interior decorato and an operatic singer sufficient! skilled to be granted a scholar ship for musical study in Paris The family moved to Springfield Mass., at the end of 1908, and Jobegan working after school in : candy store when he was 8. When the proprietor abandoned the project. Joe proceeded, with his stepfather's aid, to make the spot a going dispenser of fireworks for six years. By the time he was 17, he had five such stores operating during the summer.

Started With Pearl Firm

On June 5, 1924, Joe married the former Etta Cohen and conjoined the sales staff of the Pearl Fireworks Company, Berkely, Mass., now located at Centerdale, R. I. He remained with the firm



JOSEPH J. GODIN

intil October 12, 1934, before ranching out on his own.

Joe formed his present company, ogether with Michael J. Settem-"he plant went down the Con-

necticut River, and Joe and his partners had their entire year's stock washed away.

Established New Plant

A new plant was established at New Haven, Conn., and on June 13, 1938, Joe bought out the interests of Ferrentino and Beltrandi in the corporation. The outbreak of World War II halted production of fireworks in favor of more critically needed war materials. Over this period of years, Joe says, the firm built up considerable prestige thru its business dealings, but he remained unsatisfied with the scope of operations. "I had set myself a goal some years before to become a big operator," is the way he puts it today. His business then, as now, had its roots in the supplying of fairs and amusement

Found New Facilities

The plant started producing pyro displays immediately after cessation of hostilities, and the re-entry was made easier by virtue of the large stock on hand. Joe had scouted around for larger facilities and found them in the possession of Alphonsus Striano, who was one of the owners of the American Fireworks Company, Bridgewater, Mass. Joe and Interstate had moved to the location December 15, 1944, and taken in as partners were Striano and S. L. oro, John Beltrandi and Ralph Gioisa, who had been with the Naerrenting. The firm's plant was tional Fireworks Company for 13 it Windsor Locks, Conn., but a years. These men stayed with the lood in March. 1936, changed that. firm from 1944 until October, 1948, (Continued on page 35)



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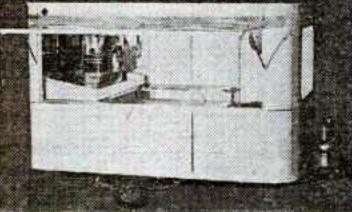
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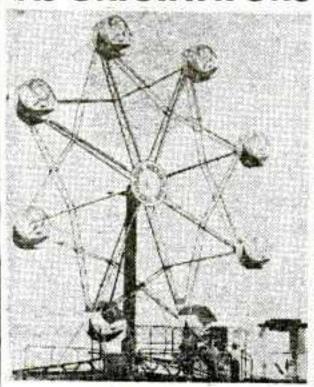
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The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

Talent Topics

By CHARLES BYRNES and JIM McHUGH

Carl Wallenda and several for the outdoor season. . . . Doc members of the Wallenda Troupe, Candler, known as Scotty, the were in Chicago, Monday (5), en Clown, is wintering at his Mount route to their Sarasota, Fla., Clemmons, Mich., home, but is home. . . . Smith and Allen, nov- getting ready for the road. . . elty music, are vacationing in George Binks, who has Bink's New York for two weeks and will Circus Dogs, has taken on a few head for Chicago following their new canines and is working the rest. . . . Jacqueline Teeter, sway- act at his Cudahy, Wis., farm. . . pole, infos from Stuart, Fla., that | Jake (Clown Cop Corrigan) Disch she has completely recovered from infos that he renewed acquainta rib operation, the results of an ances with Slim Collins and Roy injury suffered when she fell in Thomas when they were in Milher slide last season.

Chuck Gordon, clown known as Hobie Charlie, is working out at his New Orleans winter home and has added some new routines to his crash act for the fair season. ... Joe Beach, Springfield, Mass., recently dropped by the Valley Gardens Arena to visit with the following acts: Three Sherwoods, Lee Marx and Company, the Cavanaughs, Seven Marvels and Four Skating Carters. At Court Square Theater, Beach said hello to Jack Meyland and Company, Four Tahali Girls, Three Herzogs, Terry Twins and Louis, and the Oliver Sisters.

Chico, high performer, narrowly escaped injury March 3 when he fell into the audience while doing his rope climb from the stage of Chicago's Uptown Theater to the balcony. Mishap occurred when he was blinded by the spotlight. . . . Rietta, sway-pole, and the Grotefonts, high wire, are skedded free acts at New Mexico State Fair, Albuquerque, N. M., Acts, booked thru Barnes-Carruthers Theatri-Enterprises, Chicago, will work each day of the run, September 28-October 7. . . . Jerry and Margo Ashton, hand balancing duo, are the latest additions to the performers' colony at the Forest Trailer Park, Park Ridge, Ill. The act moved there from Des Moines. . . . Oranto Trio, perch, returned to the trailer park the booking office. Tuesday (6) following their Minneapolis indoor circus date.

high act, have been inked as the the Midwest units. Another new free attractions at the Davenport, act this year is Harold ad Helena. Ia., Fair the week of August 13, dance team. and also at Omaha the week of July 30. Bookings were handled by Ernie Young, Chicago.

Mickey Sullivan, band leader, was forced to cancel his engagement at Frank Wirth's Miami Orange Bowl circus because of an attack of influenza. Sullivan infos, however, that he will be on deck at the Wirth-staged Police and Fire Department circus at Johnstown, Pa., March 26, and the Hartford, Conn., Shrine show the week of April 2. Al Boutwelle, Hammond organist, recently signed with the Sullivan aggregation for 1951 outdoor dates.

Pedro and Durand, comedy acro, are at the Olympia Theater, Miami. . . . Little Jimmy Dickens, hillbilly singer, is on a four-State tour that will take him into Texas, Louisiana, New Mexico and Arizona. Tour winds up March 30. . . . Al Ackerman, manager of the Six Tip Tops, acro and comedy knockabout, has order to get four complete shows spent the winter in his Wayzata, in on the one day. Nut for the first Minn., home, but recently took time out to visit both indoor ciruses at Minneapolis and St. Paul.

Jack LeClair Sr. is clowning at he spring carnival sale at the Boston Store, Milwaukee. . . . P. Guenard was elected president. The Aerial Christensons have of Hardisty Stampede Association. started working out at their She- Mrs. Mary Goodrich is secretary boygan, Wis., home in preparation and Harry Moody is treasurer.

waukee with the Hamid-Morton Circus.

While playing the Variety Club Circus at the Orange Bowl, Miami, the Great Rolando appeared at the Surf Club, Miami Beach, and the Everglades Club, Palm Beach. He left Miami March 12 for Chicago, where he will appear on the Super Circus, TV show March 18, then will go to Johnstown, Pa., and Hartford, Conn., to play cir-cus dates, booked by Frank Wirth. While in Miami, Rolando was a house guest of Welby Cooke, who is in charge of new animals arriving at Tropical Hobbyland. Cooke was equestrian director for the Orange Bowl Circus.

Williams & Lee Sets 3 Units For '51 Fairs

ST. PAUL, March 10 .- William & Lee Attractions will send out three fair grandstand units this season, one to play in Montana and Wyoming and the other two in the Midwest, Gladys M. Williams announced.

The Western unit will play about 12 weeks of fairs, including the Wyoming State Fair, Douglas, The Indian Celebration at Trenton, Neb., is another major date for

The Three Lee Sisters, trampoline and trapeze, will join the act line-up from the West Coast, and Bob Garry and Miss Camille, Chick Willis will emsee one of

B-K Chain Mulls Additional Circus Stage Show Bills

CHICAGO, March 10.-Success of the first circus-type stageshow tried by Balaban & Katz, movie house ops, at their Uptown Theater here Saturday (3) may lead to further experiments along this line. Warren Jones, of the B&K production department announced.

"Reaction was good, but it is difficult to tell whether the stageshow or the picture had the biggest draw," he said. Movie was Dean Martin and Jerry Lewis in At War With the Army.

Next circus-type stage show may be held at the Marbro Theater, March 24, with a less attractive picture, according to Jones. The house may be opened earlier in show was reportedly in the neighborhood of \$1,500.

Guenard Hardisty Prez

HARDISTY, Alta., March 10 .--

Out in the Open

Jack Hutchinson, former booker were in Chicago Monday and and promoter, has quit the road Tuesday (5-6) conferring on seato operate the 301 Diner and serv- son's plans. The Chitwood ice station north of Claxton, Ga., thriller came in for a good pubon Route 301. . . . Digger Pugh, licity break in the March issue of handler of the Wallabys, English Popular Mechanics, which deacrobats, sailed recently for Eng- voted several pages of text and land to produce a 20-girl acro pictures to the org. act and aerial ballet for Tom Arnold.

Ned Torti, of Wisconsin De Luxe Company, Milwaukee, cut | Hot Springs with Dave Russell short a buying trip at New York's and Frank heading for his Brant-Toy Fair to rush home when he ford, Ont., home. received news that his nephew's son had died.

J. W. (Patty) and Frank Conklin spent a day in Chicago, Wednesday (7), Patty leaving for

Congratulations are in order for George A. Hamid Jr., associated Earl Newberry and Leo Over- in the operation of his father's land, top men in the Joie Chit- enterprises, and his wife, Patricia, wood Thrill Show's Midwest unit, on the birth of another son.

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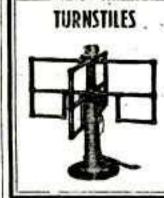
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Flashbacks

25 Years Ago

Ray Dick, veteran Side Show manager, retired from show business to enter the bakery business in Anderson, Ind. . . . House guests of J. N. Wisner in Bay St. Louis, Miss., were Gil Robinson and Mr. and Mrs. W. B. Mills. . . . to present their manikin act in the Side Show of the Ringling-Barnum circus. . . . Mr. and Mrs. Charles Sparks returned to Macon, Ga., winter quarters after spending three weeks in Hot Springs. . . . Andrew Downie was circus under the title of Downie Bros.' Circus. . . . Walter L. Wilson, manager of the Baker-Lockwood tent firm, was a visitor at Marland, Okla., quarters of the 101 Ranch Wild West Show. . . . Mr. and Mrs. Harry Fenner joined the Tom Atkinson Circus, the former to do announcing and handle promotions and the latter to work in the candy concession department. . . . James Heron was in Havre de Grace, Md., helping in

Frank Kingman was named secretary of the State fair at Hartford, Conn. . . . Winnebago County Fair Association, Oshkosh, Wis., re-elected F. W. Dane, president; E. E. Beals, vice-president; C. C. Conrad. treasurer, and Taylor G. Brown, secretary.... H. M. Stafford was re-elected secretary of Fayette County Fair, West Union, Ia. . . . Proton Agricultural Society, Dundalk, Ont., elected L. O. Moore, president; James A. Fraser and James S. Wellwood, vicepresidents; Dr. A. D. McAllister, secretary, and Fred Nixon, treasurer. . . . Karl King's band was awarded the contract to play Atlantic (Ia.) Fair.

the organization of Downie Bros.'

John C. Bennett, manager of New Colonial Lake Park, Dover, N. J., was directing preliminary construction work. . . . Incorporators of a new Splash Beach Park Ruby Creek Hays. . . . G. H. Blanchatt, manager of Crystal Beach, Vermilion, O., announced plans for Playland Sets 15 clude a Roller Coaster, Caterpillar, Penny Arcade and Merry Mix-Up. . . . Mr. and Mrs. Tom Wilson, concessionaires, re-signed . . Mr. and Mrs. G. A. Lyons, water show operators, signed to tour with the John T. Wortham

Galler's Exposition Shows during Deaths: Anna D. Allen, outdoor trouper; Joseph Perry, Coney Island, N. Y., cafe man; Ben Sweet, circus man.

land Shows. . . . The Ramsey

10 Years Ago

Paul Dunn was named manager of Indiana State Fair, Indianapolis, succeeding Harry G. Templeton. . . Eastern States Exposition, Mass., re-elected Joshua L. Brooks, president; Harry G. Fisk. Mrs. James J. Storrow, Wilson H. Lee, W. I. Cummings and E. Kent Hubbard, vice-presidents; George Charles A. Nash, general manager. | Earl Kelley.

. . . W. R. Cain was named manager of Southeast Mississippi Livestock Show, Jackson, succeeding C. G. Boone, resigned. . .

A. E. Selden, "The Stratosphere Man," was re-signed to appear at Minnesota State Fair, St. Paul. . Harris County Fair Associamr. and Mrs. W. B. Mills. . . . tion, Tomball, Tex., re-elected Mr. and Mrs. Barry Gray signed George T. Southwell, secretarymanager, and named B. F. Stallones president.

Dave and Nancy Miller, Girl Show operators, signed to present a revue on Max Goodman's Wonder Shows. . . . Bill Starr was re-Springs. . . . Andrew Downie was appointed general agent of Mel preparing to take out a motorized H. Vaught's State Fair Shows. . . . Sam Burgdorf signed as producer for Max Gruberg's World Famous. Shows. . . . Lone Star Showmen's League was organized in Dallas with the following temporary officers: Riley Hickman, president, and J. E. Rees, secretary. . . . C. D. Scott, manager of Scott Bros. Shows, was yacationing in Hot Springs. . . . Alma Bradley signed her penny pitch with Rogers (Continued on page 35)

Magic Empire **Opens Season** At Andalusia

ANDALUSIA, Ala., March 10 .-Magic Empire Shows was skedded to open its season here today. Three more stands in the State will follow before the org heads north, A. Spheeris, owner, announced.

Paul Boyette, general agent the past two seasons, has been named manager and assistant to the owner, and Jack Lucas, veteran of outdoor showbiz, will take over Boyette's old position.

Magic Empire will play nine Alabama fairs this year, according to Boyette, including Attalla, at Ferry Branch, W. Va., were J. Brewton, Enterprise, Tallassee, Al-Shirley Ross, Henry Fry. J. D. exander City, Andalusia, Ozark, Luna Goes to Vets and Indiana filling in vacant dates.

Ohio Celebrations

DETROIT, March 10.-Playland with the Zeidman & Pollie Shows. Shows will play 15 successive weeks of celebrations in Ohio this season, Jack Gallagher, ownermanager, said here after return-Shows. . . . Col. Dan MacGugin ing from a booking trip with his business associate, Eddie Parker. business associate, Eddie Parker. Shows open the season the last Troupe signed to do free acts with week in April, playing a break-in stand here before moving to Cleveland to start their Ohio dates.

A new Kiddieland will be a feature, Gallagher said. Most of the equipment has been refurbished under direction of Bill Hollingsworth.

In addition to Gallagher, staff consists of Parker, business manager; Bessie Gallagher, secretarytreasurer; Irving Rubin, publicity, and Bill Hollingsworth, ride superintendent.

Recent quarters visitors included Mr. and Mrs. Tom Gordon, Charlie Morgan and family, Mr. and Mrs. Williamson, treasurer, and Bob Corrigan, Ray Williams and

Under the Marquee

Wyatt Davis, clown, is in New Orleans, getting wardrobe for the coming season. . . . Doc Waddell, with Mills Bros.' Circus, will address the Unity Truth Church in is dated to address churches. Eastern Star chapters, service clubs and schools in Zanesville, New-Wellston, all in Ohio. . . . Willie show. C. Clark, foot juggler, recently played the indoor circuses at Shreveport and Natchitoches, La.

Paul, of Ringling-Barnum, think showfolk catching the opening so much of film star Dorothy Lamovie of circus life being shot at recent comment "he was not Sarasota quarters, that they pre-recognized as operator of the reson for the inscription has not former owner of the Ayres &

George Barton will have his horses on Rogers Bros.' Circus this season. His son, Billy Barton, aerialist, will be with the same Columbus, O., April 7, and also show. . . . A. E. (Buck) and Josephine Waltrip are in Dayton, O., to take over promotion work for the Shrine Circus March 22-31. ark, Pomeroy, Middleport, New- It's the Waltrips sixth year in somerstown, Logan, Gallipolis and Dayton. Orrin Davenport has the

Mr. and Mrs. Si Rubens, of Rogers Bros.' and Howard Ingram and Eddie Billetti, of the Don Jimmy Armstrong and Prince Robinson show, were among of Pawnee Bros.' Circus. . . . C. C. mour, who is working in the Smith advises that contrary to a sented the sarong gal with a sil- cent Bailey Bros.' Circus but that ver identification tag engraved: he was auditor of the show for "To Dottie, Our Agent." Rea- five years." . . . Ayres Davies,

Mail Biz In Gotham Up for R-B

NEW YORK, March 10 .- With advance ticket sales for Ringling-Barnum's stand here nearing the end of the first week, mail-order business was reported up over the same period last year, while onthe-spot trade at Madison Square Garden was even with the 1950 pace. Ducat prices range from \$1.50 to \$6, with the first night of the date set for April 4.

Heaviest demand at the Garden, where two windows were open, was at noon, the lunch hour for most of the city's daytime populace.

Don Robinson Signs Talent

SARASOTA, Fla., March 10 .-Don Robinson Ameri-Congo Animal Circus has signed the LaBelle Troupe, Bedell Troupe, Hal Crider and family and Dan Riley's animals, Owner-Manager Howard Ingram reported this week.

Ingram said the show opens April 14 with a 60-foot round top using a 40 and a 50; a 40 by 100 Side Show housing animals; pit show; cookhouse and sleeping top. Ten show-owned trucks are scheduled to move the org.

Riley will have his Gorilla Show as the pit attraction and will work his two trained mules, 24 dogs and chimp in the performance.

Art Eldridge is working animals daily. Eddie Billetti is in charge of building rigging. New seat lumber is expected this week. Mrs. Eddie Billetti is in charge of wardrobe and purchasing.

Other preparations include the overhauling of light plants by a Tampa firm; ordering of paper and heralds from Central Show Print, Mason City, Ia., and buying of new trapping for bulls and horses.

NEW YORK, March. 10.-Disposition was made last week of Coney Island's Luna Park property when Fred Trump, builder who purchased the plot last year, concluded arrangements with the Jewish War Veterans for that group to sponsor a \$1,960-family veterans' co-operative housing project. Estimated cost of the project is \$20,000,000.



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(Continued on page 35) GIVE TO DAMON RUNYON CANCER FUND

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Midway of Mirth

TRENTON, Ill., March 10. -Painting and repairing of rolling stock is in progress. Excellent work has been done on the rides under supervision of James Rogers and Tex Morton. Shows are slated to open in St. Louis the first week in April.

Audria and Charlie Meyers arrived in quarters recently. Charlie begins his fifth season as Merry-Go-Round foreman this year. James Rogers again will be general supervisors of the shows. George Barrett is vacationing in

Florida. Sonny Harris writes that he has Awning Company. built a new front for his Monkey Show. He also has his popcorn Georgia Amusement wagon and train loaded and ready for opening. Curley Lively, who is wintering at his home in Texas, writes that he'll be on hand for opening. He will be concession manager and assist on the advance.

Frank Lavell and Anna and Charlie Kakle are returning from New Orleans. Mrs. Carl Pope held a birthday party for her husband at their home here. Mrs. Becky Mack, of Detroit, is seriously ill Billie Goodrich is ill at her home. Calvin Landrum is still convalescing from his illness. Beatrice Rogers, daughter of Jimmie and Eva rides, 4 shows and around 30 con-Rogers, sustained a broken shoulder recently at school. - ROSIE DAVIS.

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WRITE OR WIRE:

SUFFOLK, Va., March 10. -Arthur Gibson and Johnny (Red) Underwood are here, with the former getting the Whip in shape. J. H. Power, who will operate the Side Show, advised from his At-lanta home that he will arrive two weeks before shows open.

Jesse and Carolina Brown will have the Cotton Club Minstrel Revue this year. He writes from Columbia, S. C., that he is whip-

GREENSBURG, PA.

Philadelphia 22, Pa

ping the show into shape. Leo Matina is working on the kiddie rides. Sam (Sheriff) Mitchell refurbished the front gate marquee. George Gillespie is getting the Ferris Wheel, Merry-Go-Round, Rolloplane and Chairplane ready. Office truck and light plant truck have been repainted under supervision of William C. (Bill) Murray. New cookhouse truck, ordered to replace the one wrecked last fall has arrived.

Lonnie Harrell has been added to the crew. The Merry-Go-Round and the two Girl Shows will have new canvas. It was ordered from Bill Sanders, American Tent &

AYERSVILLE, Ga., March 10 .-Homer H. Scott, owner, announced the org will open March 24 in Griffin, Ga., and its route will include Georgia fairs at Monticello, Jackson, Claxton, Springfield, Clayton, Jonesboro, Penbroke and Irwinton. Shows also will play in both Carolinas, Virginia and Kentucky.

Back-end attractions will include Charles E. Graffins' one-ring circus; C. C. Rice's Snake Show, and the Tommy Stone Fat Show. Six cessions will be carried. All rides have been repainted red and orange.

Staff, in addition to Owner-Manager Scott, will have Mrs. H. H. Scott as secretary-treasurer; H. Henry, advance agent, and E. H. Gilliam, billposter.

Mr. and Mrs. Luther Sandlin have completed a new bingo and cookhouse and will be assisted in its operation by their son and his wife, Mr. and Mrs. Ralph Sandlin. Others in quarters are Robert Smith, E. H. Gilliam and Lolo Tinsley. Recent visitors included Mr. and Mrs. Emorel Wilcox. Harry White and Mr. and Mrs. Jimmie Shipman.

Midway Contab

With the James E. Strates Shows prepping for the season's opening, the painting crew at Pine Castle (Fla.) Army Air Base is directed by Willard (Red) Holdredge. Almost all the wagons and their fronts and the entire train have been gone over. James Yotes Sr., is adding the finishing touches to a new stainless steel front arch, and chief electrician Gifford Ralyea is completing the building of a new front for George Murray's Lion Thrill Arena. General Superintendent Mike Olsen reports that the new wagons un-der construction will be ready for the road when the org leaves quarters.

Michael Gatto, son of Mr. and Mrs. Rox Gatto and in the army since January, is stationed at Camp Polk, La. . . Scotty Mc-Neill, who closed at the Slipper Club, New Orleans, following a at the home office of The Billell, New York globetrotter, writes that on his recent stop at Djibouti, Ethiopia.

V Nessler Shows, was a visitor condition was reported as fair.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Eagle: Quitman, Miss.

American Midway: Raymondville, Tex. Big State: Palacios, Tex. Bohn, Carl; Paris, Tex. Burdick's Greater: Lampasas, Tex., 15-24. Burkhart: Carlisle, Ark., 19-24. Crafts 20 Big: (Orange Show) San Bernardino, Calif., 12-18. Dumont: Newberry, S. C.; Thomasville, N. C., 19-24. Endy Bros.: (Shrine Fair) Miami, Pla. Ferris Greater: Phoenix, Ariz., 13-24. Franklin, Don: Cuero, Tex. Gentsch, J. A.: Lucedale, Miss. Gold Medal: Albany, Ga., 17-24. Interstate: Selma, Ala. Magic Empire: Andalusia, Ala. Marion Greater: Johnston, S. C. Migrothy, Curly: Decatur, Miss.

Palmetto Expo : Thompson, Ga .; Harlem Peck Am. Co.: Durant, Miss., 19-24. Playland Attrs.: Eola, La Prell's Broadway: . Fair | Sanford, Pla. Robertson & Caler Am.: Shellman, Ga. Royal Duke: Morehead City, N. C. San Valley: Moreauville, La. Southern Valley: Minden, La.; Springhill

Orange State: (Fair) Pahokee, Pla.

19-24

Sparks, J. A.: Samson, Ala Starlight: Lytle, Tex., 12-24; Luling 16-24. Stephens, C. A.: (Pair) Eustis, Fla., 19-24. Tassell, Barney: North Miami, Fla. Tidwell, T. J.: Sweetwater, Tex. Tivoli Expo.: Camden, Ark., 17-31. United Expo.: Port Arthur, Tex. Victory Expo.: Marfs, Tex.: Pecos 19-24. Wolfe Am.; Tryon, N. C., 17-24.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Shreveport, La., 17-18. Davenport, Orrin: Dayton, O., 22-31. Hamid-Morton: Wichita, Kan., 12-18. Hansen Bros.: Gadaden, Ala., 14; Carrollton, Ga., 15; Talladega, Ala., 16; Childersburg 17; Cullman 19; Jasper 20; Russellville 21; Florence 22; Sheffield 23. Horne Bros : Benson, Ariz., 12; Wilcox 13; Safford 14-15; Silver City, N. M., 17-18;

Bernalillo 25-26. Kelly & Morris: McAllen, Tex., 12-13; Laredo 14-15. Polack Bros. (Eastern): (Armory) Danville,

Ill., 15-17. Polack Bros. (Western): (Medinah Temple) Chicago, Ill., 12-18; (Air Base) Chanute

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Ice Capades of 1951 (Arena) Chicago, Ill., 15-28. Ice Follies of 1951 (The Gardens) Pittsburgh, Pa., 12-19; (Uline Arena) Washington, D. C., 20-26.

Miller's, Irvin C., Brown-Skin Models (Ritz) Daytona Beach, Fia., 14; (Madison) Palatka 15; (Strand) Jacksonville

Ape's Body Studied

CHICAGO, March 10.-Autopsy on the body of Bushman, Lincoln Park Zoo's gorilla which died in January, showed the ape's death was hastened by rheumatic fever which it had in early life. The body is being stuffed for exhibition at the Museum of Natural History

22-week stand, opened at the Five | board in Cincinnati Friday of last o'Clock Club in the same city week en route to Marietta, O., for March 9. . . . Joe Mooney will not a visit with his father. The Nesstake to the road this season. He ler org, now readying at quarters plans to remain in New Orleans in Sandoval, Mo., will be piloted to manage a nitery. . . . Bill Pow- the coming season by the veteran general agent, Bill Collins, Deering reports. The latter also will French Somaliland, Africa, he be back with the Nessler org. found only one movie house and | . . . Mr. and Mrs. George Murray, a single night spot. From there concession and lion motordrome he trained to Addis Ababba, operators on the James E. Strates Shows, are in a Bluffton, O., hospital as a result of injuries sus-Walter O. Deering, who last tained in an auto accident early season had the bingo on the B. last week. At press time their

Early Chi Biz Off for Polack

CHICAGO, March 10.-Polack Bros.' Western unit drew nearcapacities for week-end shows but reported an over-all drop of 10 per cent for the first nine days of its run here. Louis Stern, managing director, said that results of the increased advance sale would show up during the second week.

Polack opened its local Shrine stand March 2 and continues thru March 18. A preview, sold out to the electronics industry, preceded the regular opening.

Strong houses were on hand for the Friday (2) start and for the three Saturday (3) shows. Sunday (4) brought two near-full houses for the matinees but a light night house. Monday's single show was the smallest of the week. Both Tuesday performances were somewhat light but by Wednesday (7) the houses were approaching the full mark again. Thursday (8) both shows were strong, and Friday's matinee was good. The Friday night show was packed and some extra chairs were in use.

Stern said that 100 per cent sellouts would continue over the weekend (10-11). Business next week promised to make up for the drop of the first several days and Stern anticipated finishing ahead.

Canadian '51 Rodeos To Equal Last Season

LETHBRIDGE, Alta., March 10. —Altho a number of small rodeos in Alberta and British Columbia will not operate in '51 due to rising costs, Herman Linder, president of the Canadian Stampede Managers' Association here, said 1951 operations would be comparable to '50.

Linder also is vice-president of the International Rodeo Association of America.

Zoo's Pheasants Killed

EDMONTON, Alta., March 10 .-Police said they believed dogs were responsible for the killing of six golden pheasants valued at \$100 at Edmonton's Borden Park Zoo.

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THE BILLBOARD

Parks Booking More Talent In '51, Pa. Agency Reports

LANCASTER, Pa., March 10.-Talent bookings for parks are run- booked Sensational Williams, Judy ning far ahead of 1950 for Cooke and Jeanette, Frank Cook and the & Rose Theatrical Enterprises Flying Valentines. here, Harry Cooke, outdoor booking manager, announced.

registered altho several parks in this area which deal thru the agency have not yet arranged their schedules for the season.

Idlewild Park, Ligonier, Pa., has contracted Sensational Williams, high pole; Judy and Jeanette, aerial; Frank Cook, high wire, and the Flying Valentines, flying return, for two weeks each, with more acts yet to be signed, Cooke said.

Westview Adds Kiddie Rides, Ballroom Trim

Opening April 29 For Week-Ends; New Office Being Built

WESTVIEW, Pa., March 10. -Westview Park will start weekend operations April 29 and full-time business on May 16 with a hyped Kiddieland line-up and new Elects Reiben end operations April 29 and fullflash in the dance hall.

George M. Harton, park president, anticipates a "very success-ful season." He pointed out that biz for the spot increased last year and that weather breaks this time should result in greater turnouts.

New in the Kiddieland will be a the rides there to 14. Last year a junior Coaster was added and it of Commerce at the control of Comme drew good business from kids and tion of officers held here Thursadults alike.

Mirror Features

by addition of two 10 by 20-foot G. Feucht, Fred Moran and Alfred mirrors. These are spotted on Shaw, vice-presidents; Victor A either side of the bandstand and Bonomo, treasurer; Leonard W reflect the entire dance area. More Tria, assistant treasurer and new mirrors decorate the ballroom's | Charles A. Feltman, secretary pillars. Danceland operates on a year-round basis, with winter operation being scheduled for three pects for a profitable 1951 season. nights weekly. Trolley cars stop at the door. Big-name policy will

Pittsburgh trolley fares to Westlake have been increased since last season; however, John Hickey, picnic manager, believes this will have little effect on attendance at outings. The customary picnic trolley tickets will be issued and picnic bookings start with the opening of the park.

New Biz Office

Harton, this season, will preside from a novel, newly built business office located near the center of the park. The stucco building will have one all-glass wall from which the president can observe activity on the grounds. Interior will be paneled, air-conditioned and sound-proofed. The office will be connected with the near-by radio tower speaker system for making announcements on the grounds.

Harton recently acquired official control of Pittsburgh's Station WPGH. A new Flying Scooter ride was purchased by Harton for Walbridge Park at Toledo, which is under the same management as Westview.

Seattle Inks Beck's Rides For 2d Year

SEATTLE, March 10. - John Beck & Son have been awarded the contract for operation of a for their second season. Bids recently were received by the park board.

The Becks had a two-abreast Merry-Go-Round and four kiddie rides last season. A similar line-up will be used this season, but the rides used will have greater ca-

Last year's business was handicapped by inability to handle all the patrons, particularly on Sun- power and oscillating light.

for special events in this area. | lat Orange Park, Fla.

Hershey Park, Hershey, Pa., has

Valley View Park, Hallem, Pa., has signed up for acts from the He said the increase had been Grand Ole Opry units handled by Cooke & Rose. Talent booked includes Jimmy Dickens, Roy Acuff, the Carter Family, Hank Williams, Cowboy Copas and Hank Snow. The spot also has signed for the Korn Kobblers and the Jack Berch radio show.

> Sunset Park, West Grove, Pa. Cooke reported, has contracted for a string of hillbilly and folk music groups including Big Slim, Red Belcher, Sunshine Boys Quartet, Doc Williams, Hawkshaw Hawkins and Lee and Juanita, all from Station WWVA, Wheeling, W. Va.; Hank Williams, Ernest Tubb, Cowboy Copas, the Carter Family, Hank Snow, Lonzo and Oscar, Jimmy Dickens, Roy Acuff, and Bill Monroe, all from the Grand Ole Opry, and Smiley Burnette and Lulu Belle and Scotty, from the WLS National Barn Dance.

> Cooke reported that, while park bookings were up sharply for his agency, purchases by fairs were slightly above 1950 and celebrations were on a par with last sea-

Coney C. of C.

NEW YORK, March 10.—Stanley J. Reiben and William A. Nichol-

Others chosen included Frank S. Danceland has been augmented Tilyou, Moe S. Silberman, Chris Committee chiefs read their reports, all showing excellent pros-The Shaefer Brewing Company which financed part of the free fireworks last season, will again sponsor the exhibit this year, footing the entire cost.

Installation of officers will take place at a dinner-dance to be held April 5 at the St. George Hotel in Brooklyn. Col. C. J. Hilbert, local manager of the Consolidated Edi- New England group to be elected son Company, will be in charge of arrangements, and Kenneth W. Burke, manager of Feltman's establishment, will be toastmaster. Speakers will include prominent Park, North Dartmouth, Mass., relocal officials.

Minneapolis Ups Prep Kid Spot

MINNEAPOLIS, March 10 .-Happy Acres Kiddieland, a threeride spot operated by Larry Sauter and Al Provencher here, will open Decoration Day, with Mrs. Provencher substituting for her husband while he is on active duty with the navy.

Spot was formed last season with a miniature train, built by Sauter, as the nucleus. The train was constructed originally for use at the Chicago lake front fair but was set up here instead. The pair also has a King fire engine and airplane rides. Plans are afoot

to add to the line-up this season. Concessions for balloons, popcorn and a miniature hobby show Kiddieland at Woodland Park here are let out on percentages. Expected to hype business for the funspot this summer is the new drive-in theater built adjacent to it by the owner of the site. The kiddieland ops have a five-year American Amusements, Inc., here,

> Sauter's train is a one-sixth scale model of a Rock Island Railroad train and has five cars seating 42 persons. It is equipped with air brakes, fluid drive, gasoline

POOL OPS SEE THREAT TO CHLORINE SUPPLIES

Clarification Sought From NPA On Order Governing Gas Sales

operators this week were seeking pool) or for treatment of sewage." clarification of the National Production Authority order setting up priority rulings for chlorine sales. It was feared by some ops that the present order excludes pools from chlorine supplies.

Conflicting interpretations of the order, designated as M-31, have created confusion thruout the pool business. Efforts were being made to determine what interpretation the NPA has played on its ruling.

The order requires that chlorine buyers certify the gas will be used only as "public health chlorine." It also defined public health chlorine as that "which is essential for purification of water for human consumption and use (exclusive of chlorine for swimming pools) or for treatment of sewage in order to protect the public health, welfare and safety."

Pools come in for a second special mention where the order reads, "Every such certification constitutes a representation to the seller and to NPA that the chlorine called for in such order is required and will be used exclusively for the purification of water for human consumption and

40 N. E. Ops To Get Awards

BOSTON, March 10.—Presentation of distinguished service awards to 40 members who have been outstanding contributors in the building of the New England Association of Amusement Parks will be a highlight of the silver anniversary convention of the group at the Parker House here Wednesday (28).

Under the leadership of John Dineen, Hampton Beach, N. H. chairman of the event, the awards -silver plates inscribed with an outline of New England States and the recipient's name—will be made at the anniversary banquet. Another feature of the evening program will be a tribute to Edward J. Carroll, first member of the president of the National Association of Amusement Parks, Pools and Beaches.

President John Collins, Lincoln ported that the first broadside announcements have been sent to members. Return cards are to be mailed to Secretary Fred Markey, Exeter, N. H., together with request for rooms at the Parker House for Tuesday (27) or Wednesday.

Publicity committee, headed by Harry Storin, organized at Providence, R. I., with Roland Gamache and Paul Hanley present. Plans for promotion of the event thru New England newspapers and radio are under way. The committee will meet here with Dineen about Thursday (15).

Schedule for the confab includes informal group meetings Tuesday night, registration Wednesday at 10 a.m., lunch at noon, panel forum from 2 to 4:15 p.m., cocktail party from 5 to 7 p.m. and the banquet at 7 p.m. The Al Martin agency will furnish the floorshow.

Snyder Signs Sandy Beach

WILKES-BARRE, Pa., March 10.-H. K. Snyder, manager of said this week that his Talent Tonight and variety shows have been signed by Sandy Beach, Harvey's Lake, Pa.

Units will also play at Rocky Glenn and Moosic, Pa.

Snyder stated that a drive-in

May Ask for Chance

If the NPA order means pools will not be allowed to buy chlorine, operators state, they will seek an amendment to the order similar to the one obtained during World War II, when pools were accorded a priority equal to those given hospitals, food processors, laundries and diaper services.

Without chlorine, most ops state, pools would be forced to close in a matter of hours. They also point out that, in that case, the order apparently would mean municipal, school, YMCA and other institutional pools as well as independent tanks and those at amusement parks would be out of busi-

The National Association of Amusement Parks, Pools and Beaches here has directed its Washington representative to seek clarification from the NPA and,

Riverside Set To Bow March 31

AGAWAM, Mass., March 10 .-Opening date for Riverside Park here has been set for Saturday (31), Owner-Manager Edward J. Carroll announced this week. With defense production in the area on the upswing he looked for a good season if the weather breaks right.

Following the plan instituted last year, Carroll has again contracted T. A. Pearson, Inc., of Springfield, to handle the entire reconstruction program and continuing maintenance during the season. All major work is expected to be completed for the bow. New rides at the park this year include a kiddie Whip and pony cart, with the spot's kiddieland layout revamped to accommodate the devices. The kiddie boat ride also is being reconstructed.

Midway improvements embrace remodeling of the tropical fruit pavilion with a new soda fountain, waffle and drink stands. The pokerino set-up has been moved to a new location, replacing rolla-line. The main hot-dog stand has been altered to provide for barbecue equipment. New cars have been put on the Whip ride, and the midget auto speedway cars have been rebuilt. An A.B.T. shooting gallery will be an additional feature this year and will be located adjacent to the ballroom garden's entrance.

Installation of a new dark tun-(Continued on page 50)

Portland Ops **Buy Gerlings'** Tacoma Spot

TACOMA, Wash., March 10. -Robert Ballinger and W. H. Widenmann have purchased the park formerly operated here by W. J. Gerlings and will operate it this season with five rides bought from Gerlings plus six other 'devices they already owned.

Ballinger also is owner of Oaks Amusement Park in Portland, Ore., and Widenmann formerly had the Roller Coaster at Jantzen Beach, Portland.

Rides purchased from Gerlings include a Mix-Up, Dodgem, miniature train, Shoot-the-Shoot and Tumblebug. Gerlings, who has been in the park business some time and also has operated a ride unit for dates near here, this season will have a new carnival with nine rides. The rides were the portable devices at his park which were not involved in the sale. Ger-Provencher is stationed in Flor- theater is being built at his River- lings' Merry-Go-Round also will woman with the best hat on Easter where an early opening is planned. Title of the carnival is not set. the general holiday promotion.

CHICAGO, March 10. - Pool | use (other than for a swimming | if necessary, to request a hearing before the agency to seek changes in the rule.

Pool operators said they were at a loss to understand why their business had been singled out for the special parenthetical mentions in the order.

May Be in Clear

Some pool men interpreted the NPA wording to mean that pools merely were not covered in this order and that chlorine still could be purchased for pool use.

Paul H. Huedepohl, secretary of the NAAPPB, said that a shortage of chlorine had been reported and that, depending on NPA, it is possible operators would not be able to obtain it without the NPA certification.

Originally, the corresponding order for World War II gave pools a low priority, but operators succeeded in changing the order so as to give them an A-6 priority, sixth in rank.

Coupled with the gas supply problem is what Huedepohl described as a short supply of steel tanks for transporting it. He said that some suppliers have complained pool men frequently keep the tanks longer than necessary, thus adding to the tank supply problem. Huedepohl said that a 150-pound chlorine supply would last most pools about 30 days, and he suggested that it may be necessary to change demurrage for tanks kept out of circulation for longer than 45 days.

Cuban N.R.C. To Sponsor lavana Spot

NEW YORK, March 10. - A complete park, with the entire promotion to be handled by the Cuban National Red Cross, was being sought here this week by Guillermo Padilla, representing the group. The site for the funspot would be several square blocks in the heart of Havana unobstructed by buildings or other obstacles, according to Padilla.

The park would be American plan straight down the line. Rides, both major and kiddie, concessions and games and free acts all would figure in the scheme. There is also the possibility of a skating rink being imported for the spot.

However, Padilla pointed out that altho he was sure such an establishment could be made to pay off, whoever was engaged to work out the project could be given a contract for about only a year. Government elections are due in Cuba in June, 1952.

In the matter of big rides Padilla sought a Merry-Go-Round, Caterpillar, Roller Coaster, Whip, Tunnel of Love, Looper, Dodgem, Octopus, Rolloplane, Tilt-a-Whirl, Ferris Wheel, Pretzel, Boomerang, Moon Rocket and Speedway. The kiddie department would include Merry-Go-Round, Roto-Whip, pony track, Ferris Wheel, auto, miniature train, Sky Fighter and water boat rides.

Padilla intended a jaunt to Chicago Monday (12) for a few days before returning to his post with the Licuba Trading Company, Aguiar 269, Havana.

Reservations Up for A. C.

ATLANTIC CITY, March 10 .-Advance reservations indicate that this resort will enjoy an above-par influx of visitors over Palm and Easter Sundays. Operators here see the early Easter as a boon since it means an early spring and a heavy arrival of tourists.

Plans for the selection of the best dressed woman on the Boardwalk on Palm Sunday and the The Becks also operate ride units ida with the navy and is residing side Park at West Nanticoke, Pa., go to the new park management, are being formulated as part of



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opportunity for Boxing and Wrestling Promoter with some cash for Outdoor Arena, Want Man capable of building and operating Miniature Golf Course.

Canada Dry Plugs Ocean Beach in Coupon Deal

10.—Ocean Beach park board, have been used with success at which supervises city-owned-andoperated Ocean Beach Park here, has made an agreement with the Canada Dry Bottling Company whereby the soft drink firm will publicize the funspot thruout the State in return for redeemable city 20 per cent of gross receipts coupons issued by the park which up to \$5,000 and 25 per cent of the will entitle the holder to a 15 to 20 per cent discount on all facili-

In each carton of soft drinks Canada Dry will include a coupon issued by the beach board. Canada Dry also will plug Ocean Beach in its newspaper, radio and television advertising.

Beach Superintendent Meredith Lee said that if a patron having a coupon spends \$8 at the park he saves \$1.50. City Manager Edward R. Henkle said that while the spot will lose some money in granting the reductions, he expects it to be more than made up thru new biz the increased advertising will at-

NEW LONDON, Conn., March tract. He noted that similar plans other locations.

> Board also authorized Henkle to sign with Mrs. Ann Vescovi and Frank Turano for operation of the park's Dodgem over a five-year period. They agreed to pay the take above that amount.

> Board disclosed that it will spend \$650 on repairs to the exterior of the Dodgem building, including redecoration of the front. The board also agreed to lay out \$1,200 for a new roof on the build-

> Charles and Louis Rubin, of the Nutmeg Bottling Company, were signed to dispense soft drinks at the spot.

English Spots Prep Early Season Start

LONDON, March 10 .- With Easter falling on March 25, Blackpool and other shore resorts are set for an early start. Blackpool, largest of the seashore center offers year-round entertainment but on a limited scale during the winter. Currently, in addition to film houses, this resort has two large playhouses open-the Palace, with good vaude, and the Grand, presenting drama.

Backpool's Tower Circus, a fine indoor arena, will start its 30week season on Easter. This spot presents circus programs with an aquatic spec as a finale—the arena ring being convertible into a pool ballets and of sufficient depth for this spot.

George and Alfred Black, top- Yorks, vacation resort. ranking producers of London, will Expenses of running the event, Lynn and the Bernard Brothers.

In conjunction with Hyman Zahl and Norman Evans, the Black Brothers will bring their revue, Over the Garden Wall, to the Blackpool Winter Garden Pavilion June 22. Cast will include the Winter Sisters, Senor Carlos, Darly's Dogs, the Phantom Guard and the Florence Whitely Girls. Both of the Black productions are set to remain the entire season.

In addition to its circus, vaude houses and legit theaters, Blackpool also offers ice revues and amusement park attractions, Many special events will be promoted this summer to draw the large influx of tourists which the elaborate Festival of Britain, in London, is expected to lure during its May to October run.

Butlin Heads English Group

LONDON, March 10 - Annual meeting of the Amusement Caterers' Association (park and arcade showmen) drew the largest attendance in history.

Officers elected were W. E. But-lin, president (third term); R. E. Duckworth and W. G. Green, vicepresidents, and Charles Deakin, honorary treasurer. J. Singleton remains secretary.

Edgewater Skeds April 14 Opener

DETROIT, March 10. - Major park season will get underway here Apirl 14, when Edgewater makes its informal bow. All attractions, including new rides installed since last fall, are scheduled to be in operation on opening day.

Jefferson Beach Park, under the same management, will open in May, it was reported this week.

NAAPPB Convention **Booklet Published**

CHICAGO, March 10.-Booklets of the National Association of Amusement Parks, Pools and Beaches convention proceedings were being distributed to members this week.

The volume is a transcription photo. of the talks made at the NAAPPB's convention here last November.

Baltimore Spot Mulls Segregation

BALTIMORE, March 10 .- Negroes were granted bathing privileges at city-owned Fort Smallwood Park in a decree handed down in Federal Court here Friday (2) by Judge Calvin Chesnut. Prior to the ruling, which was rendered at the request of several Negro groups, City Solicitor Thomas N. Biddison had acknowledged the city's obligation to provide facilities equal to those furnished white patrons.

Contending that the playground, picnic area and concessions always have been available to Negroes. Biddison said the city planned to erect bath houses and locker rooms this year for their use. However, the project will have to be postponed if the National Production Authority decides that its recent ban on amusement buildings pertains to Fort Smallwood Park.

In the event of an NPA restriction, the city must forbid use of the beach by either Negroes or whites or permit the two groups to use the beach on alternate days. A third alternative, that of opening the beach to both groups at the same time, was excluded from consideration by the local park board.

Judge Chesnut refused a request by Biddison to rule on the legality of either of the two possible alternatives, declaring that the city must formulate a policy for operation of the park.

Butlin Slates Dance Cele

LONDON, March 10 - W. E. (Billy) Butlin, head of Butlin's Ltd., which operates a chain of holiday vacation camps in Englarge enough for elaborate water land, including amusement parks and other entertainment features, high and fancy diving. Kathleen is promoting a novel Old and Williams is director and booker of Modern Dance Festival and Congress, September 8-14 at Filey.

have at least two big shows at which is to be an annual affair. Blackpool this season. Their mu- will be close to \$14,000. Leading sical, Helter Skelter, is set to open dance bands of England, including at the Blackpool Opera House June Ivy Benson's All Girls Band and 15 with a big cast headed by Vera Sydney Thompson's Recording Broadcasting Orchestra, have been signed. Festival is expected to draw over 5,000 visitors.

Participation of 7,000 dancing teachers, plus prizes totalling about \$4,200, is expected to attract nousands of contestants for four championship titles and two

FOR SALE

1 Miniature Train, practically new. 450 ft. track: 7-car Tilt-a-Whirl, Swing Plane Ride, adults or children; Single Arm Loop-o-Plane, Ridee-O, Kiddie Chairplane, These Rides are just like new, no junk, if interested call

CARL PULINE

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Can use two Major and four Kiddle Rides, Light Plant and Legitimate Concessions, Candy Apples, Pop Corn, Lead Shooting Gallery, Arcade, Ball Games, etc. Top spot in Florida, Main Street location and Large Naval Base. Year round operation.

Pearl Barfield Reed

WANTED

Three Rides for Park Concession: rent free.

LOYSE CALDWELL PAMPA, TEXAS

MINIATURE TRAINS

The custom built to order line. Steam, Diesel, Gas. Amusement and industrial types. Track gauges 12" to 36"; portable, permanent. Up to 300 passenger cap. Light rail. Trade-ins accepted. Photos and details, \$1.00. IRON HORSE LINES, 106 Main Street, Wareham, Mass.

L. B. C. Lions' Club AMUSEMENT PARK

Will open April 30. Free Cate. Want Shows, Rides, Concessions (World's Biggest Project). All replies to DIRECTOR, P.O. Bex 495, 1604 Park Ave., Alken, S. C.

MINIATURE TRAIN FOR SALE Steam type engine. Pop-off and whistle. Gas driven. 14 in. gauge. Four cars. Seats 32. 1200 ft, 8 lb. rail. Write for price and

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Attention Attention **FOR SALE** Nags Head Beach, North Carolina COMPLETE LEGALIZED BINGO LEASE

With 125 Air Foam Seats, Modernistic Counters, Completely Modern Building, 50' by 100' with apartment in rear; also Parking Space for approximately three hundred (300) vehicles. Contact

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ARLAND

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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.

FOR SALE MOON ROCKET

In good condition. Capacity 66 adults or 110 children. Been in one location seven years. For quick sale will accept \$6,500. Contact

STEPHEN HOLESKO 30 Chipman Pl., North Tonawanda, N. Y.

DANCE PROMOTER

Ballroom Available Excellent Proposition operating Sunday Night Dances. New Industry and Service Personnel Impact.

OCEAN BEACH PARK

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WILL BUY KIDDIE RIDES

Particularly Kiddle Rocket Ride. Also Miniature Train Ride. Send information and price in first letter. JAMES MACK Oceanside, N. Y. 425 Bayside Ave.

WANTED TO BUY

BOWLING ALLEYS: Purchaser requires 4 to 12 secondhand Brunswick Bowling Lanes, complete with full equipment. Delivery end of March. Write, giving prices and fullest details. Also CAMES suitable for Indoor Amusement Parks. Write fully to BALL, c/o Billboard

New York 19, N. Y. 1564 Broadway

RIDE & TRAILER FOR SALE

Bargain. Special built 24 foot Ferris Wheel Trailer—open top with steel hangers for seats. Excellent condition. Price \$400. Double Loop-O-Plane, excel-lent condition with 2 electric motors, one single phase and one three phase. Can be operated on either motor. Beautifully illuminated including fence, ticket box and \$300 extra new parts. Price \$300.00.

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FOR RENT

large pool, excellent location in large resort area, July, August. All kinds of entertainment needed. Co-operation.

RUPP & STURGIS MONTICELLO, N. Y.

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20 Lusse Skooter Cars in good condition. plus a nice supply of parts. Will sell all or any part of to one buyer.

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WILL BUY OR LEASE RIDES

J. Tomat-Barnesville, Pa. Phone: Lakewood 23R4 - WANTS FOR 1951 SEASON -

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Holding open choice Concessions for Ride owners. Family units solicited. Everyone

The 1951 Season.

.. is looming

BG

will YOU get a share of the OUTOOR coin?

Spending in 1951 will be on the increase and much of this money will go for amusement by a war-conscious public.

Carnivals, Circuses, Parks, Resorts, Pools, Rinks, Drive-ins, Fairs and all places designed for Outdoor entertainment and amusement will be doing their peak buying during the next few weeks.

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Communications to 188 W. Randolph St., Chicago 1, III.

St. Paul Ups Grandstand Admission Prices by 25c

Des Moines, Lincoln Mull Hikes; Sedalia, Tupelo Tilt Charges

sota State Fair, largest annual ex- continue at 50 cents. position in the Midwest, will operate this year with higher grandstand prices than last year. A 25-cent increase at all price levels has been set, Doug Baldwin, secretary, announced.

rising cost of operations, will have the grandstand scaled at \$1, \$1.50

Galt, Calif., Drops Races

GALT, Calif., March 10 .- The Sacramento County Fair here, thru its secretary-manager Sam Kellett, has advised the racing commission that the fair will not use its 1951 dates of July 9-14. While the Washburne Named omission of racing will leave a Kellett asked that 1952 dates be L. A. Civil Defense hole in the racing circuit this year, reserved.

doned temporarily the event may be limited to a three-day run. The directors have agreed that this Dick Washburne, former press repyear's event be confined for the resentative for Western Fairs most part to livestock exhibits by Association, was named assistant Farmers of America.

pass up the track program upon Adm. Robert W. Berry, LACD dimotion by Dan Donovan, who rector, pointed out the many obstacles that would be faced were a full dent of the Los Angeles Newspaper 10-day program attempted. Ancil Guild, served in the OWI and the conferred with the commission and more recently handled the pubreported that no decision was licity for the California Midreached. T' e condition of the south Winter Fair in Imperial. grandstand was responsible for the elimination of the running races. The structure has been condemned as unsafe and State officials have ruled against putting any more money into repairs.

With the curtailed program the directors hope to stage the event payment on a new grandstand.

tact State officials to learn if they will approve the board's plans.

stock class, the board informally three-day run successful.

Carthage, Tex., Weyburn, Sask., Elects Roberts Ups Prize Money

CARTHAGE, Tex., March 10 .dent of the Panola County Fair by \$1,564 to total \$6,777, Another Other officers include N. E. Walker, Malvin Smith and Don Martin, vice-presidents, and Gerald Stephens, secretary-treasurer

Neal Powers Sr., is chairman of the fair's budget committee. Directors are Mrs. Ralph Broome, P. J. Parmenter, O. V. Mullins, Mrs. Loyd Brooks, Ernest Powers, Q. M. Martin, R. C. Beauchamp, Gerald Stephens, Woody Bingham, C. T. Parker, H. C. Ellis, B. F. Payne and Clemo Clements. The last-named is editor - publisher of the Panola Watchman, weekly newspaper.

Swift Current, Sask., Re-Inks Di Paolo Unit

SWIFT CURRENT, Sask., March 10.—Bob Di Paolo's grandstand revue and the Royal Canadian Shows have been re-signed for this year's Frontier Days Exhibition and Cele-

A junior steer-riding event and bull-fighting are expected to be added to the rodeo program. Officers of the 1951 Frontier Days from Oregon's outlying regions. committee are: general chairman, down on a proposal by Sen. How-committee. Desbrisay; treasurer, Ed Smith.

ST. PAUL, March 10 .- Minne- | and \$2. Front gate admission will | mission to the grandstand will con-

No resistance to the price hike is anticipated due to the fair's long-established reputation for presenting outstanding attractions and the public's awareness that the fair, like every other type of Increase, which stems from the operation, is being hit by increased

> Other major fairs known to be considering grandstand price increases are Iowa State Fair, Des Moines, and Nebraska State Fair,

> Sedalia Tilts Price SEDALIA, Mo., March 10 .- Missouri State Fair this year is pegging its best grandstand seats 30 cents higher than last year, W. E. (Bill) Preston, secretary, announced. The choice seats this year will go at \$1.50. General ad-

With the racing program aban- Asst. Flack Chief

LOS ANGELES, March 10 .-4-H Club members and Future deputy in charge of publicity for the Los Angeles Civil Defense. The board voted unanimously to Appointment was made by Rear

Washburne is a former presi-Hoffman, board president, had air force during World War II and

Calif. Annual Names Dates

ROSEVILLE, Calif., March 10 .for \$20,000 or less and save the Nic Huddleston, Placer County balance of the \$65,000 grant to be Fair manager, announced here this used next year, possibly as part week that the 1951 run of the annual will start August 9 and Kellett was instructed to con- continue for four days.

Fair midway, including a 5,000square foot dance platform, will Following a discussion of the be moved to the present site of number of entries in the open live- the commercial building which, in turn, will be placed in a spot more agreed to eliminate them How- convenient to machinery exhibits. ever, an effort will be made to ob- A larger display in the latter detain featured night show attrac- partment is expected this year. tions in the hope of making the and increased stress will be placed on junior activities.

WEYBURN, Sask., March 10. feet of steel fence was erected.

State Fair Commission passed the

Senate Agriculture Committee by

a vote of 5 to 2. Committee recom-

mended passage of Sen. Rex Ellis'

proposal to change the annual's

jurisdiction. The senator said that

the present administration had not

been satisfied with participants

tinue at 50 cents.

Tupelo Hikes

TUPELO, Miss., March 10 .-1951 Mississippi-Alabama Fair and Dairy Show here will be 75 cents, up 25 cents from last year. James M. Savery, secretary, in announcing the increase said it was because of higher operational costs.

Sask. Govt. May Double Youth Aid \$

REGINA, Sask., March 10. -Provincial government here is considering an increase in its grants to Class A and B fairs from \$5,000 to \$10,000, the money to go toward permanent accommodations for agricultural short courses and other youth-training activity.

At present the provin e makes a grant of up to \$5,000, with individual fairs matching the expenditure. The increase is being considered because of the higher costs of building materials.

Fairs which have taken advantage of the government grant are Regina, Moose Jaw. North Battleford, Prince Albert and Yorkton.

Agricultural classes are carried on under co-operative arrangements between the federal and provincial governments and the University of Saskatchewan,

Terre Haute Nets \$4,428

TERRE HAUTE, Ind., March 10 -Wabash Valley Fair here wound up its 1950 operations with a net income of \$4,428.26, Joseph L. Quinn Jr., president announced. Earnings were after payment of per cent interest on the fair's \$100,000 debenture bonds,

Receipts amounted to \$55,485.49 and operating expenses aggregated \$51.057.26. Quinn said, Improvements during 1950 included completion of the new grandstand, installation of a major part of the new water system, moderization of a horse barn and lighting of the grandstand and other areas,

This year's annual is set for August 19-26.

Aussie Gates Up & Even

MAITLAND, Australia, March 10.—Recent Maitland Exhibition reported record attendance of 85,-000 for its four-day run, while the near-by Newcastle equaled its best gate mark of Prize money at Weyburn Agricul- 80,000 for the same length of time. Forest Roberts was elected presi- tural fair this year is being upped Both exhibitions tied in with Australia's jubilee celebration by here to succeed O. V. Mullins. 950 feet of steel mesh fencing has adding exhibits and features highbeen obtained. Last year, 1,460 lighting the commonwealth's his-

OREGON SENATE GROUP OKAYS

FIVE-MAN SALEM BOARD

Bill Seeks State Annual's Removal

From Agriculture Dept. Supervision

agriculture to a special five-man cast against Ellis' bill.

SALEM. Ore., March 10 .- A bill, and Belton to place the fair under

Galt Event Cuts Prizes, Reduces Run

GALT, Calif., March 10 .- Premium list of \$9,600 for the 1951 edition of the Galt Fair was approved here tentatively yesterday (9) by the event's directors. Because a quorum was not present, the figure will not be ratified officially until a meeting in two weeks. Present sum is \$3,000 under the amount awarded last year.

Grandstand admission price at the money this year in the hope of of This Is America to the Califorbuilding a new grandstand during his citrus industry. 1952. This year's run will be limited to three instead of the usual 10 days, and there will be no pari-mutuel racing. The directors discussed the possibility of calling for bids on the razing of three horse barns. This may be done at the same time bids are received for the demolition of the south grandstand, which has been condemmed by the State division of architecture.

N. C. Solons Nix Stock Ban

RALEIGH, N. C., March 10. -Bill offered by the governor's advisory highway safety committee which would have banned stock car racing in the State bit the dust this week as the roads committee accepted a sub-committee's recommendation and gave the measure an unfavorable report.

Safety committee had contended that stock car races inspire young drivers to speed on highways. mendations for consideration by bers here. the department of motor vehicles in the formulating of another measure. These included standardization of tracks, use of crash barriers, banking of turns and non-skid surfaces on tracks.

Calgary Ex Boosts Chuckwagon Prizes

CALGARY, Alta., March 10. -Prize money for chuckwagon races at Calgary Exhibition and Stampede has been boosted by \$1,500 to a total of \$9,000

After the Calgary show, men with chuckwagon outfits will head for the Edmonton (Alta.) exhibition.

Regina Seeks Okay On Steel for Arena

REGINA, Sask., March 10. Regina Exhibition Association has Pope Re-Elected applied to the office of the steel controller in Ottawa for permission to obtain enough steel to build it: \$350,000 livestock sales arena this year

Much of the necessary steel and other materials is already on the grounds, but recent federal regulations require approval before the manufacture, can fill the rest of the contract.

Nat'l Orange Show Gets Off To Good Start

SAN BERNARDINO, Calif., March 10 .- The 36th annual National Orange Show opened here Thursday (8) for 11 days with the night crowd swelling attendance for a neat start. Gov. Earl War-Directors are trying to save ren dedicated the 1951 version

> Interpreting the theme are 22 pageant-like exhibits entered in competition by cities and counties thruout the State for awards which will total \$33,000.

Stars Featured

Thursday night's show, the afternoon show not being held, featured the Sportsmen, with Edward Arnold, film and radio star, acting as emsee. Frankie Laine, recording artist, headlined yesterday's shows, with Tex Ritter being today's feature. Bob Hope will broadcast his show from here Tuesday (13). The Three Stooges are also featured along with Hope.

The 1951 show debuted the new \$275,000 citrus industry auditorium-cafeteria, located south of the lagoon area. Because of the late arrival of cafeteria equipment this section of the structure was not opened.

Crafts on Midway

On the midway this year is the Crafts 20 Big Shows, headed by Orville N. Crafts. Crafts combined this show with his Exposition and Fiesta units to supply needed equipment.

The show owner will host the Facific Coast Showmen's Club While opposing the bill, the sub- membership at a luncheon on committee headed by Sen. Joe Orange Show Day Tuesday. A Carruthers offered safety recom- caravan of 60 cars will bring mem-

Seeks NPA Okay On Livestock Bldg.

MARSHALL, Tex., March 10 .-The Central East Texas Fair and Livestock Exposition here has filed an application with the National Production Authority for permission to erect an all-steel livestock building at its present plant, L. P. Martin, president announced.

Construction of the building has been deferred since World War II, pending decision on a new fairgrounds and the payment of old debts. Event's financial condition now is such that only a \$10,000 ioan would be needed to complete the new structure. If permission is granted, it will be completed in time for this year's fall fair.

At Bonham, Tex.

BONHAM, Tex., March 10. -George Gordon (Red) Pope was elected president of the Fannin County Fair here for his third term and Fred Brown, secretary-treasurer, for his second term.

Incréased livestock and produce entries are predicted this year by Rip Loftis, county agent.

Hemet, Calif., Event Names Leask Secretary

HEMET, Calif., March 10. --William H. Leask has been named secretary-manager of the Farmers Fair and Festival here by the directors of the 46th District Agricultural Association. He succeeds Fred M. Bruderlin, manager of the fair for four years.

Bruderlin was granted a leave of absence to re-enter the army.

Sulphur Springs, Tex., **Extends Stock Show Run**

SULPHUR SPRINGS, Tex .. March 10 .- The Northeast Texas Livestock Association second annual show and sale was expanded to three days and set for March 14-16, A. Y. Blankenship, secretary, announced.

The sale, conducted by the Texas ports large entries.

to move supervision of Oregon the State Board of Agriculture. Director of Agriculture E. L. Peter-State Fair from the director of Belton's was one of the two votes son is in charge of the fair and hires the director. Peterson recently discharged Leo Spitzbart, manager for 15 years, for alleged insubordination, but reinstated him before a hearing of the case before the civil service commission. Spitzbart then submitted his resignation to become effective "at the

Commission Set-Up The favored measure would set up a five-man fair commission consisting of one representative from each of the State's four congressional districts and one member from Oregon at large. All

pleasure of the agricultural direcwould be appointed by the govtor." On this basis Spitzbart's emernor and given power to employ ployment can be terminated at any Prior to voting on the Ellis a State fair director at a salary time Peterson desires. Salary of Irving Hansen; secretary, R. G. bill, the committee turned thumbs specified by the ways and means the State fair director is \$477 per Aberdeen-Angus Association, remonth.

Under the present set-up, State

Fireworks Maker Gets Big **Charge Out of Pyrotechnics**

Continued from page 27

ings plus those of Settembro, his original partner. Joe's territory has been mainly

in the East, with particular strength in the New England area, altho since 1945 Interstate is branching more to the West and South, he reports. He says that today he not only engages in selling fireworks to events but also manufactures for the trade.

Moved Into Canada

One of the latest moves made by Joe is the establishing of a plant in Canada. In the northern country his firm supplies such events as Canadian National Exposition, Calgary Exhibition and Stampede and Saskatoon Exhibition. From 1935 to 1938 Interstate provided pyro shows at Dominion Park. Montreal, but the effort fizzled because the firm lacked Canadian manufacturing facilities. He cut short this phase of operation and waited for a more propitious time.

In 1950 Interstate acquired land in Newmarket, Ont., and began construction of a plant. Joe says that the structure should be completed this season. From his experience he finds that pyro displays that appeal to people in Eastern United States generally will please the folks in the Western part of the nation and in Canada. The north-of-the-border extension of Joe's enterprise is separately established as the Interstate Fireworks Manufacturing & Display Company, Canada, Ltd.

Firm Is Family Affair

Interstate is a family affair, with 25-year-old Edmund now serving as the firm's general manager, following war service, and 23-yearold Roger in the capacity of vicepresident. Both sons graduated from University of Massachusetts, and both, like their father, began pre-medical studies, altho Roger switched to business administration. The two boys, again emulating their pater, showed a marked degree of interest in the business Claresholm, Alta., at an early age. Both are married, and Edmund's son already is reported to demonstrate a lively liking for fireworks at the age of two years. Joe's wife, Etta, is treasurer of the firm.

The pyro business is hardly without its perils, as the fortunate Joe knows. In June, 1927, he was involved in an explosion at Thompsonville, Conn., in which three persons were killed. He remembers that there was a car standing next to him, the body of which was stripped from the chassis. Joe also did something of an involuntary disrobing act, the blast neatly removing his garments but leaving him uninjured. Again in June, 1939, an explosion occurred at his New Haven plant, and he helped rescue three people.

Remembers Those Who Helped His rise in the fireworks field has

not been unaided, and he admits a debt of gratitude to such persons as Frank Duffield, Fred C. Murray, George A. Hamid, Joe Hughes and Dick Gilsdorf. It was back in the 1918-'21 period when Frank Duffield handled the pyro show at Eastern States Exposition, Springfield, Mass., and Joe recalls with pleasure the opportunity that

Frank gave him to work and learn. In addition to English, Joe speaks French, Italian, German and Hebrew. He maintains his out-

Chi Sports

Continued from page 26

and sporting goods firms with some resorts exhibiting their wares. Amusement devices are at a

minimum and include several shooting galleries, coin-operated games, an archery range and a basketball pitch.

Talent Line-Up

Talent line-up at the two-a-day show, in addition to log-rolling and casting exhibitions, list Jack Sharkey, former heavyweight boxing champ; the Reddingtons, trampoline: Frank Cook, high wire: Texas Tommy, high school pony; Gaudsmith Brothers, dogs; the Langs, teeterboard, and Sam Edward J. Carroll Enterprises. Howard's water show. In addition to Howard, the water show has Norma Dean, Ross Collins, Don McGee, Bob Lieberz and Rogen Youngstown, O., was named as- Kirkpanics errese

Press is handled here by Dick Park, Diamond, O. McNeely and Tom Wilhelm, From here the show will move to Buffalo, March 10-18, and will follow at Detroit, March 31-April 8.

when Joe purchased their hold-| side interests are limited to legitstage attendance and the reading of good books. He belongs to the New England Amusement Park Association, National Showmen's Association and the St. Jean the Baptist Society, a French-Canadian organization.

With the international situation tense. Interstate is again preparing for war work. The plant is equipped and manned to load hand grenades, flares, incendiary bombs and stimulators.

Two Sask. Events Set Stake Races

PRINCE ALBERT, Sask., March 10.-Stake races will be featured for the first time at the Prince Albert and North Battleford exhibitions. Prince Albert purse money will be \$300 plus entry fees. North Battleford's purse is

Calgary, Edmonton Reduce Premiums

REGINA, Sask., March 10. -Calgary Exhibition and Stampede and Edmonton Exhibition are each offering \$4,907 in cash awards for heavy horse entries at this year's shows, a reduction of about \$1,000 for both.

Sydney Tic Costs Rise

SIDNEY, March 10.-Officials of the Sydney Royal Show, which opens Friday (16) for a 10-day and eight-night run, are hoping for an attendance mark of more than a million, altho admission charges have jumped 40 per cent. Ducats are now 45 cents for adults and 5 cents for children. Included in the run will be rodeo and trotting events.

Sets Harness Races

CLARESHOLM, Alta., March 10. -Claresholm Stampede and Fair Association will sponsor harness races here, May 26, with \$1,000 in prize money. Stampede dates, set by the Southern Alberta Rodeo organization, are July 4-5, altho no decision has yet been made on the holding of a Claresholm stam-

Flashbacks

· Continued from page 29

Greater Shows. . . . Harry R. Patterson signed with the Great Lakes as advertising agent. . . . Bill Mindach, popcorn truck operator, signed with the Blue Ribbon Shows. . . . Mr. and Mrs. Jack Russell, Harry Fox and Joe Smith, Sam Prell's World's Fair Shows, were wintering in Miami. . Harry T. Miles, electrician,

signed with the James E. Strates Shows. Dave Traugott was inked for billposter duties. . . . R. H. Freeman was contracted to take over the company-owned Funhouse on the Buckeye State Shows. . . . Photo gallery operator Earl Sincegood signed with the Crystal Exposition Shows for 1951. . . . Elton Sterner, popcorn concessionaire, reported he would again be with the Frisk Greater

Eddie Rogers, of Wallace Bros. Circus, recovered from an attack of flu. . . . Milf Herriott was breaking his own animal act at quarters in St. Peter, Minn. . . . Whitey Wilbur was named superintendent of properties for the Minneapolis Shrine Circus. . . . Earl Graham, juggler, signed with Art Windecker on Cole Bros.' Circus.

Omer J. Kenyon, was promoting the Hamid-Morton Circus in Milwaukee. . . . H. R. Brison was working on radio in Raleigh, N. C. . . . Ray Marsh Brydon announced purchase of Bass Lake Beach (Ind.) Park and an expansion program for the resort. . . . Harry Storin was named publicity and advertising director for Springfield, Mass. . . . Earl F. Peitz, assistant to Manager Charles Diebel, Idora Park,

COMING EVENTS

ARIZONA Tucson-Tucson Livestock Show. March 30-31. D. H. Bell, Box 991.

CALIFORNIA San Francisco-National Jr. Livestock

Expo. March 17-22. Nye Wilson. FLORIDA Miami-Miami Home Show. March 25-

April 1. C. H. Brooks, 8426 N. W. 2d ILLINOIS

Chicago-World Hobby Expo. March 30-

April 8. Chas. Snitow, 331 Madison Ave., New York. Sloux City-Sports & Vacation Show.

March 14-18 Ken Perguson, 904 W. Olive St., Stillwater, Minn.

KANSAS

Wichita-Police Circus, March 12-18, Ben C. Truex, 217 S. Water St. MASSACHUSETTS

Boston-New England Flower Show, March 11-17, Arno H. Nehrling, 300 Mass. Ave.

MICHIGAN Detroit-Mich. Flower & Garden Exhn. March 31-April 8. Warner M. Hoy, 4484 Cass Ave.

MISSISSIPPI

Greenwood-Delta Livestock Pair, March 14-17. E. H. Blackstone, Box 848. West Point-N E Miss. Livestock Show. March 22-24 David B. Ellis, Box 275.

MISSOURI

St. Louis-Flower & Garden Show. March 13-18 Lucy T. Kelly, 494 Arcade Bidg.

MONTANA

Bozeman-Montana Winter Fair March 17-23 George Sime, Box 128. NEBRASKA

Omaha-Sports & Vacation Show, March 24-April 1. Ken Ferguson, 904 Olive

St., Stillwater, Minn оню Columbus-Farm & Home Week, March 19-22 George B Crane, Ohio State

Toledo-Toledo Biade Home & Travel Show, March 10-18 Milt H. Tarloff, 505 Spitzer Bldg

OKLAHOMA Oklahoma City-Okla. 4-H & P.P.A. Live-

stock Show, March 12-16. E. A. Deming 107 Livestock Exch. Bldg. PENNSYLVANIA

Philadelphia-Phila. Sportsmen's Show. March 10-17 Clinton W Smullen, Harrison Bldg.

TEXAS Cuero-South Texas Livestock Show. March 15-17 Fred Burtner, Box 487. Lubbock-South Plains Jr Stock Show.

March 19-21. Harold A. Bodley. WISCONSIN

Milwaukee - Milwaukee Home Show, March 10-17. John J Roache, 606 W. Wiscon-

DOG SHOWS

ARKANSAS Pt. Smith-March 18 Mrs. P. Lowrey

COLORADO

Denver-March 24-25. Miss J. Williams,

DISTRICT OF COLUMBIA

Washington-March 18. Foley, 2009 Ranstead St., Philadelphia.

ILLINOIS Chicago-March 16-18. Foley, 2009 Ran

stead St., Philadelphia

INDIANA

Indianapolis-March 31. Mrs. W. Saleba 1235 Spruce St.

MASSACHUSETTS

Haverhill-March 25. S. Wilkins, 101 Main St., Reading, Mass.

MISSOURI

Joplin-March 20. Moss & Mulvey, Greensboro, N. C.

St. Louis-March 24. Mrs. E. Wells. Springfield-March 22. Moss & Mulvey,

Greensboro, N. C. NEBRASKA

Lincoln-March 15 NEW HAMPSHIRE Manchester-March 31. Foley, 2009 Ran-

stead St., Philadelphia. NEW MEXICO

Albuquerque-March 19-20. Mrs. G. Geake, 1454 W. Gibola Drive. Santa Fe-March 22-23. P. Krebs, Box

оню

Toledo-March 18. Miss B. Hoy, Box 305. Warren-March 31. Bow Org. Detroit.

PENNSYLVANIA Harrisburg-March 17. Foley, 2009 Ran

stead St., Philadelphia. RHODE ISLAND Providence-March 18. L. G. Najac, 64

Pinehurst Ave. El Paso-March 17. Mrs. Lester Jones, 3710 Oxford St.

Texarkana-March 16, Moss & Mulvey, Greensboro, N. C. VIRGINIA

Newport News-March 31. E. Wise, Box 93. Buckroe Beach, Va.

Bremerton-March 18. C. O. Nelson, Port Orchard, Wash.

WASHINGTON

Deaths: Eddie Bell, carnival Pyne, outdoor showman; Charles folks, recently injured a knee. man; Great Bertini, aerialist; Robbins, concessionaire; John L. John W. Davidson, circus man; Thompson, circus performer, and Charles Jones, balloonist; F. C. Charles E. Wood, ride operator.

Under the Marquee

Continued from page 29

Kelly & Morris as superintendent, Bros. opening in Macon, Ga. . . . but expects to be called for active duty with the Marine Corps. H. D. Golden, whose trouping last year was curtailed by illsmall circus out from Indianapolis. He'll move his equipment caravan. from Dorr, Mich., soon and plans a May 1 bow.

Students from the drama department of Florida Southern College will present "Faust" Sunday (18) at the John and Mabel Ringling Museum of Art, with the presentation marking the first time that the museum's openair stage will be used for dramatic purposes. . . . Henry Ring-ling (Buddy) North, Ringling-Barnum veepee, mounted a horse at the org's winter quarters to lead the grand parade of the Pageant of Sara de Sota recently. The parade included R-B personnel and film stars engaged in movie-making at the show's quarters. . . While the Hamid-Morton Circus was playing Milwaukee, a Milwaukee Journal staffer singled out band leader Joe Basile as subject for a lengthy feature story.

Recent visitors to Bob Stevens' Circus Cafe, Camden, Ark., included Billie Hamilton and wife, the former Stella Cronin; Capt. Bill Curtis, Charles Roark, Charles Noel, Billy Collins, Paul Van Pool, Sam Cook, Sammy Blake and members of the Kelly-Miller, Cole & Walters and Stevens Bros. circuses. . . . Sunday shows at Ringling Sarasota quarters are drawing crowds of about 6,000 each. Flying, traps, dog, horse, elephant and clown acts make up the performance.

Mr. and Mrs. Zack Terrell journeyed from Sarasota, Fla., to Hot Springs last week. They watched film work at Ringling's Sarasota quarters and visited Hennies Shows at its Arkansas quarters. . . . Bob Tomer, former Ringling usher and a circus fan, now is in the Lir force and is stationed at

Lowry Air Force Base, Denver. . . . Ringling-Barnum's new big top, delivered earlier this year for use in the movie, is blue but is used with old white sidewalls for the filming. Earth is piled against the sidewalls to keep light out while the cameras grind.

Harry Shell, of Farmington, Mo., after a recent trip to Mexico City, reports that Atayde Circus there was doing good business. Org uses a 170-foot round top with four poles around the one ring. The 5,000 chairs were on earth and brick terraces. Salvador Caudillo has a 14-piece band. When Shell saw the show it had Malikova, wire; Loyal-Repenski Family, riding; Irah Watkins, chimps; Droguetts, hat juggling; Caudillo Sisters, traps; Miss Sylvia, dogs, and four elephants. . . F. A. (Babe) Boudinot, Ringling-Barnum's general agent, reports that his wife, who was ill in a Chicago hospital, has been discharged and is recovering at

Bill Woodcock is back in Hugo, Okla., as elephant superintendent for Al G. Kelly & Miller Bros. Circus. Bill Wilcox and Paul Van Pool visited Woodcock and looked over the latter's circusiana collection in Hot Springs recently.

Bill Bailey, clown, will be with Mills Bros. Circus this season. Bally pens that he recently caught the Hamid-Morton show in Memphis and visited with Rube Simond, Slim Collins, and Jimmy Davison, with whom he trouped on the Floto show.

James M. Beach, circus agent. wintered at Seneca Falls, N. Y., where he was acting secretary of the Chamber of Commerce. He expects to troupe this summer. . . . E. C. Emerson, circus painter, is wintering at Sarasota. . . . Paul Delaney, candy floss king, has purchased a home in Chicago. . Jimmy Albanese, treasurer of the Beatty show, is spending the off-

season at Fort Lauderdale, Fla. . . Milton J. Durham, Southern sistant manager of Craig Beach die Lane, carnival man; Richard Railroad yardmaster at Danville. Lennon, concessionaire; John P. Ky., and well known to show

> Ralph Holt, Burlington, N. C., has been vacationing in Florida

Kathryn Davies Circus, is with and expects to catch the King Paul Van Pool also plans to catch the King bow. . . . C. H. Thompson and wife, knife and battle ax manipulators, will be on the King ness, now is planning to take a show. . . . Nat Feldman mug joint op, also plans to be in the King

> Frank Braden, of Ringling-Barnum's press crew, was scheduled to be in New York March 11. and chief flacker Roland Butler the following day.

Don Dorsey, with Polack Bros.' Western Unit in Chicago, is flashing new wardrobe by Roberta, well known for her comedy animal act. . . . Ai F. Wheeler, Oxford, Pa., realtor, who operated wagon, motorized and railroad circuses for many years, writes that he was "grieved to learn of the death of Harry (Cookhouse) Kelly. He was a clever fellow and could handle a big cookhouse as well as any man I ever saw."

Midnight and Patricia Milligan and Zora Blaire, of Cole & Walters Circus, are having wardrobe done by Pepe, Zora reports from Hugo, Okla. . . . Charles Davitt, Springfield, Mass., visited with personnel of Harlacker's Shrine Circus at Worcester, Mass., recently.



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CIRCUSES

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Film Folk May Appear in Spec

SARASOTA, Fla., March 10.-Top, will travel by truck rather than by | Mille has decided to take more stars of Paramount's The Greatest Show on Earth may make occasional appearances in the performance of Ringling Bros. and Barnum & Bailey Circus this season, it was reported this week.

The appearances will depend on the final decision as to whether a movie filming force will move with the show. If camera crews work while the show is en route, they

Capell Buys 4 Elephants From Dailey

Adds New Trucks; Auspices Signed For March 29 Bow

McALISTER, Okla., March 10.-Capell Bros.' Circus has taken delivery on four elephants from the Texas Circus Corporation's Dailey Bros.' herd, it was reported by H. N. (Doc) Capell, owner-manager, this week.

He announced that the show will open March 29 under Shrine auspices here and will head for the Northwestern States.

Show will use a 90-foot top with be a 70 with four 40s and will have new double-deck banners, which now are being painted by George Bellis, Kansas City, Mo. Fifteen men will be on the front

32 units. New semis include a calliope-bandstand combo, canvas truck, deep freeze unit, and two cages. The show will use six semitrailer cages.

Tige Hale will have the big show band and George Harris will have a six-man Side Show band. Chester Gregory will be Side Show manager. Harry Rogers will have a Pit Show. Charley E. Webb is to have concession stands and Charley McCarthy will be back as legal adjuster. Twenty-nine men are working in quarters, Capell re-

R-B To Lose **Madison Lot**

MADISON, Wis., March 10. -New showgrounds will have to be found between now and the time the Ringling-Barnum circus plays this city due to the U.S. Air Force's expansion program.

For the past several seasons the org has set up on the Truax field lot, but this area will not be available this year because the air force intends to utilize it for airport runways. Members of the Circus Fans Association of America are making a survey to find a lot suitable for the show.

Wallace-Clark Sets Opening, Shields Route

VENICE, Calif., March 10 .-Opening date for the Wallace & Clark Circus has been set for April 1 in the Los Angeles area, Norman Anderson, owner-manager, said. Anderson would not give the lot location or an inkling as to the route that he will follow out of here.

The show is being readied on a lot that has served that purpose

for other circuses. that W & C will move on 16 trucks | 2,500 men are working now. and trailers. Personnel is arriving the boss billposter, among the arrivals Thursday (8), along with Pat McCarthy and wife, Willie fessional rodeo entrants, sanc- It is reported that the show will Witt on the calliope. Norman Carthe Side Show.

additional cars on the circus train. scenes.

At Some Ringling-Barnum Stands

Stars in Spec

The appearance of such stars as Betty Hutton, Cornel Wilde, Doroa few Eastern cities and the film people would appear in a spec rather than in the circus acts called for in their movie roles.

No filming of the circus will be done in Madison Square Garden, where the show opens its New York stand April 4. Director Cecil B. DeMille intends to use only under-canvas scenes.

longer and now expects to finish schedule, it was reported, but De- rived for the circus season.

Recent Scenes

Recent scenes have included those of loading and unloading the thy Lamour and Gloria Grahame train, the big top going up and probably would take place only in down, loading elephants and horses, and views of the circus as it supposedly moves out of quarters for a season. In the latter scene, DeMille included the filming of the annual blessing of the show train by a local minister.

Fay Alexander doubled for Cornel Wilde for a bar act and was awarded DeMille's coin medal for outstanding work. John Murray Originally, the movie company Anderson and Dick Barstow are planned to complete work here by preparing rehearsal routines which March 5. However, it is remaining will start as soon as movie work is completed. Eddie Kohl and his about Saturday (10). Work is on wife and Lola Dobritch have ar-

Minneapolis Beats Snow, Edges Ahead

Van Tilburg-Curtis Program Pleases; Shrine Expects To Exceed '50 Score

MINNEAPOLIS, March 10. - | Auditorium for the evening show. same period a year ago as of than a year ago.

Wednesday night (7).

School Des

L. F. Bud Johnson, circus general chairman, said the run, which opened Thursday (1) and closes 1951 edition being one of the finest house. Ed Burridge has completed Saturday (10) after 19 perform-Capell said his org will move on ances, should equal or better the 1950 mark. Total attendance last year was 127,000. Gross receipts figure was not available.

> Thru Wednesday, night attendance was 67,500, with the Wednesday matinee of 8,500 the best house to date. What helped the show was the excellent advance sale, which Johnson reported was 15 per cent ahead of a year ago.

> Ticket gross thru Wednesday night nudged the \$85,000 mark. Concessions for the same date were \$12,000, a 25 per cent jump over a year ago. Also ahead by 25 per cent was the \$18,500 revenue in advertising from the program book. The house was scaled at 50 cents for kids, with those buying ducats thru their schools getting them for 40 cents; \$1 general admission and \$2 reserved seats, all tax included.

Ice Cream Sells

Night before the show opened the city was hit by the first snowstorm, but for the opening matinee the house had about 8,000 kids. A bigger snow-blow started early Friday afternoon (2) and lasted most of the night. Despite this, attendance hit close to 7,500 for the evening show. Concessionaires reported a big ice cream sale Friday night. Auditorium was kept lit for more than an hour after the show to permit patrons to arrange for transportation home.

More snow came Monday afternoon and evening (5), but again the circus was all but unaffected. Last snowstorm started Wednesday afternoon (7) and raged on into the night, but that didn't stop 7,500 persons from moving into the

Stevens May Open New Bailey Bros.

CAMDEN, Ark., March 10. -Bob (Bonham) Stevens, former operator of Bailey Bros.' Circus and now owner of the Circus Cafe here, plans to sell the cafe in July and reopen a circus in August, he reported this week.

Stevens said he now has four lunch wagons as well as the cafe catering to business at the site of a naval rocket bomb plant. About 30,000 persons will be employed on the project by July, according to Anderson said that everything plans, and Stevens pointed out that will be ready for the opening and he plans to sell at the peak. About

> Show people working for Stevnuts Bowers.

Despite three snowstorms, one the As usual, the show was built by winter's worst, the 33d annual Noel Van Tilburg, who has had Zohrah Temple Shrine Circus in the chore for a dozen or more Minneapolis Auditorium was 1,200 years. Johnson reported that the ahead in attendance and slightly package this year cost the Temple two 50s and a 40. Side Show will ahead in gross receipts over the approximately 10 per cent more

School Deal Improves

However, Johnson and others said it was well worth it, with the Without cutting out an act, the sked has been two and a quarter hours for matinees and two and one half hours for night performances.

(Continued on page 51) | week.

AGENT LOCATES HIDDEN TALENT

DeLAND, Fla., March 10. -Hurricane Al Porter, of the Hagan-Wallace Circus, just back from a scouting trip, reports he contacted assorted personages who make such claims to fame as being a son of Jesse James, the last of the Fargo Stage Coach drivers, the original Trader Horn and the gent who held Lincoln's horse the night of his assassination. Porter isn't saying whether he signed any such notables for the circus, which opens here March 31.

Mills Exhibits **Publicized Cat** At Town Doings

COLUMBUS, O., March 10. — Mills Bros.' Circus flackers this week indicated they would keep stirring the publicity accorded Fearless Fagan, the lion a GI tried to take into the army. The cat, now a Mills attraction, was spotted at the opening of a new department store and at a banquet of Ohio publishers here. Five thousand youngsters attended the store open-

Jack Mills announced Robert H. Wolfe, co-publisher of The Columbus Dispatch, will be chairman. and Johnny Jones, Dispatch columnist and radio feature, will be toastmaster at the show's annual opening day banquet. The spread will be April 18.

Harry Lewiston, Side Show manager, will arrive next week. Mark Roe, steward, has opened the cookto show here in many seasons. Van the lettering on 10 trucks, while Tilburg did an excellent job of Charley Brady's crew has turned building. On opening afternoon out two new horse trucks and a Antes, chief of Ringling-Barnum's the show ran two and a half hours, candy wagon. Poles and stakes are radio and television activities, set about ready.

Paul Nelson is training a number of new girls for menage, ladder and web work. Fred Stafford, press chief, has added Don Palmieri, of Arrangements with schools, in Yonkers, N. Y., to the staff, Press jeopardy for a while because of a crew will begin reporting next

DAVENPORT'S DETROIT BIZ

Influenza Blamed; Most R-B Stock Returned to WQ

OFF ABOUT 3%

DETROIT, March 10.-Annual Orrin Davenport Shrine Circus closed Sunday night (4) to a full house, with a few standees at the State Fair Coliseum, winding up a two-week run that drew around 200,000 people in 28 performances. Total was about 3 per cent under last year, according to Tunis (Eddie) Stinson, head of the Shrine circus committee, with the current flu epidemic taking a considerable toll at the box office. Exact attendance may not be known for several months, because of the involved sliding-price ticket system

Practically all personnel out for varying periods because of the flu were able to return in time for the wind-up. No cancellations of major acts were required, altho minor attractions were rescheduled and several principals continued to work despite illness.

Most of the Ringling-Barnum stock used here, including elephants, moved back to Sarasota, while the unit as a whole moved to Rochester, N. Y., to open under Shrine auspices.

Antes Opens R-B's Radio,

NEW YORK, March 10.-Bill up shop at the Hotel Paramount here this week. He has been dispensing cards to radio and TV outlets here informing them of the availability of the Big One's talent and material for special programs in both mediums.

Antes will punch equally hard for both radio and video time, with the accent on network presentations. As yet, no definite commitments have been made.

New Orleans Sets Dates for Warren

NEW ORLEANS, March 10. -Tentative dates for the appearance of Warren Bros.' Circus here under auspices of the American Legion have been set for May 29-June 4, it was announced this week, Frank DeRiskie and Frank Hildebrand are in town for advance and promotion work.

Legion district comprises 30 posts, and Martin Mayer has been named chairman of the circus com-

King Signs Zacchini; Skeds Elephant Bally

Bros.' Circus has contracted Hugo and J. C. Goddard also have re-Zacchini and his cannon act for this season, it was announced this week by Floyd King, part owner of the show. Zacchini last season was with Dailey Bros.' Circus. King opens at quarters here April 7.

King also announced that the show's enlarged herd of elephants will make daily downtown bally trips this season. Construction and overhauling of equipment is in the final stretch. Eight semi-trailers, two cages, a sleeper and 32 lengths of seats have been built, Superintendent Charles Ryan reported.

Woodworking shops are supervised by Jack Neville, assisted by Tex Lott. Frank Sotiro, Side Show boss canvasman, has completed eight stages. John (Rags) Pugh, transportation boss, and William O'Harris, who will assist with elephants and be in charge of the fighting lion, have arrived.

Ora O. Parks, general press rep, has opened his department. The bill car will start work March 23, and Manager Elmer Kaufman is

Fiesta-Rodeo Set By Newhall-Saugus

NEWHALL, Calif., March 10 .-Plans are being set for the 25th annual Newhall-Saugus Fiesta and Rodes, to be held at the Bonelli ranch here April 28-29. The events will feature 300 top cowboys and girls, with 500 sheriff's auxiliary possemen to be on hand,

The event, which attracts about 30,000 people, will feature_fine. horses, sover-mounted saddles and ciation.

MACON, Ga., March 10.-King | here. Billposters Henry Matthews ported. Advance promotional staff members will include Phil Streit, Charles Underwood, Herbert M. Knight, Paul White, C. J. Hall, Elmer Yancey, H. N. Streit, Dee Aldrich and Joe Hayworth.

Leona Theodora and three assistants are working on wardrobe, including new elephant blankets for use on the downtown bally

Ringling Plans West Coast Trek

Bros. and Barnum & Bailey Circus will make a jaunt to California this season, according to present plans. Still undecided is whether the show will make its usual Chicago lakefront stop.

From California came reports this week that the show is negotiating for an engagement at San Francisco's Cow Palace. The building was one of Ringling's first indoor stands away from New York and Boston and last was played in 1949.

High costs and frequently low returns are believed to be the reason daily with Jackie and Joe Wilcox, ens now include Paul Lomp, Dan rare riding equipment along with high. The show took a financial dled by Alma Goebels.

most of them smaller than those paign committee, emseed.

CHICAGO, March 10.—Ringling, usually made by Ringling. Inclusion of these stops, however, is seen as no indication of any change in routing policies, as the towns probably would break long jumps.

West Coast Acts Aid Dimes Drive

LOS ANGELES, March 10.—Circus performers, co-operating with the March of Dimes committee, accounted in a large part for the drive's going over its quota. A show at Brentwood Country Mart featured Eddie Emerson, juggling for indecision on the Chicago stand. | clown; Felix Valle, rope spinner; Rental of the lakefront lot, extra George Perkins and dog; Dusty railroad switching charges and Walker, cowboy singer, and Louis other expenses here have been Goebel's baby elephant, Judy, han-

Hall and Leonard, who will have (Tangle Eye Blue) Lundy and Pea- tioned by Rodeo Cowboys' Asso- play some new towns this season, roll, member of the Dimes cam-

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4 PHONEMEN City Permit Already Issued, Phones in.

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CLOWNS- Ticket Boost Holds St. Paul Drop to 10G

ST. PAUL, March 10. - Bad weather hit the annual Osman Temple Shrine Circus in St. Paul Auditorium, causing a 17,000 drop from last year's attendance for the run from February 26 thru March 4.

Altho gross receipts were down by \$10,000, a ticket price boost equal to the 20 per cent federal amusement tax kept the yield from falling even below that, according to Walter Frederickson, in charge of records for the Temple. Orrin Davenport had the performance.

Total attendance this year was 67.565, compared with 85.021 in 1950, while total gross was \$86.800 as against \$96,200 a year ago. Still to come in is some advance ticket sales money, but Frederickson said that would be less than \$2,500.

Snowstorms Wednesday (28) and Friday night (2) hit the box office. This was indicated by the Wednesday night house of only 1,700. The Friday attendance of 5.005 was the best night gate, but snow affected the Saturday night attendance because clogged roads kept away outof-towners. Best gate of the run was the 8,730 at the Sunday matinee (4) which closed the show. House capacity is 8,927.

Frederickson said that ticket sales yielded \$62,000, compared with \$69,000 a year ago when the Temple absorbed the federal tax. The concessions brought in \$24,000 this year as against \$26,800 in 1950.

were:

Monday (26) matinee 4,761, eve-5,970, evening 4,790; Wednesday (28) matinee 5,184, evening 1,700; Thursday (1) matinee 5,134, evening 3,547; Friday (2) matinee 5,958, evening 5,005; Saturday (3) morning 2,021, afternoon 7,289, evening 4,605; Sunday (4) afternoon 8,730.

Pawnee Bows To Fair Biz; Flashes Neon

PUNTA, GORDA, Fla., March 10.-Ralph Green's new Pawnee Bros.' Circus bowed here March 3 to fair business and moved out for 19 days in Florida before heading northward.

On the lot here Pawnee Bros. with eight well-decorated showtop and a lot neatened by extensive use of tanbark. Program ran 90 minutes.

Spec on opening day was led by the local high school band. On the road, Pawnee will use a calliope, with Tommy Comstock at the keywithout platforms or caged ani- Richards said. mals, both of which Green is adding soon. One truck is in advance of the circus.

Program

Display 1. Tournament. 2-Riding monkey. 3-Slim Girard. 4-Clowns, led by Billy Winters. 5-Ruth Stevens and 6-McLeans, trampoline. hurdle pony. 7-Clown walkaround. 8-Virginia Girard, chair balancing. 9-Clowns. 10-Concert announcement. 11-Clowns. 12-Barth and Meier, acro novelty. 13-Pony drill. 14-Clown walkaround, 15-Menage, 16-Juggling Girards. 17-Clowns. 18-Concert announcement. 19-Barth and Meier, here. high perch. 20-Eddie Frisco, semi-slack wire.

Side Show

Ted Moriarity, fire and Hindu torture; George Foster, blind banjo player; Lois Murphy's hillbillys; La To Ka, fat boy; Eddie Frisco, impalement.

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THREE DOWN, ONE TO GO

Beatty Loses Third Cat; Fate of Killer Undecided

Clyde Beatty returned here this work, with accent on the lionweek from Detroit with two tigers tiger incidents. and one lion fewer than he started with and another lion he couldn't get rid of.

The latter was Prince, troublemaker that killed two tigers and battled three other lions during the Detroit engagement with Orrin Davenport's Shrine show there. The other lion was Congo, a veteran of the Beatty act. It died aboard a train at Centralia, Ill., en route to winter quarters.

Beatty indicated here that he may keep Prince in the act. This followed reports that the lion had been offered to the Shreveport Zoo. Mayor Clyde E. Fant, Shreveport, commenting on the offer, said: "If the lion is too vicious for Clyde Beatty, it's too vicious for Clyde

Beatty stated that five new tigers are to be delivered shortly and that he will start at once to break them. He said that he had never had such a "run of hard luck" such as the Detroit episode, but that he did not expect it to affect his act.

Eddie Howe, Beatty's press chief, arrived here from New York

Bonzo, Other **Animals Lost** In Calif. Fire

THOUSAND OAKS, Calif. Day-by-day attendance figures | March 10.-Tamba, chimpanzee star of Bedtime for Bonzo, due to have had a gala premiere in Hollyning 2,871; Tuesday (27) matinee wood Tuesday (6) night, was killed with three other chimps and a baby kangaroo when fire damaged their quonset hut at the World Jungle Compound here early Sunday (4). The animals, valued at over \$100,000, died from suffocation, according to Billy Richards, Kuta, Herm and Mary Linden, Dr. part owner of the compound with Trader Horn. The latter is in Singapore on a buying trip.

Tamba was scheduled to be host to 50 other animal actors at the Catbay Circle Theater, where the Patsy awards, the animal kingdom's equivalent of Hollywood Oscars, were to be made. The premiere was being staged under auspices of American Humane Association and Los Angeles Society for Prevention of Cruelty to Animals.

Movie Contracts

Richards said that his estimate of the value of the animals was made an attractive appearance based upon contracts already signed and covering the next sevowned trucks, renovated 80 with eral years. In addition to this esthree 40s formerly used on the timate, Universal - International Dales Circus, neon lighting in the Pictures, which made Bedtime, was spending about \$50,000 on exploitation of the film. The chimps had made personal appearances in the East. Firemen worked unsuccessfully for 30 minutes with resuscitator to revive Tamba. The chimp was signed for star roles in board. Bill DeArment is equestrian | television. The baby kangaroo was director. Side Show is managed by valued at about \$500. Damage to George DeSilva and went on here the structure was inconsequential,

Photo Day Set At Gainesville

GAINESVILLE, Tex., March 10. -Annual picture-making day for Gainesville Community Circus is set for Sunday (18) at Fair Park

The 135 members of the circus and their families will be hosts at noon to visiting editors and photographers in the circus building, after which performers will don costumes and go thru their acts in an outdoor arena for benefit of the lensmen.

Pictures made by circus photographers will be used to illustrate this year's 40-page souvenir program and press books.

A. Morton Smith and F. E. Schmitz have returned from Sarasota, Fla., where they bought wardrobe for this year's Parade of the United Nations spec and witnessed the making of scenes of Cecil B. DeMille's Greatest Show on Earth.

Jack McWilliams is organizing a 10-piece band to play the show Agent or Second Agent for Carnival, Circus, this year and new uniforms have

bad, N. M., for a June 29-30 en-BRAZIL, INDIANA gagement under Jaycee auspices.

SHREVEPORT, La., March 10 .- | this week and opened local press

Four new horses have been purchased by the Beatty show and are being broken for Liberty work.

The show opens with four performances here Saturday and Sunday (17-18) under Lions Club aus-

Dressing Room Gossip

Polack Bros.' Western

The Chicago engagement is going smoothly, with Mickey Blue handling the promotion. The Arwoods and all the clowns made a hospital show, and Andrew E. Klein announced it. Eddie and Dottie Ward, Ernestine Clarke, Jack Joyce, Gus and Betty Bell, Harold Ward, Millie Keathley, Justus Edwards, Harry Dann, Francis and Lottie Brunn, and Mary Tonin were dinner guests of Dr. and Mrs. H. M. Conley, CFA.

Jeanne McConnell and Andrew Klein are in their home town here. Al Sweeney and Justus Edwards are getting the show many TV, radio and press breaks. Don Dorsey received a new wardrobe from Naida Roberta, Herbie and Home Hobson threw a pizza party for the gang. Chris Holdorf gave the clowns a coffee and cake session at intermission.

Visitors here have included Joe Bowers, Roy Barrett, Paul Eagles. Gene Whitmore, Elliot Douglas, Joe Ambrose, Mrs. Gene (Vivian Nelson) Randow, Max Thorman, Eugene Willys, Wimpey, Happy Maxwell, Emmett Kelly, Ala Ming, Arthur Konyot, Frank Stroud, the Henry Barretts, Sam Ward, Kathryn Davies, Clint Finney, Joe Conley and family, Nat Green, Ralph Clark, Frank Peters, Le Brac and Bernice, Bill Horton, Elaine Nelson, John Nichols, Ed Roycraft, the Albert Fleets, Oscar Anderson, Ray Perez, John Vani and family, Charley Paroff, Terrell Jacobs, Bud Hoeber, Voorhees and Fleckles, Fred Cressman, Bing Bernstein, Harry Nathano, Claire Levine, Dr. Coleman, Ferris Healey, Buddy Richards, Chase and Parks, Buddy Hughes, Fan and Bill Olson, Lambert, Elza Ward, Bob White, Stephan Mustapha, Rex Ronstrom, Mickey McDonald, Jack Bell, Arden Beecher, Karl Marx, the Aerial Matthews, Rose Behee, Carl and Helen Wallenda, Edith and Herman Wallenda, Buddy and Jean Peterson, Bobbie and Mickey Behee and daughter, Genevieve and Marshall Tharpe, Marguerite and Robert Bell, Harold Ramage, Dollie Andrews and Marguerite, Claudine Crumley, Mr. and Mrs. Sam J. Levy and Sam J. Levy Jr. —HARRY DANN.

Polack Bros.' Eastern

Nate and Harriet Lewis celebrated their first wedding anniversary February 28. Visitors at Erie, Pa., included George Cook, Bud Heintz and Fred Stafford, of Mills Bros.' Circus. Sam Ward promoted the date and business was b'. Final day was a turnaway despite cold and rainy weather. Little Morris Gephart, of the concession department, was bitten on the finger by a chimp.

John McKeone, formerly of the McKuop family, supplied the fish and Rusty Ruster the pies and cakes for a recent feed for the personnel. Who stole the bottle in Janet's dog and pony act and substituted real firewater? Kriss Krenkle is busy with the manifest to enter Canada. Frankie Bogino is riding his new bike. Jimmy Trov is blossoming out with new ward-

Jerry Conn was married recently to a former Powers model. Kenneth Waite has a new walk-around.-HENRY KYES.

WARNING

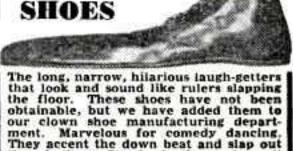
Anyone building or using a canvas roller of any kind without a permit from WAYNE SANGUIN, of Hugo, Okla., is hereby notified to cease such operations at once, as this IDEA is patented and on file at the patent office in Washington, D. C. These canvas rollers are built and sold

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FLAP SHOES



the rhythm. Sturdy leather soles, all canvas tops, 18" long—a wonderful buy in comedy shoes, introductory price \$18.50. Prices on all leather upon request. LESTER, LTD. 14 W. Lake St. Chicago 1, III.

THRILL SHOW CLOWNS

Including Abe, Mickey, Percy, Earl, Hap, Bo-Bo, Slivers, etc.

FOR TOP FIGURES OVER THE TOP CIRCUIT OF FAIRS WRITE

SWENSON THRILLCADE Attn.: AUT SWENSON

903 Roanoke Ave., Springfield 4, Mo.

ACTS WANTED

FOR MY 1951 FAIRS & CIRCUSES

ERNIE YOUNG

203 N. WABASH. CHICAGO 1. ILL.

Hagen Bros.' Circus

Wants Working People in all departments, Seat, Riggers and Ring Stock Men, contact Bert Pettus, Perry, Okla. Cookhouse open. Family Acts, Clowns, Side Show People and Concession Help. Billposter with car.

HARRY ALLEN, Mgr. Black Hotel Oklahoma City, Okla.

WEST BROS.' INDOOR CIRCUS WANTS

For all summer's work. Agent capable of contacting strong auspices. Must be sober and have car. Can use several more Promoters and Phonemen who can produce. Can also place Circus Acts of all kinds, Animal and Freak Acts. Route: March 13, Ventura; 14, Long Beach; 15, Santa Barbara; 16, Santa Maria; 17, San Luis Obispo: 18-19, El Monte; all Calif.

2—PHONEMEN—2

POLICE & FIREMEN DEALS—WANT

Now, Quick, for Firemen's Deal, Asheville, N. C. Days Phone 3-7583; Nights Langren Hotel, Asheville, N. C. Howard Sylva, Kay, Contact Janette Terrell.

Want 6 Phone Salesmen One Heel and Toe Man with car. Sherift

& Police auspices. All summer's work, UPC, Book and Banners. Liberal commission paid daily. Parker, Trayler, Hal Phoenix. Bennie Benjamin. come on. Bill Howard of Houston. Tex., can use crew manager. Contact

BILL ARMAND Wild Animal Circus
La Fonda Hotel Taos, New Mexico

HAGAN-WALLACE CIRCUS

LAST CALL

Opening March 31st, De Land, Florida

WANT small Cat Act with own transportation, Single and Double Traps with Roman Rings, Juggling Act, Wire Act; one more Family Act doing two or more turns, preferably Teeter Board or Tumbling, strong enough to feature. Pony Drill if price is right, also two more Clowns. WANT for Concert-Hillbilly Band, Whip and Impalement Act. Want Mexican Acts-or Agents, contact. Want Electrician to handle gasgenerator; must be experienced man; also Auto Mechanic. WANT Workingmen in Show recently contracted Carls- | all departments, also Truck Drivers. Cookhouse now open, come on in.

HAGAN-WALLACE CIRCUS, Sky Harbor, De Land, Florida

Communications to 188 W. Randolph St., Chicago 1, III.

TO STEP UP KID MATINEES

McCaffery Maps 'Em for Every Day, Sees '51 Biz Higher Than Last Year

CHICAGO, March 10. - Conhaven't made the most out of kiddie matinee possibilities, J. C. Mcweek, shortly after his return from a Miami vacation, a vastly expanded kiddie matinee schedule to be followed this season.

Endy Equipment Put Up for Sale By Ga. Receiver Meeker Debuts

But Show Owner Says Org Will Go Out on Schedule

SAVANNAH, Ga., March 10. -The Endy Bros.' Shows "definitely will go out on schedule," Dave Endy said, when contacted in Miami after it was disclosed that Endy show equipment, including "about 18 railroad cars," is up for sale here by a court receiver, M. F. Lear.

When told that the receiver's sale had been announced, Endy said that most of the creditors listed in the action already had been satisfied and that he expects an early agreement with the other creditors.

Round, Fly-o-Plane, Rolloplane, three light towers, two searchlights, three tractors, front entrance assembly and two GMC power plants. Some of the equipment is on the Atlantic Coast Line Railroad siding here. The remainder is warehoused at the local airport, where Endy maintained the org's winter quarters.

Leopold Alexander, lawyer repvately, subject to the approval of efforts. Featured also will be a in this State is for the court to okay any sale price approved by a might.

Charles and Mabel Peck are Singer Group

Creditors' claims, listing a total close to \$48,000, follow: Atlantic Coast Line Railroad, \$3,913; Savannah Exchange Club Fair Association, \$4,688; Kenneth Moore, tent supplier, \$5,250; H. W. Jones, bingo operator, \$13,897; Charles A. Lenz, insurance, \$3,737; Ralph N. Endy, brother of Dave Endy; Butler McDougall Company, Georgia paint supplier, \$1,349, and James Zabriskie, electrician, \$1,-

Coleman Org Incorporates

HARTFORD, Conn., March 10 .-Coleman Bros.' Shows has filed a certificate of incorporation at the State capital here, listing author-ized capital at \$100,000; amount commencing business, \$50,000, and 500 shares at \$100 par. The org's headquarters is in Middletown,

Incorporators are listed as Richard J. Coleman, Ellen N. Coleman and Francis J. Coleman, all of Middletown.

Scott Org Bows In N. J. April 2

PISCATAWAY, N. J., March 10. Scott's Amusement Company, an- ride foremen for 20 years. Pat arrives. Bill Knox has finished nounced from local offices this Patterson has been in the hospital his popcorn and apple trailer and week that the org will open its season April 2 in South River, N. J.

Daily matinees for the small fry, | leading to much word-of-mouth vinced that carnivals generally instead of the one-a-week matinees of past Hennies operations. will be held. McCaffery estimates Caffery, co-owner of the Hennies that the daily matinees at each still Bros.' Shows, outlined here this date will return about a \$1,000 hike in the Hennies gross.

Discusses Costs

"After all, there will be little additional expense. We have to pay our help anyway; consequently, the money that comes in will be free largely of any additional cost," veteran carnival exec explained.

McCaffery added that the matinees will build in attendance, with early-in-the-week matinees

April 21 in Yakima, Wash.

TACOMA, March 10.—Meeker's Shows open the 1951 season April in Yakima, Wash., Ralph Meeker, owner-manager, said. George French, general agent, has set a series of 16 fairs and celebrations starting early in May in addition to org's still dates. Shows are booked solid thru the closing stand at Control Washington Fair stand at Central Washington Fair October 1.

style or hillbilly show as a featured Side Show attraction. Performers will also be used for radio bally, Charles (Curly) Mason, public relations director, de-

Lines Up Promotion

Mason said that he is lining up his promotional crew for the special events that will be featured on all still dates. He plans to resenting the receiver, said that use a special form of advertising the equipment can be sold pri- to coincide with the promotional Superior Court. Normal practice radio contest with merchandise

Charles and Mabel Peck are slated to return with their balloon dart, duck pond and knife rack. E. F. (Whitey) Bartley, lot superintendent, is getting shows in shape for opening. Meeker is back at winter quarters following a severe flu attack.

John Francis Sets March 23 Opening Date

ST. LOUIS, March 10,-John Francis Shows will toss off their winter wraps at 4300 North Broadway here March 23. Route will take the shows into Mississippi, Arkansas, Illinois, Indiana and

returned here recently from a southern tour with contracts for fairs in Winona, Marks and Cleveland, Miss., and Newport, Ark.

Winter quarters activity is increasing with all rides being re- Simons, Ga., and is adding a Merupholstered and repainted under ry-Go-Round and Dipper this year. supervision of Lester Henderson. Orville Cameron and Pint Crist are applying finishing touches.

Present plans call for an opening line-up that will include 12 dent at Sulphur Springs. rides, 4 shows and 40 concessions, plus 10 light towers.

Shows' personnel was saddened by the death of Donald Martin, -H. M. Scott, owner-operator of who had been one of the org's with a broken leg.

Recent visitors here included Scott said that the shows will Mr. and Mrs. George Regan, Mr. carry 5 rides, 3 shows and about 30 concessions and will play New York, New Jersey and Pennsylvania this season. Work at winter quarters in Folkston, Ga., gets under way March 20, Scott said.

Mr. and Mrs. George Regan, Mr. and Mrs. George Regan, Mr. and Mrs. Shubert, Sparton trailer.

Sparton trailer.

Sparton trailer.

South Louisiana State Fair, Donaldsonville. Org will carry 12 rides and 6 shows, according to Hottle.

Benny Acker will head the advance but also will have the sound car and photo gallery back with the show.

In and Mrs. Euby Cobb, Mr. Shubert, Sparton trailer.

Some monkeys and a 600-pound turtle have been added to the animal show. The unit's bear is at the Sportsman's Show in Chicago, being shown by Dave Delie.

South Louisiana State Fair, Donaldsonville. Org will carry 12 rides and 6 shows, according to Hottle.

Benny Acker will head the advance but also will have the sound car and photo gallery back with the show.

Delivery is awaited on a new car and photo gallery back with the show.

publicity among the younger set that should increase turnouts the late days of the various stands.

Many parents, mothers principally, will be more inclined to take their children to the lot in the daytime than at night, McCaffery believes. By the time they clean up after dinner, many mothers figure it is too late to take their children to the lot, he maintains.

McCaffery is banking upon Lash LaRue, Western flicker star, who will head a Western show, to be a potent lure for youngsters. In the advance campaign of many Hennies dates, he plans to have a sizable number of LaRue comic books carrying the Hennies show dates distributed to school kids in the area in which the org is to

Carnival business this year will be better than last year, in the opinion of McCaffery. He looks for higher grosses, not only at fairs but at still dates, as a result of greater public employment and bigger wages. He expects operating costs to be up somewhat but that expenses, proportionately, will rise less than grosses.

ANGELICA, N. Y., March 10 .-Shows will open with 12 rides, Allegheny County Fair Association 6 shows and 30 concessions. Upon has awarded Buffalo Shows the However, advertising of the sale continued. The equipment offered, besides the railroad cars, includes two Ferris Wheels, Merry-Go- under way to carry a Western- and an Al Boxall bingo unit will be arrived in time for opening. spotted on the midway.

> New this year will be a greatly expanded Children's Day, opening day, with busses bringing in the kids from schools thruout the county. Recent additions to the shows include Bill and Mabel Morley, Penny Arcade, and Bob Strope,

Buck Books

TROY, N. Y., March 10.-Oscar C. Buck, owner of the shows bearing his name, announced at winter quarters here this week that he has booked the Singer midget troupe for the coming season.
Group will be under the direction

of Bob Drake. The org opens the season in mid-April.

Fleming Org To Repeat 11 Fairs

HICKOX, Ga., March 10.-Mad Cody Fleming Shows will play 12 fairs this year, all of them repeats with the exception of the Atlanta (Ga.) Colored Fair, Mad Cody Owner John and Mrs. Francis, Fleming, owner, announced here at the org's winter base.

Fleming, who with Mrs. Fleming, returned recently from a Florida vacation, said he would again supply the rides at Neptune Park, St. The Flemings returned from their Florida jaunt in a new Selhorn Royal Mansion house trailer, to replace the one wrecked in an acci-

Activity at quarters has increased, altho only a small crew is working. Jack McCarthy is supervising repairs on the trucks until George Pence, general manager, Frankie Shelton is building a new stock concession. Clyde Dowdy recently took delivery on a new



J. C. McCAFFERY

Harry Craig **Bow Matches 1950 Opener**

Brownwood, Tex., First Day Gross Declines \$1.02

BROWNWOOD, Tex., March 10. -Heart of Texas Shows launched their 1951 season here Saturday (3) to an opening day gross which was only \$1.02 under last year's debut, Harry Craig, owner-manager, announced.

the lot at a prevue Friday evening (4) with all rides free and popcorn in Washington, D. C., with the and soft drinks served by Bill and show train slated to leave March Geneva Harry. Madam Fay also 29. opened her dog and Monkey show for the moppets.

Ride line-up opening day in-cluded 12, with two more to be added. Seven shows bowed here,

Ray White, Lee Walter, Helen and when he brought on his big show Whitey Tignor, Bill Dewberry, Doc from theaters. His present con-Ellington, Eddie Dionne, Bill Shea, tract calls for the theater unit Mrs. Barney Allen and daughters, thru the entire season. and Hilda Long, Greetings were received from Mr. and Mrs. B. V. Nessler, Nessler Greater Shows; John J. Caruso, Biller Bros.' Circus, Harry Hennies and Mrs. Wil-

Personnel includes:

Staff

Harry Craig, owner-manager: B. Cooper McDonald, secretary-treasurer: George T. Odum, auditor in charge of the Brownwood office; H. Worden, general agent; Boby Paul, special agent; Jack Owens, billposter and lot man; Jack Cooper, press agent; Evelyn Fitzgerald, radio and kiddle matinees, and Eddie Yard and Archie Frederick, sound car and p. a.; Belle Mc-Donald, Mabel Leipzig and Idabell Lawrence, gate cashiers. Other cashiers include Belle Starr, Merry-Go-Round; Julia Sorenson, Spitfire; Irene Owens, Chairplane; Irma Yard, Tilt-a-Whirl; Roy Allen, Ferris Wheel, and Carey Allen, ponies

Rides

Spitfire, John Barons and Jay Bryant; Chairplane, George and Paul Passler; Merry-Go-Round, J. H. (Mack) Harrison and Keith Scoffeld; Ferris Wheel, Arthur Yard and Selby Hart; Tilt-a-Whirl, Johnny Taylor and Charley Murphy: ponies, Sam Hendrick; Elephant, B. A. Jack. C. E. Hagensick, owner-manager of the Kiddieland, has Edward J. Hill on the train and jeep; Jesse Gochenovar, autos and planes, and George Fortner, Roll-a-

Madam Fay's animals, John Wright, front; Oliver Obrecht, tickets, Sultan's Harem, Mae Patton, manager-front, Vicki LePage and Cherle Vaughn. Casbah, Cliff Patton; manager-front, Bertie Dean and May Vandermart. Arena, Speedball O'Brien, manager-front, Maggie O'Brien and Johnny Seals. The Jet, J. Taylor, manager-front, Jet LaMar. Devils Den, Wilkins family. Mysterious Whispers, Oliver Forrest.

Hottle Bows At La. Spot On March 25

COVINGTON, La., March 10. -Buff Hottle Shows will make its season's bow at Bogalausa, La., March 25 and will remain in the South until July 4 when it moves to the Metropolis, Ill., celebration, Buff Hottle, manager, announced at the shows' winter base here.

Route this year will include the South Louisiana State Fair, Don-

Strates' Take At Orlando Rises Slightly

Org Pacted For '52 Run; To Bow April 5

ORLANDO, Fla., March 10 .-With daily weather breaks during the week of February 19 the James E. Strates Shows showed a slight increase in its gross over that of 1950 at the Central Florida Exposition. General Manager Strates announced that his org again received the midway contract for the 1952 version of the annual.

Following the fair, the equipment was returned to the org's winter quarters at the Pine Castle Army Air Base for last touches on refurbishing operations. Work has been carried on since December 1 when winter quarters opened with Manager Dick O'Brien in charge.

In early January the federal government appropriated funds for reactivating the base, which kept the show there with the understanding that it would have to seek other quarters when work actually started. However, there seems to be no alarm over moving until the org starts its tour. Strates said his show again would have About 3,500 children poured onto quarters in or near Orlando. The unit bows for the season April 5

Lester the Magician has signed to present his attraction with the show after deciding to close his theater tour. Rex Ingham has contracted his Monkey Circus, and ing past years he placed the attrac-Visitors included Mr. and Mrs. tion with the org until fair season

Tacoma Park Op Frames New Org

TACOMA, Wash., March 10. -W. J. Gerlings, former amusement park operator here, has announced the organization of a new carnival that will play fairs and celebrations in the State of Washington.

Tentatively named Blue Ribbon Shows, the org has lined up a complete route with the exception of one week in June, according to Gerlings. Org will open the season May 3-5 in conjunction with Meeker's Shows, at the Wenatchee (Wash.) Apple Blossom Festival. Nine rides will be carried, all

office-owned. Major rides include a Merry-Go-Round, Ferris Wheel, Octopus and Rolloplane, while kid rides are a train, auto, airplane, Ferris Wheel and live ponies.

Gerlings is framing a midget cattle show and Lee W. Porter will have 10 concessions. Organization will travel on 11 trucks.

Page Bros. Set 4-State Tour; **Bows April 14**

SPRINGFIELD, Tenn., March 10. -Page Bros.' Shows will open its season April 14 and will play in Tennessee, Kentucky, Alabama and Georgia, W. E. Page, manager, an-nounced here upon his return from a two-month Florida vacation.

V. L. Peach has been named superintendent of operations, replacing Fred Cantrell, E. H. Broome, assistant manager, is expected to arrive at the winter base soon from his Knoxville home, as are Mr. and Mrs. Paul Pittman, who wintered in Tampa.

Tommy Humphrey is framing a bingo game and will also have three other joints. Buck Fortner

Motor Company, Russellville, Ky.

CHARTS

POMT-BASEBALL PLASTIC BALLS, 1-Inch.... No less than 3 dox. to order. Cash with order.

SLOT ROLL DOWNS 30.00 ea. Using 1 inch red plastic balls. Charts Free!

REGULAR ROLL DOWNS.... 30.00 ea. Using Golf Balls. Charts Free. No Golf Balls.

RAZZLE TABLES 30.00 ea. With plastic balls, numeral dice, dice cup and charts.

SEND FOR FREE CATALOG Listing all games, punks, wheels, cats (2 styles), and all kinds of pitch games. The man who coined the phrase "Hanky Panks."

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Will Get You Top Money on Any Midway You can safely flash your best prizes, 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.

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TO AVOID DISAPPOINTMENT DUE TO THE SHORTAGE OF FABRIC AVAILABLE FOR TENT CONSTRUCTION.



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SEE OUR COM PLETE LINE AT THE AMERICAN TOY FAIR. HOTEL M<A!PIN N. Y. C. ROOM 635 MARCH 5-17

Write for catalog CARDINAL MFG. CORP. Manufacturers of Carnival Wheels and Supplies 430 KEAP STREET, BROOKLYN 11, N. Y EVergreen 7-5027

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Long Season, Sure Pay. Opening Albany, Georgia. Write or Wire Immediately.

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FOR SALE **WURLITZER CALIOLA ORGAN**

Ideal for Merry-Go-Round or Kiddie Park. Good condition, extra music rolls. First \$350.00 buys it. Will crate and ship. Wire EDDIE MORAN, c/o Southern Valley Shows, Minden, La., March 12-17.

DIXIE EXPO SHOWS

Opening March 31 near Charlotte, Can place small Bingo that works for Stock, Sit-Down Grab, Fish Pond, Ball Game, Bumper, String Game, Photo, Mitt Camp, Short Range, What have you? Shows with own outfits. Ride Help who drive.

Route 10, Box 549

Charlotte, N. C.

NOTICE

Agents connected open lacksonville, N. C., March 19, Skillo, Wheel, Razzle, Pin Alley, Percentage, Hanky Agents.

Ross Manning Shows LEW "BLINKY" BERNSTEIN

AT LIBERTY NEON MAN

CONTACT H. R. SHAFFER 5850 N. 12th St. Philadelphia, Pa.

Midway Confab

purchased, at Linden Heights read letters from friends. near Westerville, O.

E. H. Rucker cards from Jackson, Miss., that he is feeling well again and expects to return to Reverse's Side Show on Prell's Broadway Shows, reports he will be with the Clyde Beatty Circus this year. . . . Arthur (Roy) Gries, concession op, infos from 544 Liberty Street, Schenectady, N. Y., would like to hear from friends.

Mr. and Mrs. Harry Fisher, tatwhere Harry is recuperating from recent operations. Ward Hall and Harry Leonard, who wintered at the court, left for Venice, Calif., City, Tenn. recently to join the Wallace & Clark Shows. The two will op-erate the Side Show and put on their knife throwing and ventriloquist acts.

Joe Allison, son of Inez Troy, is stationed with the marines in Conroy, emsee-magician and annex attraction, respectively, with C. J. Lauther's Side Show on a Gooding unit, have returned to Millers Tavern, Va., from a trip to Philadelphia and New York. In Gotham Conroy placed an order for magic equipment and visago, and Dewise Purdin and Chief Woofoo, of Hubert's Museum. . . . William Spaeth, West Coast performer who walks barefoot over hot coals, suffered second and hird degree burns in an accident

(Kid) Dryden and Bernie (Kid) O'Neill, co-owners of the All-Martime Shows, have been wintering in Halifax. . . . G. W. (Twitter) Johnston, former show owner. is operating a second-hand store home. . . . Spending the winter as his son recuperates. in Moncton, N. B., are Teddy Shiers, Don Biani, Don (Stubby) Fergusson and Emmett (Burky) Burke.

Pvt. Jimmy Lambert, formerly with the J. A. Gentsch Shows, is with the 546th M. P. Company, Daniel is head chef at the Server after breaking his ankle. eral years on various shows and Myrtle Jeter and Lulu McGuey.

Doc Waddell writes that Walter | more recently with Bright Lights Byers, carnival owner, has let the Exposition and Allegheny shows, contract for the construction of is in Ward 3, Room 335, Veterans winter quarters on the back-end Administration Hospital, Favetteacreage of his home, recently ville, N. C., and would like to

Staff Sgt. Patrick A. (Boots) Riley, former scenic artist with Cetlin & Wilson, World on Parade, Royal American, Beckmann the road this year. . . . Robert & Gerety, Raney United and Gold (Slim) Curtis, formerly with Art | Medal shows and Rubin & Cherry Exposition, is with the 91st Air Police Squadron, Air Force Base, Barksdale Field, Louisiana. . . D. Wade, general agent of W. G. Wade Shows, and Jack Raum, booker, have joined forces to that he was recently discharged stage a two-week celebration for from Glenridge Sanatorium and the North Lansing (Mich.) Commercial Club, May 17-31. Wade will have the concessions and

of acts for each of the two weeks. tooed couple, are living at Central . . . Dave Picard, concession man-Trailer Court, New Orleans, ager on Johnny J. Denton's Gold Medal Shows, left Chicago, Monday (5) to join the organization at its winter quarters at Fountain

Raum will produce a different bill

Billio Billiken is completing plans to open Billiken's Chuck-Wagon Trading Post near Houston. She also plans to journey to Chicago with the Flying LaVals who are inked to play the Chi-cago Stadium April 20. . . . Edna California. . . . Tex and Josephine Stenson, who has been vacationing in Tampa, will spend several weeks in Coral Gables, Fla., before returning north.

Jack Gallagher, owner-manager of Playland Shows, is now able to get around by using a cane. ited Albert Alberta, with whom he Injured on a lot early last sumworked at Coney Island years mer, Gallagher was confined for many months. Bill Hollingsworth, Playland ride superintendent, recently became a grandpappy.

Thomas Henry Yanda, kiddie recently while rehearsing his act. lide operator at Overton Park Zoo, Memphis, has been granted a divorce from Dorothy Mae Yan-Nova Scotia Notes: R. K. (Duke) da, the former Dorothy Kerner, Johnston, of the Frank Elliott of St. Louis, a carnival conces-Shows, infos from Pictou that the sionaire. They were first wed cutlook for outdoor showbiz is December 20, 1949, were divorced good in the maritime provinces the following year and remarried due to heavy proposed defense January 5, 1951. . . . W. R. (Bill) spending that should affect the ship-building industry. . . Len agent, temporarily is filling in as operator of the Buffalo tavern owned by his son, Fred, who is recovering from pneumonia and the loss of his wife, Muriel Mapes Naylor, who died March 2 in Buffalo following a brain operation. there. . . . Maritime Motor Shows Bill received word of his daughopen the season at Amherst the ter-in-law's death while in Henfirst week in May. . . . Frank El- nies' quarters at Hot Springs and liott, owner of the shows bearing was able to arrive in Buffalo in his name, is recuperating from a time for the funeral. He plans recent illness at his Amherst to return to Hot Springs as soon

Mrs. Al (Hattie) Wagner, Mrs. Archie Wagner, Mickey Wenzic, Lola K. Hunter and Geraldine Gaughn, were guests of Rudy Vallee, when the latter was at the Bayshore Royal Hotel, Tampa. Hattie Wagner renewed a long-Fort Sill, Okla. Jimmy says that time friendship with the Maine he will take his six weeks basic crooner. . . . Russell J. Caughey, training in Oklahoma before son of Mr. and Mrs. Russell J. being transferred to a camp in Caughey, of the Cavalcade of Georgia, where he will attend a Amusements, spent his 13th birthspecial police school. . . . Lee Mc- day recently with his leg in a cast Cafe, Johnson City, Tenn., after Guest not included in the recent leaving a similar post at the Resa list of those attending the Wag-Cafe, Sylvester, Ga. . . . M. E. ner Club dinner at Club 22, were Bauguss, advance agent for sev- Jimmy Owens, Eddie Young.

WHITESIDE CONCESSIONS

WANT

AGENTS for Grind Stores (Point Players), Skillo and Wheel, also P.C. Dealers, WANT FULL CREW, INCLUDING OUTSIDE MAN, FOR MY LINE-UP STORE. Also General Concession Help.

FOR SALE: BINGO, COMPLETE with Speakers, Stools; in fact, everything ready to set up but needs new top. Johnny Howard, get in touch; also Nat Kadin, Barney Colt, Toby Kelly, Sammy Borden, contact me.

Show opens in Barwell, S. C., right near big Atomic and Hydrogen Bomb Plant, then

nothing but Army Camp Areas. All replies: A. R. (DUTCH) WHITESIDE, c/o Marion Greater Shows Will be in St. George, S. C. (Winter Quarters), until March 13; then Johnston, S. C.

FOR SALE

FOR SALE

12-Car Ridee-O. In perfect condition. *5 Eli Ferris Wheel and Spitfire. All ready to operate. Can be seen in Winterquarters,

ALAMO EXPOSITION SHOWS

Will open March 29, Austin, Texas. Location—Rosewood City Park for days. Contact

2240 E. Houston

JACK RUBACK (Phone: F-1812)

SAN ANTONIO, TEX.

GLENN PORTER

Can Place for Season 1951

SIDE SHOW PEOPLE

Opening middle of April with CAVALCADE OF AMUSEMENTS

Interested in hearing from working acts, FAT GIRL who can entertain. Outstanding FREAKS or ODDITIES who meet the standards of a BIG High Class SIDE SHOW. Annex already contracted. Cannot place Magician or Mental Acts at present. Can also use TICKET SELLERS who grind for my Snake Show and Torture Show. George Fox and Slider, can place you on Snake Show.

Will return from SOUTH AMERICA about March 20. All interested parties, please WRITE: GLENN PORTER, winter quarters, Cavalcade of Amusements, MOBILE, ALABAMA.

"HONESTY IS OUR POLICY" OPENING APRIL 14 IN ALABAMA

9 Office Owned Rides featuring a free Attraction. Excellent route of Still Dates and early Celebrations: Excellent route of Still Dates and early Celebrations. Want to book Bingo due to disappointment. Cookhouse—Use some meal tickets. Will sell X on Photo, Short Range, French Fries, Cotton Candy and Penny Arcade. Hanky Panks of all kinds open. Want to book: Fun House, Glass House. Bill Martin, contact. Have Top and Banner Line for Ten-in-One. Will get Banners for a reliable operator who knows how to frame inside. Have top and pit for Snake. Show. Have top and banner line for Monkey Show, would buy monkeys for interested and reliable operator. Help Wanted: Ferris Wheel Foreman, Second Man; Octopus Foreman, All Ride Help must drive semi. Want to buy 7 ½ h.p. reversible, single phase Motor for Rolloplane. Want to buy 50 or 100 K.V.A. Transformer. All replies JOHN PORTEMONT, Box #524, Athens, Ala. Phone 1274

WANTED FOR

GREATER SHOWS

Season 1951—Opening Middle of April SHOWS-WITH OR WITHOUT TRANSPORTATION HANKY PANKS OF ALL KINDS RIDE SUPERINTENDENT—One who knows his business and not afraid to work. Positively no drunks. Address: ROUTE 5, BOX 1770, KENT, WASH. Phone: Des Moines 77703.

Outstanding Free Attractions May 15 to about August 1

Send Full Information

Bodart Shows

Shawano, Wisconsin

Legitimate Concessions of all kinds except Custard, Bingo, Popcorn, Cookhouse and Long Range Gallery. Want Athletic Show, Fun House, Mechanical Show, Good Side Show; also good Girl Show, Penny Arcade or any Show of merit. Must have own equipment and transportation. Cuban Mac, contact us. Ride Help on all Rides. Must be Semi Drivers, Opening White City, Springfield, III., April 27th, Address all mail to

TURNER BROS.' SHOWS, Petersburg, III.

GATTO AMUSEMENTS WANT

FOR ENTIRE SEASON OF 1951

Concessions-Bingo, Popcorn and Apples, Custard, Grab Stand, French Fries, Hanky Panks, any legitimate ten-cent Grind Store, also legitimate Stock Wheels. Help-Ferria Wheel Foreman, Merry-Go-Round Foreman, Chair Plane Foreman; Semi Drivers preferred. If married, can place wife on Penny Pitches. Want first-class Electrician for Diesel. Percentage Dealers, contact at once. This is a six-ride unit. No gate. For opening spots have six weeks good territory in and around Paterson, N. J. All replies:

ROX GATTO

PATERSON, N. J.

HELP WANTED HELP WANTED

WILL OPEN ON OR ABOUT MARCH 16

WANT EXPERIENCED RIDE HELP OF ALL KINDS

CONCESSION HELP: Custard, Candy Apples, Ball Games, Racer and other Concessions. Good proposition for Man and Wife. A long season and good salaries. Show moves every two weeks. Tommy Austin, have a good proposition for you. Drunks, do not apply; you cannot stay here. Those having worked for us before, contact us at once. ADDRESS ALL REPLIES TO

E. & B. AMUSEMENT

1662 Hutchinson-River Parkway, Bronx, N. Y.

CAVALCADE OF AMUSEMENTS

WANT

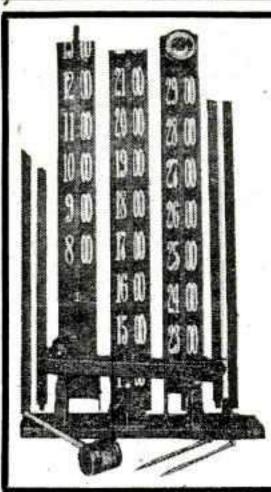
CARROLL PLAZA HOTEL

JOHN A. BASS

Can place Ride Help and Mule Skinners, Will book high class Penny Arcade with own transportation or will furnish Wagons. Can place Waiters for Cookhouse, We open our season April 7. All People contracted, please acknowledge this ad.

FOR SALE-RIDEE-O, IN GOOD SHAPE, WILL TAKE \$2,500.00 CASH.

CONTACT: AL WAGNER, MCR., BOX 66, MOBILE, ALA.



EVANS HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals, Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickelplated chaser, 2x4 braces.

SEND FOR CATALOG

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

VINCELOR TENES



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

California Approved Flameproof Ma-terials Available, Tents and Booths for Benefits and Local Celebrations, Order now while we have ample stocks of quality materials. Prompt shipment

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

J. & B. SHOWS

Can place following Concessions-Fish Pond, Age and Weight, Rotaries, High Striker. Want Man to take charge of Bingo, Frenchy Bates, George Campbell, answer. Can place: Monkey, Snake, Wild Life, Mechanical Show or small 10-in-1, Can place Kiddie Auto Ride. Have for sale-2-abreast 32 ft. Merry-Go-Round, 28 ft. Semi with 2 ton Int. Tractor; also 2 5 K.W. A.C. or D.C. Light Plants in A-1 shape. Can be seen at Winter Quarters. All those contracted, acknowledge. Show opens April 7, Boydton, Va. Lot laid out April 5th. All replies to

JOHN HAYES, J. & B. SHOWS 2021 Chamberlayne Ave.

Richmond, Va.

GARDEN STATE RIDES

NOW BOOKING AND CONTRACTING FOR 1951

Fire Companies, Clubs, Veterans' Organizations, etc., we have available some open Old Home Week, etc., contact us.

WANT Ride Foremen for Wheel, Chairplane, Kiddie Rides; must drive semi Concessions—Will contract Popcorn, Apples, French Fries. All others sold, Will contract a FREE ACT for a series of dates beginning June 25; prefer single. State lowest and send literature. WE SPECIALIZE IN PLACING RIDES WITH LOCAL OPERATED CARNIVALS, FAIRS, OLD HOME WEEKS, ETC. All contact

R. H. MINER, 161 CHAMBER ST., PHILLIPSBURG, N. J.

REDWOOD EMPIRE SHOWS

Legitimate Concessions of all kinds not conflicting. Shows-10-in-1, Snake, Girl, Posing, Hillbilly Shows. Need Wheel Foreman-sober, reliable. Also need Second Men on all Rides. Playing the Great Northwest. 15 Fairs and Celebrations. Opening April 1st, Livermore, Calif. Wire on contact

A. MASSETH

P. O. BOX 358

BERKELEY, CALIF.

ISLAND MANOR SHOWS, INC.

Want for Cream Spots of Long Island, Ride Foremen and Second Men on all Rides. All Hanky Panks open, Only one of each kind carried. For sale-1947 Caterpillar, new tunnel, perfect condition; Smith & Smith Chairplane; Tangley Calliope, blower and engine, 171/2 k.w. gasoline generator. Show carries 10 office-owned Rides.

LAWRENCE TAMARGO

128 FRANKLIN STREET

ELMONT, N. Y.

RIDES AND SHOWS WANTED

We can place one or two MAJOR RIDES and two or three KIDDIE RIDES not conflicting for the BEST SPRING ROUTE we have ever had, starting APRIL 20th, followed by FAIRS and CELEBRATIONS until OCTOBER. It will pay you to investigate our SPECIAL EVENT and PUBLICITY PROGRAM. SOMETHING GOING ON ALL WEEK. Have Merry-Go-Round, Tilt, Wheel, Roll-o-Piane, Octopus and Kid Auto. Want LIVE PONY RIDE. SHOWS: If you have entertainment that caters to both KIDDIES and ADULTS, we will put the CUSTOMERS IN FRONT OF YOU. WILL FEATURE SMALL CIRCUS (3 MATINEES EVERY WEEK). Want ARCADE, FUN HOUSE, SNAKE, ILLUSION.

2154 UNION STREET

BAKER UNITED SHOWS

Phone: GArfield 7247 INDIANAPOLIS, INDIANA

GUST KARRAS GREATER SHOWS

"NOT THE BIGGEST, BUT THE CLEANEST"

Opening on the downtown streets of St. Joseph, May 3rd, under the auspices of the Chamber of Commerce, with 75 bands participating. Largest Spring Celebration in the State. Stanberry, Mo., 4th July. 16 Fairs and Celebrations to follow.

WANTED—RIDE HELP: Tilt Foreman and Second Men on all Rides, positively sober, capable and must drive. CONCESSIONS: Hanky Panks that do not conflict. What do you have? SHOWS: Mechanical, Fun House, Snake Show, or any good Grind Show. Wanted to buy—Good Bingo for cash. NOTICE—Concession People with the Show last year, please contact at once. GUST KARRAS, 124 So. 8th St., St. Joseph, Mo. Phone 21427.

FLOYD O. KILE SHOWS Opening April 7th

WANT Excellent opening for Fish Pond, Ducks, Pitch-To-Win, Glass Pitch, Shooting Galleries, Cork and Lead, Spindles, Coke, etc. One of a kind only. Rat and Pan open. Floss, Hi-Striker, Apples. Mr. Dupree, answer. Leach, Red Stanton, Bill Hart, Lucky, Tate Roberts, contact now, A-1 Merry-Go-Round Foreman, Second Men, Wheel, Merry-Go-Round, Flying Saucer, Bingo, Counter Help. Due to sickness, opening for two nick Rides for the season. Sound Car with Concessions; good deal quick. Shows—Clean and Grind (No Girl Show). Mary Webb, can place your Show. Route: Louisiana, Arkansas, Mississippi. No gate, no grift. All replies FLOYD O. KILE, P.O. Box 85, Baton Rouge, La.

STOCK TICKETS PRINTED TICKETS 16 Rolls ..\$ 5.00 10,000\$ 8.50 30,000 14.00 each, Size 1"x2" Double Coupons Double Prices ACE FORMS MFG. CO., INC. 50,000 17.00 65 Bleecker Street New York 12, N. Y. 100,000 28.00

Club Activities

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, March 10. -President Fred Weidmann presided at the February 25 meeting. On the rostrum subbing for absent officers were Charles Albright and Doris and Paul Monette. A letter was read from Betty Monette.

Edna Raiford was on hand after a recent illness. Sick Committee Chairman Jean Boehn reports that First Vice-President Bill Kindel is undergoing a physical check-up; Anna Law is ill at her home, and Ralph Derring is in Highland Hos-pital, Oakland, Calif.

Eddie Burke said that programs are being planned for the Going Away Party, Monday (12), and the St. Patrick's Party, Monday (19). Joe Hart won the \$20 pot of gold. with the balance going to the refreshment fund.

Charles Albright presented the cemetery fund with \$15, the profit from a pot of gold on the Margaret McCloskey Shows at Cloverdale, Calif. Introduced at the meeting were Lee Brandon, J. W. Gilman, Leo LeDeuax, Frances and Paul Monette, Richard W. Harper and Jack Kemp.

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 10 .- On the sick list are Jerome Gottlieb at Post Graduate Hospital here; Sam Weisser, Kingsbridge Veterans' Hospital, Bronx, New York; Joseph Horan, Veterans' Hospital, White River Junction, Vt.; George Rector, Stanley Wathon, James Cox, True Perkins and Irving Udowitz. George A. Hamid left for a short

Miami vacation. Recent visitors included William Scott Logan, Jack Gilbert, James Burgdon, William Garvey, J. A. (Pat) Purcell, Raymond A. Young, Harry Weintraub, Leonard Traube, Ben Forgosch, Joseph Prell, Israel Nathan, Harry Koretsky, Morris Sommers, Edward Nacht, Al Janpol, Mark Rosen, Harold Schneider, George Hensley, Benjamin Wolfson, George Hayden, Edward Rockefeller, Ralph Goldstone, Andrew Stryker, Louis Reiben, Ward Graves, Larry Neuman, Harry Leline, Ben Rosenberg, William (Bibs) Malang, Lee Lewis, Frank Rossi, Julius Roth, Irving Pearlstone, Ben Herman, Sam and Irving Berk, Charles (Doc) Morris and Charles Buckbaum.

Jack Silverman has just returned from a vacation in the South. Nathan Cutler, of Michigan Showmen's Association, was a guest here for several days. The secretary would like Harold Ingram's present address.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., March 10 .-President Pete Siebrand was on the rostrum for the club's final meeting until next fall. Bill Siebrand served as secretary. A large crowd turned out. Treasurer Don Hanna's financial report revealed that the club is in good shape.

Bill Solomon is in St. Monica Hospital here and would like to read letters from friends. Making brief talks were Doc Zieger, Mrs. Saters and Mr. Stienberg.

Visitors included Mr. and Mrs. Jack Eaton, Mr. and Mrs. Mike Calahan, Mr. and Mrs. Leslie Dickens, Mr. and Mrs. Ralph Horstman, Bob Downie and Jack Knight. Mrs. H. Siebrand won the pot of

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, March 10.-March 5 meeting was called to order by President Millie Cepak. Turnout was one of the largest of the year. Repairs on the clubhouse have been completed.

Sally Murphy and her committee served the weekly dinner Thursday (8). Allyne Morency was hostess at a surprise party for Secretary Martha Moss. A baby shower was given for Mrs. Joe A.

Allyne Morency.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, March 10. - First Vice-President S. T. Jessop, just back from Florida, presided at the Thursday (8) meeting. Walter F. Driver, treasurer, and Joe Streibich, secretary, assisted him. Jessop outlined plans for the proposed federation of outdoor show clubs as discussed at the Tampa meeting.

Banquet and ball funds were ordered allocated to the various funds according to the by-laws. George C. Olsen, Clifford H. Darling, Harry Simonds and Ralph Wibberly are on the sick list.

Members will be guests of Louis Stern at the March 18 performance of the Polack Bros.' Circus here, with membership cars serving as admission tickets.

Tom Sharkey has finished work on the new rooms and is skedded to leave today for Mobile, Ala. Al Kaufman has returned from the

Back after long absences were Bernie Mendelson, Harry Mamsch, William Calamari, Henry Polk, Jimmy Stanton, Andy Kasin, Richard Pronath and Charles Levine. Callers include Sam Glickman, Cecil and William Meyers, James Malwin, Harry Cherniak, Richard Miller, Hadji Delgarian, Ray Oakes, Robert Hughey, Elmer Byrnes, Wolf W. Rosenstein and Jack Wolk.

Manuel Blasco, Dave Picard and Joe Murphy have left to join Johnny J. Denton's shows.

Ladies' Auxiliary

Mae Taylor, president pro tem, presided at the Thursday night (1) meeting, with Leah Brumleve, treasurer pro tem, and Secretary Elsie Miller also on the rostrum.

Invocation was rendered by Ann Sleyester, and silent prayer was observed for Blanche Lytton and Leah Brumleve's cousin. Correspondence was read from Lillian Glick, Nora Radtke, Frances Keller and Phoebe Carsky.

Etta Henderson planed in from New Orleans and attended the meeting with her daughter, Hedda, who won a prize donated by Mae

Mom Wasserman is still at the sanitarium. Margaret Shapiro is feeling better, but is taking care of her husband who is ill. Viola Parker is in Martha Washington Hospital. Edith Streibich and Lena Schlossberg have recovered from recent illnesses, and Ruth Martone is home after a seige at the hospital.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 10 .-Club's auxiliary presented org with a check for \$5.374 at the regular Monday night (5) meeting. The check completes the auxiliary's indebtedness on the building and leaves about \$10,000 to be paid. Structure was bought with the auxiliary assuming one-third of the obligation and the club the balance.

M. J. Doolan, president, conducted the regular session, with officers Al Weber and Lou Manly also on the rostrum. Steve Mc-Laughlin, a visitor from Chicago, also was honored.

Members visiting after absences included Al Lindenberg, Saul Grant, W. Lee Brandon and Bill Bredin, the latter of Vancouver,

Marshall Brown is still confined in Sawtelle Hospital, Gene Rose has been discharged from the hospital following an operation and Theo Forstall is recuperating following surgery.

Al Flint, executive secretary, advised that the blood bank credit was about 50 pints.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 10. -Capt. E. H. Hugo presided over the regular meeting, with George Carpenter filling in for Secretary Al Wilson, who is ill.

Roger C. Haney spoke briefly on the Greater Tampa Showmen's Association clubhouse, A Red Cross donation was voted by the members and George A. Holzman was Week's award went to Millie elected a member of the club. The Cepak and the door prize to Ketta | neon sign on the front of the club-Lindsey. Prizes were donated by rooms will be replaced with a new

STARLIGHT SHOWS

Opening Luling, Texas, March 16th to Want Merry Go Round and Kiddie Ride Help. Will book any Grind Show or Side Show. Mr. McClung, please contact me. Book Train Ride, Spitfire or any Ride not conflicting. Will book Mug Outfit, Clothes Pin, Bumper, Cigarette Gallery, Hoop-La, Watch-La, Knife Rack, Cane Rack, Scale and Age or any Concession not conflicting with what we have. Need Agents for office-owned Short Range, Slum Spindle and other Concessions, Mrs. Haywood wants Bingo Caller, Benny Bennett, wire. Need Agents for Fish Pond, Glass Pitch, String and Set Outfits. For Sale — Side Show Tent, up 10 times, 30x50, center section 24th; then Velasco and Texas City. Tent, up 10 times, 30x50, center section out makes a 30x30 top, very good condi-tion; Electric Chair, Escape Cabinet, Sword Box, etc.; Banners. Ice Cream Dip Trailer, with Nelson Ice Cream Freezing Box. Reasonable. Also Blower and Tank for Mermaid Show. Lytle, Tex., until Mar. 14th; then Luling.

Opening March 23 at 4300 North Broadway (In the heart of St. Louis). Want Ride Help who drive trucks, Can place a few more Stock Concessions.

FOR SALE
Barrel of Fun (Seats 14), 6 handcarved gold-leafed Panel Fronts, 18
ft. high, 7 Banner Jig Show Front (Poles and all complete, used 4 weeks). 3 Calliopes without horns, and 2 Band Organs (These must be rebuilt or used for repairs.)

All address JOHN FRANCIS, Mgr.

FOR SALE CATERPILLAR RIDE

Complete, in excellent condition. Now located at Des Moines, Iowa. For immediate sale-\$5,500.00.

MAX GOODMAN

952 Meridian Ave. Miami Beach, Fla. (Phone: 58-6929)

MOUND CITY SHOWS #2 Want to book a few more Stock Concessions, Will sell X on Fish Pond, Duck Pond, String

Game, Bumper, Cork and Lead Galleries, Heart Pitch, B-Dart. Want Second Men on all Rides, must drive. Want Man for Fun House, must be able to drive semi. Opening Benton, Ark., April 17th, two Saturdays, first in; Morrilton next, first in, with good payroll towns in Missouri to follow. Our Celebrations start second week June. All People contracted, acknowledge this ad-People contracted, acknowledge this ad please. For Sale—14x24 Bingo Top and Frame, Flameproof Khaki, used two months, \$300.00. Box #68, Lonsdale, Ark.

WALITER WANIED

For the 15th Annual West Tennessee Strawberry Festival, April 30 to May 5, Humboldt, Tenn. Grab Joints, Floss, Sno, Custard, Popcorn, Apples, French Fries, Ice Cream, Eating Joints of all kinds, Demonstrators, Pitchmen, Novelties,

DAN SCOTT PHONE #2 HUMBOLDT, TENN.

type show. I have folding chairs, pop-corn machine, speakers, etc.; small GMC and Trailer. Would like to take Girl Show on commission, you furnish Tent and Front. Have new ideas for this line.

Sober and other qualifications. E. E. WILEY, Rte. 2, Box 233, Gay Theatre, Williamsburg, Va.

SIDE SHOW

PEOPLE, all departments. For Revere PEOPLE, all departments. For Revere Beach, Boston, Building and COLEMAN BROS.' Carnival, open mid-April, Middletown, Conn. Grace McDanleis, Slim Curtis, Aloa, others, write BILL O'BRIEN, Side Show Bldg., Revere Beach, Boston, Mass. Will consider Manager with 6 to 10 acts. ACTS in N.Y. area, will be at President Hotel, N.Y.C., about March 18th.

ARCADE FOR SALE

90 Machines. New top, 261/2 by 75 ft., used three months. Poles, stakes, neon front. This Arcade is complete with stock, ready to operate. Priced to sell for cash. Stored on Fair Grounds at Des Moines, Iowa. Write or wire

C. L. NOGLE Des Moines, Iowa General Delivery

TOMMY HUMPHREY

Two Bingo Countermen; salary and bonus. Must be able to drive truck, Two Percentage Dealers for Color Game. Opening early in April. All replies to 915 East 7th St., Hopkinsville, Kentucky P.S.: For Sale—Complete Hit or Miss Ball Game (30 New Cats); a bargain.

JOHN AUSTIN J. J. RICKEY

Get in touch with me at once.

JOE BLASH 7061/2 N. First Arcadia, Calif.

47TH Old Soldiers Reunion

Hymera, Indiana, July 19-20-21. Good Concessions wanted.

WM. SARGENT, Chairman

FOR SALE

Ride, air tires; 1 Gunner 24-Seat Chair-plane, 1 #5 Eli Ferris Wheel. All Rides very good condition, priced low. EARL LEONARD 61 Spring St. Cuba, New York

FOR SALE OR TRADE MERRY-GO-ROUND

Spillman Junior 32 foot Carousel, completely overhauled and repainted in our shops, looks and runs like new. Horses, scenery all crated. Factory reconditioned Wurlitzer Organ, looks and plays like new, has new International U-1 Power Unit, new Top from factory, and it fits. Very flashy machine, has 108 mirrors. Fine for Park or Carnival. Will set this machine up for your inspection. Will lease this Ride to some park owner. For sale or trade—Eli Ferris Wheel No. Five, late style D-140 motor, steel base plate, steel A frame very nice shape, loaded on semi, seats upper decked. Will sell without trailer. If you want to buy these Rides, terms can be arranged to reliable People. Will give you 2 or 3 seasons to pay balance. Reason for selling, have three machines. Will trade for carnival equipment, farm land or city property. What have you? have you?

H. C. SWISHER, Box 125 Phone 468-W Caney, Kan.

P.S.: Have for Sale-Four-Ride Unit. Complete with trucks and trailers. Terms to

C. A. STEPHENS SHOWS

Wanted for Eustis, Florida, Lake County Sportsman Fair and Horse Show March 19-24, followed by Lake City, Florida, CONCESSIONS—Eating and Drink Stands, French Fries, Floss, Apples, Pronto Pups, Stock Stores, Grind Stores. Need Agents for Grind Stores. SHOWS—Stan Risley wants Talker, Magician, Bally Girls. Grind Shows not conflicting. RIDES-Rolloplane, Looper, Spitfire, Foreman for Wheel, Mechanic with tools who can keep twenty semis rolling. Caller for Bingo. Will be in Eustis March 15th on. Fair Secretaries, have some open time in July and August, Ohio, Indiana and Kentucky.

Permanent address: Box 1017, Crystal River, Florida.

10 BIG DAYS 10 BIG DAYS

N. J., on school grounds, heart of city, Route =1. Fairs start Aug. 20 with 3 in Virginia, 8 in North Carolina, closing Nov. 10. Long season, short jumps. WANT SHOWS—Will give good proposition to reliable showmen who can and will fill back end. Want Ride Help for 10 Rides, 4 Kiddie Rides, Merry-Go-Round. Wheel, Octopus, Chairpiane, Whip and Spitfire. Will book or buy Tilt and Rolloplane, last two for Fairs especially.

WANT CONCESSIONS—Custard. All other Eats and Drinks booked. Want Hanky Panks of all kinds. Want Agents for Stock Wheels, Man to take charge of Bingo. This is our 33d season and we are really proud of each and every one of them. All Help with me before and all Help contracted for this season and we are really proud of each and every one of them.

with me before and all Help contracted for this season, answer.

Report March 12 at Winterquarters, Campgaw, N. J., Box 6, or phone WYckoff 4-0333-M.

P.S.: Want Man with Wheel for Unit #2. I have four extra Rides. Experience wanted above all. Paul Olson, Tom Miner, Russ Owens, Max Kassow, anyone interested in

small show or unit, write Harry Heller.



Opening April 19th, 2 Saturdays, downtown Martinsville, Virginia. Playing Virginia. West Virginia, Pennsylvania. Concessions—Fish Ponds, String Game, Ball Games, Bowling Alley, Balloon Dart, Cork and Lead Gallery, Penny Pitch, Rotaries, High Striker, Pitch-Till-U-Win, Hoop-La, Custard, others not conflicting. Ride Help for Merry-Go-Round, Tilt, Chairplane, Rolloplane: Drivers preferred. Shows with or without equipment—Girls, Posing, Side Show, Walk Thru, Fun House, Monkey, Unborn or others of merit. Want High Act for spaces. or others of merit. Want High Act for season. People with me before, contact. Committees in Virginia, Pennsylvania, have few open weeks. This Show carries 8 Rides, 5 Shows and 30 Concessions. All replies to A. M. "JUGGY" PODSOBINSKI, c/o Rides, Clewiston, Florida, this week

GRAND OPENING Postponed until March 20th, located on approach road to main gate,

Ft. Leonard Wood, Mo. Can place all types legitimate Concessions, 2 of a kind only. Will sell exclusive on Frozen Custard and Pop Corn, Diggers. Want Lady Percentage Dealers, also want Help on all Rides. This is a permanent park and will operate this location all summer. Will book Girl Shows with own equipment, also Glass House and Fun House. This is a town of over 10,000. Troops here over two weeks. This is the best camp location in the States. Contact MANAGER, IDLE HOUR PARK, WAYNESVILLE, MO.

LAST CALL LONE STAR SHOWS

Opening Macon, Georgia, Friday, March 23

Want Ride Help for all Rides. Must be in Macon by March 18th. Semi Drivers preferred. Will book a few more Hanky Panks. Worth-while Shows, come on with your own outfits. Cassidy, the Glass Man, wants Truck Driver for straight job

J. R. McSPADDEN, 533 Fourteenth Street, West, Bradenton, Florida.

JOLLYTIME SHOWS

Opening Boykins, Va., April 20 to 28-2 Fridays and 2 Saturdays.

Playing Virginia, West Virginia, Maryland and Delaware.

WANT Photo. Cork Gallery, Pitch-Till-Win, Darts, French Fries, Custard, Six Cats. Buckets, String Game, any Hanky Panks working for stock, Ball Games. WANT White and Colored Girl Shows, Illusion, Snake or any Grind Shows. WANT Agents for Hanky Panks. Ace and Carol. Ralph Elliott, contact. Can move on lot April 15 All Replies: W. R. (WES) PRICE, Owner-Manager; JOHN SIMCO, General Agent 2912 Petersburg Pk., Richmond, Va.

B & C EXPO SHOWS

Season opens April 27th, closing Oct. 28th. We hold contracts for 7 County Firemen's Conventions. 6 New York, 3 Pennsylvania Fairs. Included is the big Southwestern at Lancaster, N. Y., biggest Firemen's Convention in New York State. Rides—One more Major only. We have 5 Major, 3 Kid. Shows—Girl Show, Chickerlo, contact. Grind Shows and Motor Drome and Fun House, contact. Concession—Long and Short Range. Photo, Age and Scales, many others open. Ride Help on all Rides. Man to handle Front Entrance. Semi Drivers given preference. For sale or trade, 30x30 Blue and Green Main Entrance, 12 ft. wall. Smith & Smith Chairplane. Also Short Range on trailer. 4 guns, shells and flash. Can book. All contact

B & C EXPO SHOWS, HEMLOCK, NEW YORK

HARRY CRAIG'S HEART OF TEXAS SHOWS

Want now-Cookhouse account disappointment. Place Mug Joint, Long or Short Range Gallery, Cigarette Shooting Gallery, Arcade, Glass Pitch, Novelties, High Striker, Basket Ball, Fish Pond, Duck Pond, Hanky Panks Contact. Place Agents for Pan Store Ball Games, Penny Pitch, etc. Book Side Show. Burlesque. Atomic, Illusion, Freak Animal, Mechanical, any Grind Show, especially Big Snake or Snake Show, with or without outfit. Book any Major Rides not conflicting with ours. Place Tilt Foreman. Other Ride Men, contact. All address

HARRY CRAIG, COLORADO CITY, TEXAS

PECK AMUSEMENTS

OPENING MARCH 19TH, DURANT, MISS

Want Concessions—All Hanky Panks, \$21.50 covers all. Photo, Pitch-Till-U-Win, Hoop-La, Bottle, etc. No Gypsies. Shows—Illusion, Mechanical, 10-in-One. No Girl Show. Ride Help—Want Foremen on Wheel, Octopus, Comet, Jenny, Kiddie Ride who drive semi. This Show will play 7 good industrial towns in Mississippi and then go north through Northern Illinois and Indiana. All Celebrations and Fairs after June 1st. 495 S. YATES-KANKAKEE, ILL.

SUNSET AMUSEMENT CO.

Opening April 19 at Excelsior Springs, Mo. Can place Ride Men who can drive semi trailers. Have C-CRUISE Ride for sale with transportation, priced to sell. Terms to anyone known to us in our territory. Will book Arcade and Fun House. P.O. BOX 468 DANVILLE, ILLINOIS

WANT

WANT

WANT

DR. SERGE T. URLINGS WANTS FOR BEST FRAMED SIDE SHOW ON THE ROAD Due to disappointment, one more Feature Freak; also Annex Attraction. Must be young and high class-Lola, answer. Can and wil use any High Class Acts that are within keeping. Best of freatment and accommodations, Jimmy Davis, answer. All People contracted, come in. We open March 23 in Mobile, Ala, Wire, no time for long negotiation, c/o Gem City Shows, Theodore, Ala.



ALL BALL **BEARING**

IMMEDIATE DELIVERY

SEND FOR CATALOG!

26 East 13th St. (Dept. B) New York 3, N. Y. Phone Algonquin 5-5912

MORRIS MANDELL, Inc.

AGENTS WANTED

For Pan Game, Watch-La, Bowling Alley, Ball Game, Clothes Pin, Penny Pitch. Truck Drivers and General Help. Show Opens March 26th. All contracted please report by mail, March 15th, Care Grand American Show

Sam Weintroub

Malden, Mo.

WANT GIRLS

Want for two Shows. Also Talker with Girls. \$45 week for Still Dates. \$60 for Fairs. Salaries paid out of office every Wednesday. Opening date March 19th, Jacksonville, N. C., with Ross Manning Shows. Old Girls. answer. Lucky Wetzel, Katy, Carroll. Marion Burns and others, contact.

JEAN HILL

By Western Union or General Delivery, Jacksonville, N. C.

Girls Girls ANDY ZANE WANTS

Girls for 2 Girl Shows and Talker for same. No experience necessary. Top salaries and best of working conditions and wardrobe furnished. Lee Carrol, contact. Wire or come on.

ANDY ZANE

c/o Penn Premier Shows Goldsboro, N. C.

BLUE GRASS SHOWS NOW CONTRACTING FOR 1951

SHOWS RIDES CONCESSIONS P. O. Box 621 Owensbore, Ky.

Phone 35321

GOLD BOND SHOWS

Featuring Fearless Greggs Now Contracting for 1951

WANT RIDES — SHOWS — CONCESSIONS MICKEY STARK, OWNER O Box 229 Mt. Sterling, III. P. O Box 229

SIDE SHOW ACT WANTED

A-1 Magician, Glass Blower, Tattoo Artist, Fire Eater or 1 more Working Act, 1 Girl for Bally, Show opens April 10th DR. O. C. DIXON, UNION, W. VA.

WANT Rides not conflicting. Shows-Fun House. Athletic, Motordrome, etc. Concessions. No

> CAVALCADE OF FUN SHOWS MONROE CENTER, ILL.

WANTED Rides and Concessions Brighton Picnic Association Picnic

Brighton, Illinois Contact HAROLD NELSON Brighton, Illinois (Phone 29R)

Need Monkey Show

For quick spot. Contact R. C. ARTHUR

P. O. Box 9148 TAMPA, FLA.

One 40x100 Ft. Anchor Tent. Thoroughly

MEARL DENTON PANA, ILL 516 Fair Ave.

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JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

OPENING ROME, GEORGIA, MARCH 31

Followed by a route of the best Still Dates, Celebrations and Fairs in Georgia, North and South Carolina, Tennessee, Virginia and Alabama.

WANT

CONCESSIONS—Bingo, Long and Short Range Galleries, Cotton Candy. Pronto Pups, French Fries, Custard, Nut Bars, Photos, Age and Weight, Ball Games, String Game, Devil's Bowling Alley, Fish and Duck Ponds, Penny Pitch, Glass Pitch, Hoop-La, Watch-La, Bumper, Spot, Balloon Dart, Pitch Till U Win or any legitimate merchandise Concessions (positively no coupon stores).

SHOWS—Circus Side Show, Platform Shows, Minstrel with own outfit. Monkey Circus (Fred Munn, please contact. Pat Kelly, wire Blackie Davis).

MOTORDROME OPERATOR-Want Manager and Riders for one of the nicest Dromes on the road (Mickey Donahue, please call us).

RIDES—Will book one or two Major Rides not conflicting with what we have. Will book the following Kiddie Rides: Boat Ride, Dipper, Ponies and Modern Train (Bob Fisher, call us immediately).

FREE ACT—Will book sensational High Act in keeping with our reputation for carrying the finest. All address

JOHNNY T. TINSLEY SHOWS

Idle Hour Park, Phenix City, Alabama. Phone Phenix City 8-6694.

INTERSTATE SHOWS

Can Place

Can Place

SHOWS—Want Manager for Side Show with Acts for same. Will furnish 20x120 ft. new top with 150 ft. banner line. Will give good proposition to up-to-date Monkey Show. Can place Fun House, Glass House, or any worthwhile Grind Show. Nathaniel Gray wants Musicians for Minstrel Show. Dick Palmer wants Girls for Girl Show. People who have worked with him, contact at once. Can place Hanky Panks of all kinds. Have excellent Spring Route, Galax, Virginia, for Fourth of July Celebration and 17 Bona Fide Fairs. All replies to

H. B. ROSEN

Selma, Alabama, Bessemer, Alabama, to follow.



17 Rides—12 Shows—8 Downey Light Towers Opening March 23, Mobile, Ala., under auspices Abba Shrine Spring Festival and Celebration, benefits of uniform bodies. Winterquarters now open, Want Hanky Panks and Legitimate Concessions of all kinds. All Concession People holding contracts, please acknowledge. Need Ride Help and useful People in all departments. All correspondence and wires to

THOMAS D. HICKEY, Owner-Mgr.
BOX 75, THEODORE, ALABAMA
BOB EDWARDS

W. J. WILLIAMS GEN. MGR.

BUSINESS MCR

MCR. SHOWS & ATTRACTIONS

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

"INDIANA'S MOST MODERN"

10 NEW RIDES ARMY SEARCH LIGHT

6 LIGHT TOWERS DIESEL PLANTS

Now booking—Shows and Concessions, legitimate only. Opening April 3rd, route complete, 10 Still Dates, all defense towns, 9 Fairs, 10 Celebrations, Ride Help-First and Second Men, write. Show leaves barn March 30th, Will answer all inquiries, All replies BILL CEREN, Box 29, Greensburg, Indiana,

VICTORY EXPOSITION SHOWS

Concessions—Can place Hanky Panks of all kinds. Shows—Will book Side Show, Snake Illusion or any worthwhile Show not conflicting, Help-Can place Foreman for Wheel. Want Help on Scooter and Tilt-a-Whirl. Address

MARFA, TEX., THIS WEEK: THEN PECOS. TEX.

FIDLER UNITED SHOWS

Want Reliable Ride Help for 10 Major Rides, must drive semis. Will book Legitimate Stock Concessions of all kinds. Want Shows with or without own equipment. Now working in Winterquarters, Address

MALDEN AIRPORT, MALDEN, MISSOURI

PARADA SHOWS

Opening April 14th, Celebration on streets. Want Stock Concessions all kinds, Ball Games, Penny Pitch, Glass Pitch, all open except Bingo, Pop Corn, Snow, Floss. What have you? \$15,00. If you want to be with a Show that plays spots and want to make money, join us, we have the Fairs for you. Have the largest and best 4th July in the country, four days. All Celebrations month June. Ride Help—Very sorry we are full. Can place Shows all kinds.

H. C. SWISHER, BOX 125, CANEY, KANSAS, PHONE 468W
P.S.: Want Mitt Camp, one Reader; no kids, fifty week, fifts deposit.

STOCK TICKETS | Some men refuse to stay quiet when their friends are criti-cized. They join right in. One Roll \$ 1.50 Five Rolls 4.50 Ten Rolls 6.50 Fifty Rolls 22.00 100 Rolls 40.00

ROLLS 2,000 EACH

Double Coupons

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2,000 5 6.90 9 4,000 7.80 0 6,000 8.70 0 8,000 10,000 of every description

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CARNIVALS

WANT FOR WAYCROSS, GA.

Opening March 24-2 Saturdays-First show in Right in town

CONCESSIONS: Bingo, Candy Floss, String Game, Long Range, Hoopla, Balloon Darts, Guess Your Age, and Scales, Ball Games, Cat Rack, Clothes Pin Pitch, Fishpond, Bowling Alley, Blower, Hi-Striker, Jewelry, Photos, Pitch-Til-U-Win, Cork Gallery, French Fries, Penny Pitch, Rotary Diggers, Basketball, Cigarette Pitch or any other strictly legitimate Concessions.

Want Rides of all kind not conflicting. Shows of merit. Wire, write this week, City of North Miami, Fla.

JOHNNY DENTON

Opens Downtown Albany, Ga.-2 Saturdays LAST CALL LAST CALL

SHOWS-Wild Life, Illusion, Snake Show, Unborn. Good opening for Penny Arcade.

CONCESSIONS—All legitimate Concessions open. Wire JOHNNY DENTON, Albany, Ga.

ROYAL DUKE SHOWS

The biggest marine and army spot, State of North Carolina, with four more to follow.

RIDES-Will book or buy Merry-Go-Round. Want to hear from set Kiddie Rides. Show owns six major rides.

SHOWS-Can place Motordrome, Side Show, Snake Show, Small Minstrel Show; place any of above shows with or without equipment.

CONCESSIONS-Place Custard, French Fries, Floss, Palmistry, Ball Games, Water Joints, Pitch-to-Win, Balloon Store, any and all Hanky Panks.

HELP-Place Count Store and Skillo Agents, Girls for officeowned girl show, A-1 Carnival Mechanic that can handle trucks, Ride Men that drive, useful Carnival Help. All address:

BILL PORTER Morehead City, N. C., this week. P.S.: Want to hear from High Act.

J. A. SPARKS SHOWS WANT FOR ENTERPRISE, ALA.

First show in eight years, near Camp Rucker. 50,000 soldiers.

Will sell "X" on Diggers, Pop Corn, Candy Floss, Photo Gallery and Novelties. Will sell "X" on two Ball Games, Long and Short Range Callery, Age and Scales, Will book Buckets, Nail and all kinds of Hanky Panks, also a few more Flat Concessions. Boys, if you are going up country, you can get a week's work here. Shows: Will book Monkey, Unborn, Illusion, Wild Life and Penny Arcade reasonable. Will book Rides not conflicting. Need Fun House Operator, Foreman for Chairplane and all

Call Phone 9022 or wire J. A. SPARKS, Samson, Ala.

THOMAS JOYLAND SHOWS

Want Shows, Rides, Concessions, Help and Agents

Want Ride Help at once. Those who drive Semis given preference. Want Agents for Concessions and P. C. Dealers. Want Billposter with car. Winterquarters now open. Will book Shows not conflicting and the following Concessions: Hoop-La, Novelties, Bumpers, Milk Bottles, Frozen Custard, Slum Stores and Hanky Panks. All replies to L. I. THOMAS, MCR., CIRCLEVILLE, OHIO.

MODEL SHOWS, INC.

Wanted for Outstanding Route

Motordrome Manager with rider to open at once, salary or per cent. SHOWS: Girl, Fun House, Snake, 10-in-1, Illusion, RIDES: Little Dipper, Tilt, Boat, Train, Flyoplane, CONCESSIONS: All Stock Concessions, Jewelry, Custard, Penny Arcade, Derby, A few Ride Men that drive, Cook House Help, Address: GENERAL DELIVERY, LAWTON, OKLA.

COMPLETE CARNIVAL

Front to Back

FOR SALE

18 Trucks and Trailers optional. Consisting of Allan Herschell 3-Abreast Merry-Go-Round, #5 Ell Ferris Wheel, Tilt-a-Whirl, Chair-o-Plane, Kiddie Kars and Kiddie Swing. Two 20x30 Tops, Front Arch, 75 Kw. Transformer, 266 G.M.C. Diesel Light Plant, Contact

MR. & MRS. ROLAND SMITH Smith Amusements Hillsboro, Tex., this week; then per route.

IMPERIAL SHOWS

CAN PLACE LARGE, CLEAN COOK-HOUSE. Reasonable privilege, 10 office-owned Rides. Opening April 30-May 5, Beardstown, Ill., on the streets.

> All Address: Bill Gullette, Mgr.

Winterquarters: Ashland, III.

FOR SALE TWO RIDES

Bisch-Rocco Flying Scooter and Loop-The-Loop, Both in good shape. For particulars write N. LA ROCQUE, 500 Britton St., Fair-view, Mass.

Peanut Warmer. All glassed and screened in. Fluorescent lighted. Will send photos.

H. O. WEBB
2848 Oakland Ave. Maplewood 17, Mo.
(Phone: STerling 5828)

AGENTS WANTED

Cork Gallery, Buckets, Fish Pond, Pan Game, Pea Pool, Slum Bowling Alley and Coke Bottles. If you worked for me before, contact me.

Opening in St. Louis around Easter.

JOHN DELANEY 5045 Geraldine Ave. St. Louis, Mo.

WORLD OF PLEASURE

SHOWS Now contracting for 1951
SHOWS—RIDES—CONCESSIONS
Opening in April. Vicinity of Detroit
JOHN QUINN, Owner
6923 Calhoun St. Dearborn, Mich.

FOR SALE SET OF SKY FIGHTERS

Mounted on trailer. Perfect condition ready to operate. Will sell very reasonable.
BILL DAVIES, Ashland, III.

POPCORN TRAILER

FOR SALE-All new, 6'x10', \$950.00, 1951 Croft-built Trailer, equipped with giant size 51 Cretors Gas Burner, Popper and large

Club Activities

Greater Tampa Showmen's Assn. Tampa, Fla.

who was in De Land with his show. Sam Prell promised a jamboree for the cemetery fund on his show this summer. The Saturday night Derpa, treasure dance was well attended. Among bich, chaplain. guests were John Carroll, of the movies, and Ben Oakland, song the Ladies' Auxiliaries of Michi-

lon, George Schwerdtfeger, Eddie Broughton also is ill. Lemay, Nat Rodgers, Lloyd Ser- Mae Oakes describe association. On sick list are Leo Carroll and Fred Miller. Fu-Blackie Sales, who died in Gibsonton, Fla., two weeks ago. No one was able to locate relatives.

FOR SALE

ELI WHEEL, #10, new hubs and spoke ends, in A-1 condition, completely over-hauled in Eli factory. International V2 power unit. With or without 1946 Chev. power unit, With or without 1946 Chev. tractor, perfect condition, new rubber and 1949 20 ft. semi. Best of shape. OCTOPUS, 1948 in A-1 condition, new clutch last year, with International V4 power unit, with or without 1948 Chev. tractor, A-1 condition and late model 28 ft. semi. Best rubber on both. FLYING SCOOTER—1947, Le Roi Power Unit, A-1 condition with or without 1947 Chev. Tractor and 28 ft. semi framed with winch to handle Ride. Good rubber on both.

on both, LIGHT PLANTS-1949 G.M. Twin Six Diesel pulling 219 K.V.A. generator. In

perfect condition, ready to run. Also 4500 ft. mines equipment 00 cable and junction boxes. Positively the best electric equipment in show business. This piece at Lewis Diesel Engine Co. in Memphis, Tenn. MINSTREL SHOW, complete, front built on semi opens to 74 ft. Stage on semi, top 40x80 poor shape), seats, lights, etc.

E SHOW, 128 ft. aluminum

speakers, pit cloths, lights, complete. LIGHT TOWERS (2), telescope type, all aluminum, built by Lewis Mfg. Co. Cost \$450.00 each. Both \$400.00. Trucks, Tractors, Semi Trailers, Office Trailer, Adding Machines, Air Com-pressor, A.C. Arc Welder, plenty Extras. This equipment stored in lowa. BINGO—THE BEST. Built on 30 ft. new

22x120 top, banners, light stringers,

Kentucky semi trailer by Lewis Mfg. Co. They built Ringling Bros." seats). Bingo seats 80 people. Pull in and drop the dollies, take the tractor out open sides and ends and you are ready to go. Complete with seats, counters. speakers, blower, and about \$700.00 worth of stock, 1939 Ford tractor, new motor, in good shape. Trai'er cost \$4,300.00, Sell all for \$3,000.00. Terms to responsible party (stored in New Or-

This equipment is all in A-1 condition and ready to go. Must be sold within 30 days. Reason for selling, quitting on account of health. Will give terms. Write or wire L. B. LAMB, Gen. Del., Hot Springs, Ark.

WANTED ARCADE MECHANIC

or Man with sufficient arcade experience to manage our arcade. Easy hours. Will provide furnished cottage in park. State age, experience and salary wanted in

WILLIAMS GROVE PARK AND SPEEDWAY

Mechanicsburg, Pa. Roy Richwine, Proprietor

WANT

Ball Games, Set Spindle, String, Short and Long Range Gallery, Clothes Pin and Watch-La. Can use Side Show on small P. C. Can use Athletic Show Manager. Papa and Mama, let's hear from you. BURKHART SHOWS AND AMUSEMENTS

Carlisle, Ark., March 12 to 17; Kingsland, Ark., 19-24.

For Sale

"MAID OF THE SEA" ILLUSION

Famous attraction of 3 World Fairs, Nite Clubs and Side Shows. Fish Aquarium length 16 inches. All ready to show LIVE GIRL -doll-sized in water.

W. E. CHILO, P. O. Box 346, Flushing, N. Y.

FOR SALE

Completely booked, Six Ride Carnival with '48 Eli 5, '48 Merry-Go-Round, Bingo Truck, Stock, Seven Trucks and Tractors, Hot Wagon, Cables, Show Front. All above average, Price \$15,500. Also Eli 12, \$3,500.

STRONG'S AMUSEMENT COMPANY

WANT TO BUY

Sunshine Choo Choo Tops and Frames. Write, wire or call

THE JOLLY SHOWS

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Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, March 10.-Attendance was good at the March 6 TAMPA, March 10 .- Meeting meeting, which saw these officers was called to order February 5 by Vice-President Nat Rodgers in absence of President Eddie Young, president; Clair Sopenar, first vice-president; Lillian Lawrence, second vice-president; Veronica Potenza, third vice-president; Irene Coffey, financial secretary; Wanda Derpa, treasurer, and Edith Strei-

Jeanette Wall read letters from writer. Board of trustees: Eddie gan Showmen's Association, Regu-Young, chairman; C. J. Sedlmayr lar Associated Troupers and Jr., Eddie Lemay, Irish Gaughn, Greater Tampa Showmen's Asso-C. J. Sedlmayr Sr., O. J. Weiss, ciation and Agnes Barnes and Mary Joe Scortino, Earl Maddox and Stutzke. Viola Blake Parker is in Martha Washington Hospital. Blood has been donated for the Marguerite Shapiro's husband is bank by Dave Wise, Jack Norman, ill. Mae Taylor's mother is suffer-Joe Pontico, Al Tomaini, Dick Dil- in with a heart ailment. Marie

Mae Oakes described her plane fass, Sam Holman, Eddie Young, trip to Miami where she visited Kenneth Peck and Whitie Weiss. Ann Roth, Phoebe Carsky, Char-Curtis is a new member of the lotte Wright and Betty Shea. She brought back a crocheted baby set to be used for the bazaar from neral arrangements are being made Minnie Simmonds. Pearl Mcmade by the association for Glynn, recently returned from Tampa, also described her trip.

Helen Wettour, chairman of the spring party to be held April 7. distributed tickets for the event. Ann Sleyster, co-chairman, took pledges from members, who will donate prizes. Jeanette Wall pledged a bed spread; Eva Shine, lamps; Josephine Glickman, aprons: Myrtle Hutt, scarf. A silver spoon was sent to the granddaughter of Mildred Maniloff. Greeted after absences were Emman Atzel, Nora Heglund, Helen Hoffmeyer, Katie (Mother) Owens, Ann Schmidt and Eva Shine,

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, March 10.-President Harry Stahl presided at the meeting March 5. With him on the rostrum were Third Vice-President William Zakoor; Treasurer Louis Rosenthal; Paul Greeley, secretary, and Edward Ford, chaplain. Chairman Ben Miller of the sick committee reports Sam Gold, Herman Magunson, Leo Lippa and Jake Kotzen ill at their homes. This meeting marked the inauguration of a Penny Parade for our house committee fund.

Fred Silber returned from Florida, where he attended the banquet and ball of the Tampa Showmen's Association. Sam Goldstein is also back and expects to remain in and around Detroit during most of the spring. Word has been received of the death of Mrs. Frank Wagner, who died in Buffalo. Her husband, Frank Wagner, has been a member of the association since its inception.

Promotional Directors

Plenty town good auspices. Wire

BILL MORRIS

Kelly & Morris Circus

Laredo, May 15; Carrizo Springs, 16; Uvalde, 17: Seguin, 19: San Marcos. 20: Austin, 21-22; Waco, 23-24; all

For Sale or Trade

7-Tub Whip, in good condition. Will trade for House Trailer, Van Trailers, Office Trailer or smaller Rides. RAINES AMUSEMENT CO.

A. E. RAINES, Phone 274, Mena, Ark.

JACK RENFRO WANTS Count Store Agents. Opening March 17

with C. A. Stephens at Eustis, Fla., Fair. Address:

816 Hurley St., Waycross, Ga. Phone: 828-R until March 15

A good, clean Carnival to run one week in a town of about 6,000. Sponsored by the Knights of Pythias Lodge. Address: CHAS. W. LAFORCE

Box 815, Pawhuska, Okla.

LESLIE'S TRAILER PARTS & ACCESSORIES Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free

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Wolf Greater Shows

Lite, Athletic, Motordrome. Concessions-2235 First St., N.W., Washington 1, D. C. Hanky Panks. No grift. Address:
P. O. BOX 2725

Bloomington Sta., Minneapolis, Minn.

IDA E. COHEN

175 W. JACKSON BLVB.

CHICAGO, ILLINOIS

FOR SALE—RIDES

One Three-Abreast Spillman Jenny, brand new top and platforms, Wisconsin engine; one Smith & Smith 24-Seat Chairplane, Dome and Continental engine; one Kiddie Ferris Wheel, a dandy; one Kiddie Auto, 10 cars, home made, fair shape; one Steam Train, 2 coaches, plenty of track, engine completely overhauled this winter, has plenty of brass and stainless steel, it's a beauty and a money getter; one 7x7 Floss, top, erange and blue, used one month, Anchor made, 2 trailers, one good, one bad; Lunch 2 trailers, one good, one bad; Lunch Stand Equipment, All Rides have panel fluo and beautiful ticket booths. This is a bargain for someone. Come see it as I have other interest in Florida. Have 3 more years lease at beach here if wanted. Rides stored here If interested wire PAT JOHNSON
Care Western Union, Charleston, So. Car.

-W. G. WADE-SHOWS

Now contracting for 1951 Season, SHOWS of all

kinds, and RIDE HELP who drive semis.

G. P. O. BOX 1488, DETROIT 31

SAMMY LANE SHOWS

"Sweet Heart of the Ozarks"

Wants for opening date Middle of April and balance of season in Southern Mis-souri, Hanky Panks of all kinds, Mugger, Short Range Gallery, Pea Ball, Pan Game or Color Game. Want Man and Wife Agents for some Hanky Panks. Truck Drivers given preference. Can use a couple of Grind Shows. Drunks and Agitators, stay away. We carry no racket. For Sale—Evans Chuck Cage, outfit for same: also 2-Wheel Trailer to haul same; first \$100 takes all. Also Evans Set Spindle, \$50.00. All replies to Winter Quarters, Lancaster, Mo.

OPENING APRIL 25, NOW BOOKING All Concessions, everything open. Will book all Shows, with or without equip-ment (Have complete Side Show). Will book set of Kid Rides. Will show Kansas, Colorado, West Texas. For Sale—Allan Herschell Car Ride. 1940 model, 8-car. complete, \$1,000.00. Wurlitzer Organ. 125, price \$100.00. Complete Bingo, 18x36. with semi, \$700.00. Will book same on Show. Several Concession Tops, 8x10 ft., good condition, \$30.00 each. Wire

Hamilton Hotel Olney, Tex.

OPENING CITY PARK

Vicksburg, Miss., Ten Days starts March 29. Get Spring R.B. here. Want legitimate Concessions - Bingo, Long Range, Diggers, Arcade sold, Want Dark Ride, one flat Ride, Book Shows with own Outfits, What have you? I have 20x40 Top Bannerline, want Man-ager who has Attractions for inside. Tuffy Barnett wants Weestlers, Boxers; report March 29. Foremen for Octopus, Allan Herschell Jenny; Second Men on all Rides; Mechanic with Tools; prefer people "Clean as a Whistle." For Sale— Good Spitfire with Trailer, Concession Tops, Frames, Route set North-South, seven States, Contact Dyer's Greater Shows, City Park, (Do not phone.)

FOR SALE

10 Car Allan Herschell Auto Ride and Addison 4 car Train, Hi Striker, Penny

GEO. GAINES CARE FLOYD O. KILE SHOW **BOX 85** BATON ROUGE, LA.

AMERICAN LEGION

Will sponsor Carnival for July 1st thru July 7th. Army Post to have 35,000 by June, Population of town 40,000. Contact

E. J. FLYNN LAWTON, OKLAHOMA

Canvasmen able to handle Big Show. Duke or Cowboy Paxton, wire. Girls-Can always use attractive Girls, \$50 to \$60 weekly and transportation. Wire

ROLAND OR MITZI PORTER 244 10TH ST. TOLEDO, OHIO

WILL TRADE SPITFIRE

For Kid Rides. What have you?

GARDINER AMUSEMENTS

LIBERTY PARK

1825 Harrison Ave., Salt Lake City, Utah

Opening first week in May. All Minnesota. Acts for Side Show, Mental Act, Tattoo, Want Shows-Ten-in-One, Fun House, Wild Knife Thrower, Girls for Girl Show. Rickey Rodell, Del Arnette, Ethel Staley, Day, Ted Blank, James Montello, Doc Jones. c/o GOLD MEDAL SHOWS Bainbridge, Ga.



OPENING MIDDLE OF APRIL IN BIRMINGHAM, ALABAMA

SHOWS: Girl Show, must have at least 4 Cirls; Monkey Show, Wildlife, Big Snake Show, Side Show with or without own outfit. Low percentage, Lee Houston, answer. HELP: Harry Clark wants Colored Musicians and Performers.

RIDE HELP for Little Dipper, Ferris Wheels, Caterpillar, Tilt-A-Whirl, Rock-O-Plane, Kiddie Rides. All must be licensed Semi-Trailer Drivers, sober and reliable. Also need Ride Foremen for Park.

CONCESSIONS: Cookhouse, Ball Games, Candy Apples, High Striker, any other Hanky Panks.

NEED BILLPOSTER: PREFER ONE WITH OWN TRANSPORTATION AND REFERENCES. C. C. LEASURE, ANSWER.

FOR SALE

15 General Electric 15 K.V.A. Transformer, Single Phase, 60 Cycle, SHOW BANNERS, \$5.00 and \$10.00 each, Office Trailer, House Trailer Type.

WINTER QUARTERS NOW OPEN. ALL REPLIES

P.O. Box 5415, 3123 No. 28th Place

North Birmingham, Ala.

BEN AND DOLLY MARTIN, Owners

JOHN LORMAN, Agent

For 35 weeks around Army Camps, Shipyards and Fairs-Can Place

WANT legitimate Concessions of all kinds: Ball Games, Pitch-Till-You-Win, Penny Pitch, Water Games, High Striker, Short Range, Custard, Rat Game. Pan Game. Also Cook House that caters to show people.

SHOWS: Opening for Wild Life, Monkey, Motordrome or any equipment. Liberal proposition.

RIDES: We carry 10 of our own.

HELP: Can place Foremen and Second Men on all Rides-must drive. Drunks will not be tolerated. Top salary and good treatment, All Correspondence:

DANNY FERGUSON, Mgr.

242 N. WESTERN, SUITE 601, LOS ANGELES 4, CALIF,

Phone: GLadstone 8855

No Collect Wires or Calls



1. MEMPHIS, TENNESSEE, COTTON CARNIVAL WINTERQUARTERS NOW OPEN OPENING MAY

WANT

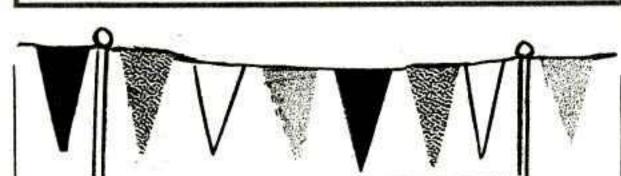
FOR FOLLOWING FAIRS AND CELEBRATIONS:

Memphis, Tenn., Cotton Carnival
Centralia, III., 4th of July Celebration
Menomonee, Wis., Fair
Beaver Dam, Wis., Fair
Monroe, Wis., Fair
Manitowoc, Wis., Fair
Elkhorn, Wis., Fair
Darlington, Wis., Fair
Jefferson, Wis., Fair

Greenville, Miss., Fair Clarksdale, Miss., Fair Yazoo City, Miss., Fair Greenwood, Miss., Fair Indianola, Miss., Fair Jackson, Miss., Fair Gulfport, Miss., Fair Pinckneyville, III., Fair Newton, III., Fair

DICK HYLAND, CONTACT AT ONCE. WANT FIRST-CLASS COOKHOUSE. SHOWS: Girl, Illusion, Snake, Motordrome, Monkey, Mechanical City. Due to dis-appointment, can place ORGANIZED SIDE SHOW. Want Animal Show, Fat Show, Have Tops.

CONCESSIONS: Can place all Stock Concessions. All Eats open. No Griff or Mitt HELP: Foreman and Second Man for Dipper, Men for Merry-Go-Round, Tilt, Spitfire, Kid Rides. Bob, Chief, come on. Want Painter, Man for Light Towers. E. E. FARROW, Mgr., Box 1184, Jackson, Miss. Phone: 3-7644 after 6:00 p.m.



CARNIVAL STRING PENNANTS **Ever Lasting Plastic** Fast Color Cloth

W. H. WALES

and we pay postage. Cold Spring, New York

GRAND AMERICAN SHOWS

Want for 1951 season-Opening Poplar Bluff Mo., March 38th, 8 days, 2 Saturdays. A proven Route of Sponsored Events, Celebrations and Fairs. Want Kiddle Rides. Want Manager and People for Side Show; also any Grind Show. Want Arcade with Diggers, Fun or Glass House, Mechanical Show. For sale or lease-14'x21' Cookhouse and Grab, new 1950. Will give terms to capable People and book on Show for season. Want Convessions-Photo, Floss, Glass Pitch Fish Bowl, Novelties. High Striker. Scales, Hanky Panks that do not conflict. Want Ride Help who will drive semis.

L. O. WEAVER, Box 102, Malden, Mo.

SAM SOLOFF WANTS AGENTS

CLOTHES PIN. BLOWER, BUCKETS, SWINGER, SLUM STORES No Phone Calls or Collect Wires

Open with World of Pleasure Shows in April around Detroit

3153 Cass Ave.

Detroit 1, Mich.

BURDICK'S GREATER SHOWS

following Equipment-Tilt, Octopus or any Flat Ride, Auto or Train Ride, Place Independent Shows, Hanky Pank Concessions-Long or Short Range Gallery, Custard and Photo. Lee Haywood and Earl Tauber can use Hanky Pank Agents. Can use two good Ride Men. Have for sale-Smith & Smith Airplane Ride, \$500.00. Come and get it. All replies to IRA BURDICK, Owner-Mgr., 1503 No. 5th St., Temple, Tex. Phone 3151 until March 15th; then Lampasas, Tex.

STANDARD SHOWS

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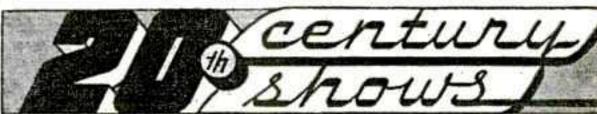
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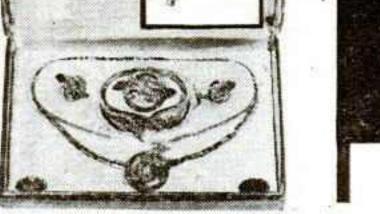
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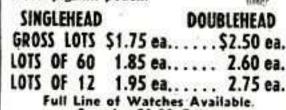
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PREFERRED DISTRIBUTING CO. 5911 BAUM BLVD., PITTSBURGH 6, PA.



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MAKE YOUR OWN MARKINGS-SIGNS, Addresses, quick and neat with oiled stencils; samples, 15, per word 1" letters; tube quickdry black color, 50, postpaid. Winters, 9230 Yellowstone, Detroit 4, Mich.

MAN-WOMAN, CHICAGO AREA—2r HELP finance hottest novelty ever conceived, one thousand enough; have factory, Chicago Heights, 7084. Ned Davis.

ONE OF THE GREATEST DISCOVERIES of modern times; grow old and graceful with a feeling of security income plus ten to one almost over night: complete infor-mation 50r; if not satisfied, return, and your money plus the expense of writing to us will be refunded. Hancock Service Sta-tion, Rt. 3. The Dalles, Ore.

QUICK SIGN PAINTING — USE LETTER Patterns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51. ap7

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THREE BOOKS—"SUCCESSFUL BUSINESS Plans," "Character Analysis," "Wealth Unlimited," plus subscription "Mall Order World," \$5 value, \$2.50. Allen, 216 W. Jackson, Chicago 6, Ill.

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 51 in this issue.

COSTUMES, UNIFORMS WARDROBES

THEATRICAL PAPIER MACHE MADE TO order John Praetorius, Box 932, Riviera Beach, Florida Formerly of N Y for 45

WARDROBE TRUNK, \$12; BARGAIN BUN-die, Clown Odds, Ends, \$7; Minstrej Suits, Wigs, Curtains; Ten Blue Band Coats, \$20; Ten Caps. \$15; Chorus Costumes, Orchestra Coats, Wallace, 2416 N-Halsted, Chicago.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAIL-able; Candy Corn Machines, steam pow-ered Popcorn and Peanut Wagons cheap. Krispy Korn, 120 So Halsted, Chicago, Ill.

BALLROOM AND RINK LIGHTING, NEW-Crystal Showers, Spotlights, Color Wheels, Newton, 253 W. 14, New York City.

FOR SALE—NON COIN POP CORN Vendors, slightly used; photo sent on request. Henry Onken, 1121 Howett St., Peoria, III. mh17

NEW AND USED POPCORN MACHINES— Peanut Roasters, Candy Floss, Aluminum Geared Popping Kettles, Copper Candy, Caramelcorn Kettles, Northside Co., 509 E. 4th, Indianola, Iowa. my12

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND - 1,000 FEATURES, 2.000 Shorts, Serials, \$5 reel; 50 DeVry latco Projectors, \$150 each. Roshon, North Court Square, Memphis, Tenn.

AMPLIFIER — WEBSTER CHICAGO, 35 watt combination, turntable, 6 volt-110 volt suitable sound truck, \$65; Conley Trailer Dolly and new tires, also old tires with tubes, \$45; Giant Jungle Rat, female, with elaborate exhibit cage and banners. \$100; Unborn Show Specimens, place cards and anatomy charts, bargain price on inquiry; Gasoline Heater and Air Conditioner, ideal for trailer, 5000 b.t.u., \$25; Wire Recorder, Webster model 180-1, like new, \$120. Offered by Showman Joe M. Pankiw, 1521 St. Jean, Detroit, Mich. AMPLIFIER - WEBSTER CHICAGO, 35 1521 St. Jean, Detroit, Mich.

BARGAINS GALORE — THEATER AND Sound Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. S. O. S. Cinema Supply Corp., Dept. L, 602 W, 52d St., New York 19.

BUCKINGHAM TRAILER — EQUIPPED with Frozen Custard Machine: I year old, A-No.-I condition. Vern Garbrick, Box 214,

BUY AND SELL 35 MM. SILENTS— Cecil Gill, 1121 Morningside Dr., Fort Worth 3. Tex. CANDY FLOSS TRAILER AND MACHINE-

One year old: complete, \$695. Food Sup-ply Co., Winona, Minn, CENTER JOINT ALUMINUM PANELS, Four Way Awnings complete with all rods, \$65; also small Novelty Joint, complete top frame, rods, etc., can be used for Spindle or Single Skylo, only \$50; half cash deposit, bal, c.o.d. express. Kathleen Burns, Boute & Lebanon Tann.

Route 3, Lebanon, Tenn. COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater excellent condition; cata-log on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. mh31

COMPLETE DONUT OUTFIT FOR TRAILer at fairs, army base, trailer camp. Sawyer's, Box 215, Hillsdale, Mich.

COMPLETE TENT PICTURE-30x50; TENT and Wall, blue and khaki; 100 two people henches; 16mm. Ampro Projector; Record Changer, mike: Slide Projector, Rubber Screen, all Electric Cables, Sno Machine, Ticket Box, etc. Complete show ready to go, \$750. Truck to transport above, Dodge, steel van, new motor and rubber, \$450. Reason for selling: Owner is old man with young wife. Theatre, Lexington, Tex.

COMPLETE BOOTH EQUIPMENT-(35 MM.) mostly Simplex, excellent condition. \$775; also Victor model "40" 16mm, sound Projec-tor, like new, \$175. Pioneer Theatre,

CUSTARD MACHINES OR FROZEN MALT, two counter models "Freeze King," per-fect condition, price \$400 each. George Lynn, 801 Pleasanton Rd., San Antonio 4, Tex. Phone K-5643.

FOR SALE—3 G.M. 6-71 DIESEL GENERA-tor Units; 75 KVA 3-wire 115-230 volt. 1 phase, 60 cycle, 1,200 speed with silencers, steel switchboards, synchronizing aug regulators: all like new; also 2.5 KW Hobart 1 phase, 60 cycle, 110 220 volt gas engine package units, automatic, used few hours; also 1-10 KW ditto; many other sizes and types. Write or wire. Sumter Electric Re-winding Co., Sumter, S. C.

FOR SALE-KIDDIE FERRIS WHEEL, 14 ft., 8 seats, 1 horse motor, L. G. Babcock, 1501 Medford St., Topeka, Kan.

FOR SALE-GASOLINE BOAT RIDE, COMplete, in Coney Island Amusement Center; Also Ten new Gasoline Boats, \$550 each; last chance, ask for particulars. Bob Adler, 541 Surf Ave., Brooklyn 24, N. Y.

FOR SALE—VICTOR TRUMPET 60-16MM. S.O.F. Projector, 12 in. Speaker, Webster Record Changer, model 155, all used but a short time, in good condition. Box 261, Maysville, Ky

FOR SALE—35 WATT MASCO P. A. SET with two heavy-duty speakers and a Shure Microphone. Box 88, Madrid, Neb. FOR SALE—COTTON CANDY MACHINE; first \$100 gets it. 2016 Genessee Ave., Tampa, Fla.

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FROZEN CUSTARD TRUCK, ABSOLUTELY complete; machine, power unit, truck excellent; sacrificing. Robert Fleming, 40 E. 316 St., Willowick, O. mh24

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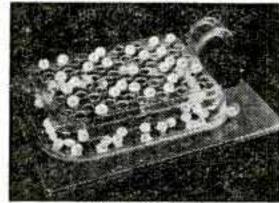
No. 301 AN EYE CATCHER! Brilliant White Stone

Gold Finish Please state your business. Deposit with all C.O.D. orders. Above 2 samples prepaid \$1.00.

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factory built; excellent condition, with
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LONG RANGE SHOOTING GALLERY—20 ft., neon front, 3 racks and many targets. Remington rifles; sale or trade. Wanted: Kiddie Boat Ride. Kiddie Playland, El Paso,

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Jumbo Colemen Burner, Copper Kettle
Paddle, Gage and 14 Pans, 40 dollars; all
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\$10,000—ONLY ONE IN THE WORLD, PAT-ented U. S., Canada. Write for details. Buckin Horse Ranch, Vucca Valley, Calif. 16MM. RENTALS—LOWEST RATES. QUALity Pictures; if you're paying too much, get our prices. Rogers Films, Box 3526. East Atlanta, Ga. mb31

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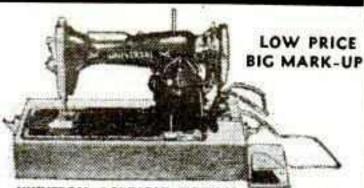
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WOULD LIKE TO CONTACT RELIABLE Jobbers of Religious Novelties. Write M. A. Walker, Box 1520, New Haven, Conn. YOUR NAME IN BIG, BLACK HEADLINES on standard newspaper page; write 3 headlines, under 36 letters. \$1; great for lobby display. Headlines, Box 1351. Dept. 14, Hartford 1. Conn. mb24

6'x8' SHOOTING GALLERY-MOVING TAR gets with standards for quick set-up. Wil liam Adler. 623 E. 22. Spokane. Wash.

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ACCORDION ALPHABET NEW SYSTEM to overcome basses' trouble by temporarcoloring some accordion buttons, complied by the former N. Y. City public school niano teacher, Frank Pinto, 752a Madison St., Brooklyn, N. Y. Short course of corespondence mail lessons given.

IAMMOND ORGANS, NOVACHORD, SOlovox for sale; also Hammond and cus-im built Speakers. Ken Thompson, 26-inglewood Ave., Waterbury, Com mh17

KIDDIE RIDE ORGANS-ONLY 8 LEFT for spring delivery, complete with beau-iful carved front and motor drive, \$675-ach. West Coast Organ Co., 2026 N. Chico Ave., El Monte, Catif.

PERSONALS

EMALE IMPERSONATORS — (CALIFOR-nia) Amateur group would like profesional engagements; co-operative venture eing planned for full stage show; otherreeded; send qualifications and snap-in co-Box #C-331, e o Billboard, Cin

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Opportunity for alert salesmen to make Big Cash Profts and build up a teady repeat busi-ness. Thousands of G E M Stencil Duplised by all types of usinesses, organizations nd individuals. Show It

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ales plan-no obligation. Our 21st Year. BOND EQUIPMENT CO., Dept. 13 6633 Enright St. Louis-5, Mo.

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Mystify and amaze your friends. Make any number you desire at any time Sent complete with operating instructions and without these secret instructions it is impossible to control the dice. Uses only fair dice and will stand the closest inspection. Cash in now, be the first to own one of these amazing tricks. GREATEST INVENTION SINCE THE TRICK KNIFE.

\$7.50 Ea. (\$2,50 with order) Balance C.O.D.

R. E. YAGER DISTRIBUTING CO. 435 Collinsville Ave., East St. Louis, III.

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Grease. Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x22" 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.

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HAVE A CHICAGO MAIL ADDRESS?
Business or personal; information free.
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HOSIERY MENDING-EXPERT: SPECIALizing in sheer and opera length; prompt service on mail orders. Grace Kingsbury. 3700 E. 57th St., Maywood, Calif. JE 2294, Kimbail 7466.

PATRICIA MARIE ABNER-WILL BE worth your time and effort to contact Eleanor Marconet, 121 McClure St., Dayton,

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BEFORE THE WHITE MAN CAME," ALL American Indian cast of 1,000; big money-maker, 5 reels, 16mm, sound, \$110; many others, lists free-trades welcomed, Mogull's, 112 W. 48th St., BB, New York 19.

COMIC FOREGROUNDS-BACKGROUNDS-DP Paper, Chemicals, Mounts, Photo Nov-elties; DP Cameras bought, sold, Miller Supplies 1535 Franklin, St. Louis 6, Mo.

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erette covered, double unit Camera. 116x2 and 3x4; manufactured Kansas City; almost new, \$350, crated; wire deposit. S. & W. Music, Anniston, Ala. LOW-COST PHOTOMOUNTS -3x5, \$3 100: write free samples, prices, other sizes. Penn Photomounts, 335 Woodland Ave. Glenolden, Pa.

THE NEW EASEMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. mh31

PRINTING

ALWAYS LOWEST PRICES! QUALITY 3-color 14x22 and 17x26 non-bending Window Cards. Tribune Press, Earl Park, Ind. ATTRACTIVE 100 815x11 LETTERHEAD and 634 Envelopes, Hammermill Bond five lines copy, \$2.25 postpaid; no c.o.d.'s samples. Dirkover Printing-Lithographing 5233 Cleveland, Kansas City 4. Mo.

NEWSPRINT CIRCULARS PER 1.000-4x9 \$3.50: 6x9, \$4.50; 9x12, \$9: book paper 10r extra: anything else? L.K Press, Cray fordsville, Ind.

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TUBBER STAMPS. 3 OR 4 LINES.

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Cards. \$3 Smallwood Printery. 2715 Vin
Cincinnati O

SMALL PRINT SHOP FOR SALE-9x1 Press, 30 in. Paper Cutter, lots of Typetc., cheap. Gwynn Print, Adrian, Mich WINDOW CARDS, PROGRAMS, HERALD Photo-Offset Printing, Cato Show Printing Co., Cato. N. Y.

14Y22 WINDOW CARDS. THE BELL PRF 100 LARGE ENVELOPES AND 100 815x1 Letterheads, \$2.25: 200 Cards, \$1.35: 2 Statements, \$1.50: 500 6x9 Dodgers, \$2 srepaid. Crown Print Adelphi, O.

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AKE MONEY WITH FAMOUS. EAS celling Rostonian Shirts: spare time ull time sideline: fabrics, outfit fre ostonian 89 Bickford, Dept B-77 Bostonian

ALESMAN TO REPRESENT RELIABLE established Philadelphia wholesale produm house catering to machine, much remium users and board operators; mu ave car to travel in Pennsylvania. Ne ersey. New York State territory: must be eliable and furnish bond for samples, com nission basis: only those with following will be considered. Box #C-328, e o Bill-bard, Cincinnati, O.

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the best, not the cheapest: no disappointments. Nieman Studios, 1236 S. Halsted St. Chicago. CA-6-2544.

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A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen. 120 W. 83d St., Los Angeles 3. ap28

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AIRPLANE, AUTORIDE, SPITFIRE, OCtopus and all models Kiddfe and Adult
Rides: Gasoline Power Plants, kw 25 and
50, 110 volts, 60 cycles; Trailers, all-purpose
Phonographs, Areade Equipment, Tents,
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FERRIS WHEEL-CHAIRPLANE. BERT Amusement Co., 2350 W. Wall, Midland.

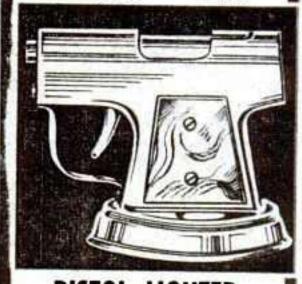
METAL SOCIAL SECURITY PLATES, RAB-bit Foot-Key Chains (carded), Hollywood Poses, Telescopes. Ivey, 991 Danville, Va. ROOT BEER BARREL AND COPPER Candy Kettle in good condition, Raymond Suitze, Winona, Minn.

USED PHONOGRAPH RECORDS - 1920 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West 66th St., N. Y. C.

WANTED — HORSES FOR STREET-TYPE Merry-Go-Round truck. Call or write Zitrin, 255 West 8th St., N.Y.C. Schuyler 4-7620.

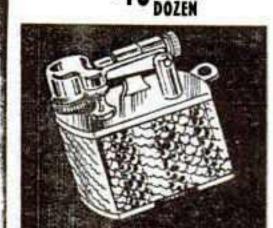


She shimmies....she shakes She bumpsshe grinds model, an outstanding seller. They sell on sight. SOUVENIR MAILING. \$34.50 \$3.00



PISTOL LIGHTER

LARGE SIZE. Pearl handle. Strong, dependable mechanism. Now spe-cially priced!



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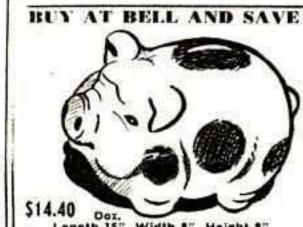
Tiny, dainty. A signt in performance. In filigree: two colors. Or nakeskin: brown, green, gold. Asst. 2 doz. lots.

DOZEN \$4.80 MIN. ORDER

25% deposit with order, balance C.O.D. Prepaid if check accompanies order. Immediate delivery.

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OF HOLLYWOOD Hollywood 28, Calif.



14.40 Doz.

Length 15", Width 8", Height 9".

Individually Boxed, Pink, Blue.

La Glam, Doll. \$45.00 dz.; Sm. \$39.00 dz.

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FAMOUS BOWERS LIGHTERS Finished in polished nickel. Un. \$2.85 conditionally guaranteed. Cutto

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5,000,000 double edge Razor Blades. One of the finest made. Cannot use brand name at these low prices. 100 cartons, \$55.00. Pack 20-5 per carton. If you are curious send for sample carton 100 blades, \$1.25 postpaid. Cash with order. No catalog. Write or wire today.

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The 1951 Season.

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Spending in 1951 will be on the increase and much of this money will go for novelties, gadgets, souvenirs, gift items and prize merchandise, sold in great quantities at Carnivals, Circuses, Parks, Resorts, Fairs and other places designed for Outdoor Entertainment and Amusement. Concessionaires, Operators, Demonstrators and Pitchmen will be doing their peak buying during the next few months.

Profitable Business will be there for you IF you capitalize on your opportunities thru advertising in the one and only weekly trade paper catering to the needs of these people. The Billboard is their trade newspaper. They depend upon it exclusively for keeping informed on new novelties and merchandise items suited to their needs.

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FOX THEATRE BLDG. DETROIT 1, MICH.

6000 SUNSET BLVD. HOLLYWOOD 28, CALIF.



Still The Tops! DE LUXE JEWELRY SET

24K Gold Plated 5-Piece Jowelry Set. Gold embossed \$29.50 price tag and 24K gold plate label. Plush silk-lined box. Must be seen to be appreciated.
This set cannot be duplicated for anywhere near this price. SATIS-FACTION GUARANTEED. Immediate delivery. Available in other styles than illustrated. Comes in Rose, Blue and Multi.

#7008 \$51 doz. Samples, \$5 ea. NEW SPECIAL 3-PC. SET

Same high quality merchandise as above. Must be seen to be appreciated. Gold embossed Price Tag. #7008X \$27 doz. Samples, \$3 ea.

25% Deposit, Balance C.O.D. If not for resale add Federal Tax. Phone: ORegon 3-6330



CUTTLER & COMPANY, INC. 928 Broadway ... New York 10, N. Y.

ELGIN • BENRUS • BULOVA model watches, cases and dials. Reconditioned like new. Com-plete with leather straps.

15-J, \$11.95; 17-J, \$14.95; 21-J, \$18.95 Gold Plated Expansion Band, 95c add.

New Genuine Swiss 2-Button Chronograph with Strap, asst. Dials (Sam-



Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied.

Big eye appeal. Included are rings \$12.95 that sold \$36 doz. wholesale. (Tray FREE Dox. 5 S. Wabash Ave. Joseph Bros. Chicago 3, III. "The Watch and Diamond House"

Will bring

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Attention, Coin Machine Operators and Jobbers Unusual Rock-o-Stone Television Lamps



\$3.95, 6 TO CASE SAMPLE \$4.50 Panther, Tiger or Leopard TV Lamps, 171/2" long, 6" high. Light fixture in body for indirect lighting. Hand-painted natural colors. Immediate delivery.

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STYLE RIGHT, PRICES RIGHT. Manufactured and sold direct to consumer.

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Satisfaction guaranteed or money refunded. Cash with order or C.O.D. Order today or write for descriptive literature.

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1251 Market Street

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Merchandise You Have Been Looking For Lamps, Clocks, Enamelware, Houseware. Aluminum Ware. Decorated Tinware. Toys Every kind of Glassware, Blankets, Hampers. Hassocks, Plaster Slum, Flying Birds. Whips. Balloons, Hats, Canes. Ball Came Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In





All Extra Heavy Mountings Odays' money-back guarantee if rings not as represented, for resale only Only Genuine Rolled Gold Plate Sold ne 1/30 14K color center - ruby R.G.P. 2 White

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#82200 - 1/30 14K R.G.P Cluster, white amethyst, emerald sapphire, equame rine, topaz, white fire opal.

Per Doz. \$6.00

Sample Assertment \$7 50, \$15.00, \$25.00 \$1 Per Doz Deposit on all C.O.D Orders DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa



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RATE—12c a Word

Minimum \$2

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Forms Close Thursday for the Following Week's Issue

NOTICE

New Rate Effective March 24 Issue 15c A WORD - MINIMUM \$3

AERIALIST FEMALE OR MALE—HIGH ladder trapeze act; long outdoor season opening April 2; top salary, sleeping accommodations; state full experience, late photos. Cliff Curran, Box 558, Riviera Beach, Fla. mh17

BASSMAN OR ACCORDIONIST, MUST read, have tenor band conception; ballad vocalists preferred; long locations, wire or write; send picture, opening immediately, Jack Kerns, Elmo Club, Billings, Mont. mh17 CAN PLACE EXPERIENCED DANCING
Girls and Girl for Sword Box and Bally;
top salary, state room and meals; for
further information write. Mel Lewis, Side
Show Mgr., c/o Al G. Kelly & Miller Bros.'
Circus, Hugo, Okla.

mh17

DANCE MUSICIANS—GUARANTEED SAL-ary. Cliff Kyes, Box 611, Mankato, Minn.

ELDERLY OR MIDDLE-AGED MAN CAPA-ble of operating and maintaining 16 Ferris Wheel or 20 car 1948 Dodgem; work year round; no moving; state age, experience and salary expected. Griffen Amusement Park, Jacksonville Beach, Fla.

EXPERIENCED WHEEL, AND TILT OPER-ator for still spot. Gardiner Amusement Park Service, 1825 Harrison Ave., Salt Lake

HARRY EVANS WANTS DRAMATIC
People in all lines; Western Musicians for
vaudeville, radio, dance; established territory. Western Nebraska; open April 2, rehearsals March twenty-six; will buy Three
Two Dramatic Tabs, also Dye Scenery; season 40 weeks. Write Box 82, Spiritwood,
N. D.

LADY—HIGH TYPE, REPRESENT 45-year-old company booking latest enter-tainment feature with civic and church groups in smaller cities; dignified, high-earnings; need car. Write United Produc-tions, 3419 Broadway, Kansas City, Mo., today.

LADY — MANAGE POTTERY STAND; churches, schools, fairs, Illinois, Wiscon-sin, Indiana; fast sales work, steady; state wages wanted, exchange references; Boy wanted, work and drive. Box 17, Vernon,

MUSICIANS—GIRL VOCALIST, ALL IN-struments; location; salary \$80 to \$90; commercial only. Contact immediately. Leader, Apt. 609, 915 Wilson, Chicago, Longbeach 1-3500.

NAME BAND NEEDS 3 MEN-1 LEAD Alto, Clarinet, Baritone Sax, Bass Ciarinet; I Lead Trumpet; 1 Violin; others also write; don't misrepresent, just write. Orchestra Leader, 6600 W. Roosevelt Rd., Oak Park, Ill. mh17

PERMANENT POSITION FOR GOOD MAN with car; 45-year-old company serving school and civic groups with proven, no cost, fund-raising program; 8000 communities served, all groups interested; \$150-\$200 weekly commissions, plus bi-monthly bonuses. Write Field Director, 3419 Broadway, Kansas City, Mo. mh17

WANTED-HAMMOND ORGANIST, PRe-fer one that sings; also a Vocalist wanted. Aragon Tavern, 610 Sycamore. Waterload

MUSICIANS—FOR REPLACEMENTS ON territory band; no characters; salary guaranteed. Bandleader, Box 80, Grand Island, Neb.

WANTED, MUSICIAN—TROMBONE, BARItone and other musicians write: circus work. Write J. B. Duncan, 3628 2d Ave., Council Bluffs, lows.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

ATTENTION, CLUB OPERATORS, BOOK-ing Agents: The "Johnny Humphrey Quintet" is now available, having just com-pleted sensational eight weeks at the Ha-bana Madrid, Key West, Florida; this ver-satile dance band features all special orches-trations by Herbert Rogers, two vocalists, every type of dance tempo—authentic Latin, Dixie, swing, bop; a smooth group ideal for club or hotel; cut great shows. For further information contact Johnny Humphrey, 7421 North Damen, Chicago. Phone Rogers Park 1-0236.

CIRCUS & CARNIVAL

DOR-ACE TROUPE, PRODUCING CLOWNS, Stilt Walking, Novelties, Clown Numbers for all. 4146 McPherson, St. Louis 8, Mo. SIDE SHOW ENTERTAINER, MAGICIAN, Musician Acts Ray Lynch, R.D. 2, Coates

TATTOOED MAN, COVERED, WANTS with large carnival or park, have swell flash; state best terms. Tom McClendon, Rockingham, N. C.

MISCELLANEOUS

COIN MACHINE MECHANIC WANTS JOB in Southwest; family man, 31 years old, 7 years' experience. Jack Crow, 905 S. 16th,

WORLD'S FOREMOST HYPNOTIST WILL accept bookings outside of New York City: has appeared in leading hotels, army eamps, abroad; does mass hypnotism; act is amazing and amusing; a terrific novelty; brochure available. Lakro Co., 233 W. 42d St., N.Y. 18.

MUSICIANS

A-1 RINK ORGANIST—12 YEARS' RINK experience, desires connection year 'round progressive rink, any location. Box #C-330, c/o Billboard, Cincinnati, O.

Sell Ultra-Blue Stock Signs



slogans, comedy, gen eral, religious, ultrablue signs for homes and general display MAKE MONEY on our fast selling signs!

COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, /x11 \$1.00 15 Samples Ultra-Blue Relig's Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00 15 Samples Clock Signs, 4x6 Sample Assertment of Pricing Tickets. Above Samples Mailed Postpaid 100 Ultra-Blue Stock Signs, 7x11, \$6. No COD's

L. Lowy, 812 B'way, N. Y. 3, N.Y., Dept. 615



CARTOON BOOKLETS! BSAY, FELLOWS! BE THE LIFE OF DE PARTY WITH THESE SMALL ILLUSTRATED CAR-

TOOM BOOKLETS of COMIC CHARACTERS \$ 10, ALL DIFFERENT, \$1 POSTPAID REGIMALD SALES

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Terrific Jewelry Bargains

5-Pc. Costume Jewelry Sets, gold plated, gift boxed, with \$29.95 price tags; sample, \$4.00; doz. sets, \$45.00. Also 4-Pc. Rhinestone Choker Sets, gift boxed, only \$34.00 dx-sets; sample, \$3.00. Many other bargains. Rush your order now. GANDURA SALES CO., Dept. B, Clifton Heights, Pa.

SOMETHING NEW! 1. Unpainted Home "Television Bar."

2. Travelette Electric Bingo Blower Priced so you can buy today! LIPKA MFG. CO. New York 9, N. Y Spring 7-2327 517 East 11th St.

www.americanradiohistory.com

ALTO, CLARINET - LEAD OR THIRD, commercial; draft exempt; age 34, well experienced; all offers considered. Robert

ATTENTION—BANDS, COMBOS, WESTERN and Hillbilly; best Fiddler-Violinist available; sober, black hair, 5'8', 150 lbs. Tony Frankini, P.O. Box 154, Oakland, Calif. Andover 1-0727.

AVAILABLE — VIOLINIST WITH SYM-phony, hotel band, Western, radio and television experience: play hot fiddle, dou-ble trombone; draft exempt, union. Musician, 713 West 14th St., Austin, Tex. Phone 25532.

DRUMMER—AVAILABLE AFTER MARCH
18; 30 years old, read, fake, cut shows.
Latin, good references; prefer commercial
band or small combo. Wire Bob Wade &
Orch., Van Orman Hotel, Ft. Wayne, Ind.,
before 18th, after 18th wire or call Bob
Wade, 1379 W. Main St., Decatur, Ill.

EXPERIENCED PIANIST — REVUE PRE-ferable; capable, sober, dependable. Box C-332, care Billboard, Cincinnati, O. mh24 LEAD TRUMPET-EXPERIENCED, READ, go fine tone for Mickey commercial or combo; neat, sober, union, business, new car, draft exempt, go anywhere, but salary must be good; state all in first, will answer all; will play any chair in large orchestra. Write, wire or phone 3372. Al Barnette,

DRUMMER - PREFER DIXIELAND OR commercial combo; some vocals, have car. Skat Adkins, Box 14, Fayetteville, Ark.

MUSIC COPYIST-COPY READY FOR printer; chords added; title printed; lyrics typed. Delpha Foster, Box 1323. Central Station, Tuisa 1, Okla.

ORGANIST — RADIO, LOUNGE, HOTEL, Rink, etc., available two weeks' notice. Address: Jackson, 258 W. 46th St., New York City.

PIANIST—SOCIETY AND COMMERCIAL; read and fake; experienced for shows; draft exempt, sober and reliable; will travel; will be at liberty after March 17. Horace W. Lasper, 622 McCall Drive, Corpus Christi, Tex. Phone 4-1474. mh24

PIANIST — FULL CAVALLARO, CLEAN tasty society style, fine Latin; heavy hotel experience; locations only; age 26, car. Wire or Write Box C-333, Billboard, Cincipnati einnati, O.

PIANO MAN—SEMI-NAME EXPERIENCE: play any style, will travel, have car. Bill Bertie, 129 Grand Ave., Santa Monica, Calif. EXbrook 63384. PIANO PLAYER - UNION, LOCAL #10:

available for cocktail lounge, soloist, combos; all essentials, go anywhere. L. Jenkins, 443 N. Church St., Rockford, Ill. SENSATIONAL PUPPET SHOW IN STROBlite: presented in vaudeville style on beautiful portable stage. Osborne's Pup-pets. 5223 Cedar Ave., Philadelphia, Pa.

TENOR, CLARINET-LOCAL 802, COMBO experience, 26. neat, veteran, read or fake all types; have unusual deep bass voice for vocal background; desire summer resort booking, also consider engagements in New York City at present. Write Dinny Thomas, c/e Apt. 2E, 129 E. 85th St., New York, N. Y.

PARKS & FAIRS

BALLOON ASCENSIONS. PARACHUTE jumping; modern equipment for parks, celebrations; always reliable. Claude L Shafer, 1041 S Dennison, Indianapolis 21,

BIG FIVE PEOPLE ACROBATIC, BAL-ancing act open for all events. Lehmbeck Sisters & Co., 2015 Oliver St., Fort Wayne Ind.

ENGAGE" CHARLES LA CROIX, OUTstanding trapeze act, for outdoor and in-door events; platform required outdoors. For full particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4,

PAMAHASIKA'S FAMOUS TROPICAL BIRD Circus; it's tops; macaws, cockatoos; the oldest, the best in America; also Dog, Pony, Monkey Circus. Geo. E. Roberts, Manager, Pamahasika's Studio, #3504 N. 8th St., Philadelphia 40, Pa. Telephone Sagamore 5536.

VAUDEVILLE ARTISTS

COMEDIAN - NON-UNION, DRAFT EX-empt, baritone, eccentric tap, entirely original, write humorous songs, poems; photo, disk sent. Kewpie Doll, Gen. Del., Barstow, Calif.

THE HOUSEHOLDERS-FOR REP OR MED; Sid, Toby or eccentric comedy, double piano; Faye, gen. bus. or as cast; specialties change for two weeks; good wardrobe. 1286 Westwood Ave., Columbus, O.



"World's Biggest" Key Chain! Millions Waiting To buy. Presents an unusual TIMELY pictureset in beautiful Plastic Case of attractive amber, crystal or green colors—fitted with gold-tone beaded chain. Present world aggression makes this a wildfire seller. Just show and sell 50 to 300 every day for easy money. Your Sells 15¢

Profit \$ 1.75 \$ 2.00 3.50 6.25 4.00 8.75 15.00 37.50 22,50 47,50 ORDER NOW-Be first. Send cash with order for immediate shipment-postage

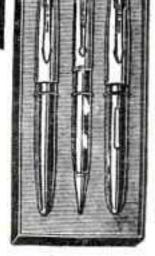
prepaid. HURRY-HURRY! Flomor Building SELLWIN CO. Chicago 5, III.

Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen Assorted colors. Attractively

SPECIAL PRICE \$54.00 Per Gross Sample Set, \$1.00

25% deposit with order. Send \$5.00 for complete Sam-ple Line. ORDER NOW!



MECHANICAL TOYS

(Occupied Japan) EASTER SPECIAL ...\$1.25 Doz. PICK CHICK.

ITEM BOXERS _- : - - - - \$4.80 Crawling Baby 5.30 Dancing Couple 2.30 Duck with Frog 2.75 Frog 2.00 lockey and Horse 3.65 Naughty Dog 4.70

Small Porter 2.50 Traveling Boy 3.95
Immediate Shipping.
F.O.B. Seattle, Wash.
25% with order, balance C.O.D.

ANDREWS & GEORGE Company, Inc. 1416 Alaska Way SEATTLE, WASH.

PLASTIC 7 PIECE

CORDIAL SETS LOW, LOW

PRICE 4.75 Ea. Sample: \$2,75 ppd Cash with order.

ROBEL SALES CORP. 264 Canal St., Dept. Q, New York, N. Y.

STEEL OR WOOD CHAIRS

Folding or Non-Folding Prompt delivery, Minimum order doz. Ask for prices, tell number needed ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.)., Dept. 4, MU 3-1385

HOSIERY

You save if you buy direct from the mill, Nyions, 51, 54 & 60 gauge. Men's 91/2 to 13 Incl. Anklets, 4 to 11. Mercerized (Durene), seconds and irregulars, priced to sell. Satisfaction guaranteed or TENNESSEE VALLEY MFG. CO.

2400 Dayton Blvd., Chattanooga 5, Tenn.



A SQUARE time, original Koehler stock signs, 1500 varieties, sell all places; 4½x11", 7x11". Also religious and changeable signs. Special offer, or for free catalog write KOEHLER. or for free catalog write KOEHLER, 135 Goetz Ave., Lemay 23, Missouri.







NEW SHIPMENT **HOVELTY CHINA** SALT AND PEPPER SHAKERS

Available in assorted designs or in the design of your choice. The following styles are available:

Asst. Corn, Fish, Rooster and Hen Penguin Asst. Apple, Pear, Pumpkin & Corn Upright Pig Standing Dog

Pandas Asst. Figures

Scotty Dog Pig Indian Chef and Cook Japanese Couple Tomatoes Colonial Lady Hugging Squirrel Hugging Cat

\$2 Doz. Pr.—\$21.60 Gr. Pr. Prices do not include shipping charges. include postage with order. 25% deposit required on C.O.D. orders.

240 42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

"OO-LA-LA," QUEEN OF THE PEEP SHOW



in Magic Skin - Her Dance Is Enchant-ing. Turn the crank and it's a Sale. A Hot \$1.00 number. It's Alluring — Fas-cinating. They All Buy—From 7 to 70. \$25.00 per 6 doz. \$48.00 per gross.

\$4,75 per doz.—mini-mum order 2 doz.

MISS LOO LOO.

A similar number to above in Size and Performance and Make. Operates the same without transparent box. \$3,00 doz.—6 doz. lots.

\$6.50 for 2 doz.—minimum order 2 dez. 52.75 doz.—gross lots. FAN DANCER — OO' LA SHEBA QUEEN

The lady is apparently alive. When stuck with suction cup to car or any surface. she bumps, wiggles and shakes—or stands on table in showcase. Made in full color magic skin like plastic with rainbow fan \$16—6 dozen \$30 gress Minimum Order: 2 doz. \$7.00

6 Samples, 2 each, \$3.00
Jobbers, wire for quantity discount.
HOT ITEMS—RUSH YOUR ORDER

LARGE MECHANICAL FUR COVERED TOYS 6 Doz. Lots Doz. Large Fur Hopping Rabbits. \$4.25 \$4.50 arge Plush Gorilla Large Fur Jumping Dogs ... Large Plush Circus Seals 6.25

Large Plastic Itchy Dogs ... 1.50 New, Improved Visible Fluid Lighter, 1 Doz. to Attractive Display \$4.00 Doz.; \$45.00 Gr. Ve Prepay With Full Remittance or

25% Deposit, Balance C. O. D. UNITED ENTERPRISES 175 5th Ave. New York 10, N. Y



12 SETS FOR THE PRICE OF 1 Necklace, brooch, bracelet, earring set. This remarkable 5 piece 24K gold plate ensemble contains 10 qigantic, beautifully colored center stones surrounded by 24 luxurious full-cut, sparkling rhinestones. All in gorgeous 3-tiered satin-lined, vel veteen covered, hinged box meas-

sortment! What a Buy! Regularly \$39.50 retailers CO CO DOZ only \$39.50 DOZ.

Sample \$4. \$3.50 cleaver cutlery sets, \$1 ea. j. calendar chronographs, \$4.50 ea. TED BURKE INDUSTRIES

Dept. B-37, 10 W. 27 St., N. Y. C. MU 4-6756

HOTTEST DEAL THE WORLD Everyone wants this Daring New Deck of TEMPTING ART STUDIES in Natural Color PLAYING CARDS!

MODELS OF ALL NA-FIONS! Most startling seck of playing cards you tver saw. REAL art studies. Every card dif-lerent. Loveliest models photographed in most inriting poses—in full color, sells on sight. Rush order loday! You won't be dis-

15.00 Doz. Sample Deck \$2.00. EXCLUSIVE PLAYING CARD CO.

Dept. BM-1 1139 S. Wabash Ave. Chicago S, III.

HAWAIIAN NUDIE DOLL Made of soft flesh-like plastic rubber—lifelike. over 714" high. She wiggles, she shimmies, she bumps, she grinds

vithout any mechanical device. \$13.80 Doz. Hawaiian Skirt Sample, \$1.25 \$12 Doz. 3 for \$3.50, Blonde, Brunette & Redhead. Send \$10.00 for assorted samples of our complete mer-

No C.O.D.'s. Jobbers: Write for quantity prices on all items.

PARISIAN ART PRODUCTS

Merchandise Topics

New York

Ball point pens at \$13.75 per Arthur Lee Company, Brooklyn. ble-ink supply barrel along with metal caps and clips and retails at 25 cents. . . . Dealers in signs are offered over 1,000 slogans, and comedy, general and religious 7 by 11-inch ultra blue signs by L. Lowy. . . . For workers interested in luminous specialties, the Madison Mills firm has a large line that includes house numbers, pictures, novelties, religious and nursery objects, key holders, etc. new insecticide produced by the and pipes, according to its manu-Miri-Kill Company. One applica- facturer, H. D. Campbell Comtion thru use as a spray or in water when housecleaning is said to keep areas pest proof four to sure from the faucet, grease and six months.

Chicago

said to offer substantial improvement over earlier formulations of trains, planes, boats, engines, auto this type has been announced by racers, craft kits, etc. National Lacquer & Paint Company, Inc. Sales Promotion Manager J. J. Wright said the plated- finishes and upholstery but also effect finishes are designed to serving as a picnic tablecloth, meet difficult problems of manu- beach cover for bathers, utility facturers caused by mounting drop cloth in homes, etc., is ancosts and increasing shortages of nounced by Industrial Covers materials. . . . Vinyl Industries Company, Akron. Prices are \$2 announces a line of full-size plas- for the 36 by 54-inch size; \$2.35 tic shopping bags that fold into for the 36 by 66-inch unit. . . . purse size. They're a must for N-R-O Leather Products Comhousewives and wear like leather, the firm says. . . . Fifth Avenue line of wallets, pocket secretaries, Cravat announces a new line of low-cost hand-painted and panel clip. . . . Gem Sales Company, Deneckties and a variety of men's troit, has opened a promotion of and women's hose at prices insuring a good profit.

Los Angeles

them available for premium use. N. J. ... John Hawley, of J. R. Hawley Distributing Company, reports that the new Ace of Spades chip rack with handle and 10 chip receptacles is going over well. It joined the firm as salesman for the area south of Bakersfield,

According to J. R. Horn, Colůmbia Wholesale has purchased the stock of Minas Bros., which specialized in the talking card line and had seasonal items. . . . Badger Sales Company is featuring the Bonzo clock. Carved in the shape of a dog with moving eyes synchronized to the clock action. It is designed for table use. The company also has received a shipment of revolving girl lamps. About eight inches tall, the shade moves because of heat generated by the globe. The lamp is reported as a good den item. . . . Murray Hofberg, of Murray Sales, has been receiving merchandising daily now that he has the space to display it in his new store. . . . Frank Stein Jobbing is featuring a line of carnival merchandise. . . Frank Dunkel, of Badger Sales Company, has entered the army and is stationed at Fort Ord, Calif.

Detroit

Protective Coatings, Inc., is putting Doozy-Does-It, all-purpose cleaner said to be superior for firm and smooth surfaces, upon the market. Inventor is R. H. Collord, veteran of the paint and metal finishing fields, who heads the firm. The product is being offered for sale thru agents and specialty workers. . . . E. F. Emrich, director of sales for Palmer Show Card Paint Company, is placing a specialty line for amateur painters upon the market.

From All Around

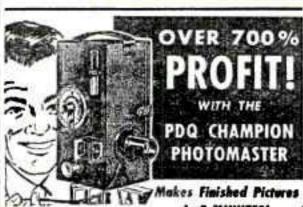
Dolls of the world, retailing for 15 cents, are offered by Commonwealth Plastics Corporation, Leominster, Mass. Each doll, done in authentic, colorful costume, comes on a picture story card, 24 to a series. . . . Flower Materials Company, Chicago, has introduced ring and earring-making kits, retailing PARISIAN ARI PRODUCIS

at \$1 each, claiming the kits will enable anyone to produce profes-

sional-looking costume jewelry pieces without having previous experience. . . . Barberdier Prodgross are offered the trade by ucts. Sacramento, has announced a new scissors sharpener operat-The item features a full-pen, visi- ing on the bevel-guide principle which manufacturers say restores original cutting edges in a few seconds. The item is precision-built thruout. . . . Sparklite, Chicago, is again offering its complete line of tinselled cards in time for the Easter season. . . . Perma Sheen Chemical Company, Washington, Pa., announces, a new deodorant spray called Lite Aire that is said to be economical and fast-acting. . . . The Rite-Way drain cleaner . . . Miri-Kill is the name of a does away with clogged drains pany, Rochelle, Ill. By use of vacuum suction and water presdirt are flushed away. . . . Levy Company, Miami, announces Kromo, a liquid polish for chrome, brass, etc., that is said to remove A line of metallic bronze rust rapidly. . . . Western Model lacquer finishes in 15 shades and Distributors, Los Angeles, has been plugging its scale model

A plastic cover designed for auto mechanics in protecting car pany, Detroit, is introducing a key cases and leather currency Easter mechanical toys. . . . From Pittsburgh comes word of two items in the piggy bank line. Milton D. Myer Company is offering them in assorted colors at \$1 and Gene Hoffman, of Wholesale \$1.98. M. J. Golden announces a Specialty Company, returned re- line of mirror-finished banks. . . . cently from a business trip to New Kant Novelty Company, also of York. While he was away Joe the Smoky City, has a line of Goodman substituted. Wholesale Mother's Day plastic carnations. has procured more storage space in . . . A nine-ounce miniature bagthe rear of its building. . . . Hoff- pipe that can be played by a man is expecting arrival of onyx child is announced by Magnus pen desk set at prices to make Harmonica Corporation, Newark,

Described as a water-going carousel, a new inflatable beach and pool toy that features six multi-colored horses mounted on a seven-foot base is announced by features the new interlocking Bilnor Corporation, Maspeth, chip. Maurice Ford recently N. Y. . . Craftsmen's Guild, Hollywood, is offering the novelty trade its Sweet 16 viewers to retail at \$1. The item contains 16 full-color photos of models. . . . Acme Products Company, Green (Continued on page 50)



Complete Portable Photo Studio Size 41/2"x5"x10" Weighs about 6 lbs.

No experience required, Simple directions teach you quickly.

In 2 MINUTES! Beautiful, ever-lasting photos— black and white or sepia, size 2½ by 3½ in.

· Guaranteed not to fade. No darkroom

needed. Photos are taken DIRECT on "SUPER-SPEED" direct positive paper.

Loads enough paper for 50 shots in

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BE A P.D.Q. PHOTOGRAPHER Work at home or travel. Make expenses, plus extra profits. Pictures cost you only 2e. Sell for 15e to 25e. 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

1161 N. Cleveland Ave. Chicago 10, III.

R·B OFFERS STEADY PROFIT MAKERS !!!

real thing (7, all diff.)
Dox. \$1.50. Gr.\$15.00
WACKY SIGNS (20 numbers). Doz. (1 each, 20 signs, \$2.50) BIKINI BATHING SUIT, boxed item, it's a
WOW! Doz.

SOOT-OH (loads of fun)
Cd. of 12
RUBBER Full Face Masks 2.50

LOW PRICES—While Stocks Last!

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

Popular Styled LIGHTERS



PISTOL LIGHTERS

Small size. Highly polished chrome plated with black trim on handle. 21/4x21/4 inches overall. Individually

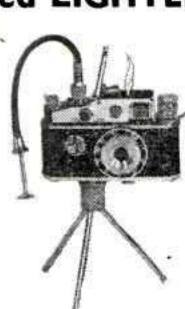
NO. BB83J832 \$6.75

Large size. Highly polished, chrome plated with black frim on Handle. 314x25 inches overall. Individually

NO. BB83J852 \$9.00

PEARL HANDLE PISTOL LIGHTER Highly polished chrome plate with mother-of-pearl handle. 3x23/4 inches overall. Individually boxed.

NO. BB83J851 \$12.00



Best Quality CAMERA STYLE LIGHTER With

Compass Camera style with compass on front. Trican be removed for use as a pocket lighter. Each in box.

BB83J822 Dozen \$12.00

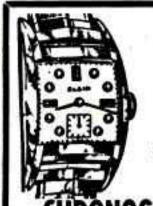
MINIATURE POCKET LIGHTER SPECIAL!!

On base. 11/4 inches high, Highly polished chrome plated. Individually

NO. BB83J872 \$4.00

25% deposit required on all orders

N. SHURE CO. CHICAGO MILLINGIA



ELGIN - BULOVA - BENRUS

Watches for Big Profits Brand new 1951 model cases for gents and ladies. Rebuilt movements, guar-anteed like new. 7-Jewel \$0.95 15-Jewel

\$14.65 \$18.95 Gold Plated Stretch Band, 95¢ add.
 R. G. P. Combination Band, \$1.50 add.
 Leatherette Gift Box, 65¢ add.



asst. colored radium dials, genuine leath-er strap. White cases. In Lots of

Rose colored case. Lots of 6, ea. \$4.75. Samples, \$1 add'l Matching Expansion Wire Band, 25¢ add. Rhinestone Dial, 50¢ add. Wholesale Only—25% De-posit With Order, Balance

Start your own business-be independent -we will set you up with a well-balanced

\$235 Brings You

Back \$622.45

variety of fast selling

watches, jewelry, etc. -and our new 72-page wholesale catalog. Write today for full details and listing of this sensational \$235 assortment.

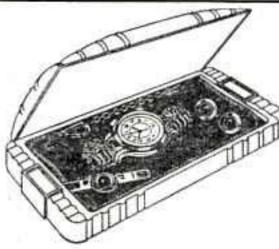
25¢ brings you our 72-page new 1951 wholesale catalog—will be credited to your first order. BRAND NEW

RHINESTONE CASE WATCH 7-Jewel \$9.95

\$12.95 Copies of expensive \$200 and \$300 watches



C.O.D. Open account to MIDWEST WATCH CO. 5 S. WABASH AVE.



4 Pc. WATCH SET

Sensational Seller! In Eye-Catching, Luxurious

PRESENTATION CASE

Sample \$10.00

Lots of 50 \$8.25 Lots of 6 \$8.75

The newest! Handsome matched WATCH SET. Outstanding value!

Consists of

Gold Plated CHRONOGRAPH, 2 push | GL. PL. FANCY EXPANSION BAND buttons, 1 yr. guarantee slip, instructions for use as watch or stop watch. | GL. PL. MODERN WATCH CHAIN tions for use as watch or stop watch. | UXURIOUS CASE

C.O.D. orders from non-rated concerns, 10% with order. SARO WATCH

Dept. BN

1674 Broadway, N. Y. 19, N. Y.

"EARLY BIRD" CATALOG NOW READY

WRITE FOR YOUR COPY AND STATE BUSINESS

SPECIALS!!

MA706—Assortment of 1 gross Novelties and Toys. At least 12-numbers to ass't. Some were priced as high as \$7.00 gross. Per Gross, Asst'd\$4.00 MA9-Min, Glass Dice, Gro.90 MR801-Metal Hi Flier. Gro.75

MA6050-Tin Badges. Gro.90 MA301-Plastic Top. Gro.65 MA357-Metal Cricket. Gro.65 Deposit of 25% required on C. O. D. orders for other merchandise.

Established 1886

TERRE HAUTE, INDIANA REINFORCED

FOLDING CHAIRS New, durable, mixed Northern Hardwood. Write for Lowest Prices MORRIS MANDELL, INC. 26 E. 13th St. (Dept. B) New York 3, N. Y. ALgenquin 5-5912



WORLD'S LIGHTERS



3 Hard-to-Get MODELS 1) 2-Tone Mesh 2) Leather

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SMALLER THAN A POSTAGE STAMP!

3) Pearl Covered

antastic Precision-built, sure-fire cigarette lighters smaller than a postage stamp! Sell like wildfire everywhere. Not a toy! Built like fine watch for year after year service. Girls use them for charm bracelet, as brooch or scatter pin. Men go for tiny, compact size. A terrific novelty. A terrific gift item. HARD TO GET because imports have stopped! Re-tails for \$1.00 to \$1.98. Send for samples: any model. 75r—all three models. \$2.00. Or don't lose a big-profit minute; order in quantity right now:

1 Dz. (any model or asstd.) cost you \$ 6.00 2 Dz. (any model or asstd.) cost you \$11.50 3 Dz. (any model or asstd.) cost you \$17.00 Terms: Cash with order, we pay all postage. Or send 25% deposit and we ship C.O.D. for balance, plus postage. Don't miss out on the hottest lighter deal going! This may be the last offering of these hard-to-get lighters at any price,

MODERN MERCHANDISE CO., Dept. 270 169 W. Madison St. Chicago 2, Illinois



IMMEDIATE DELIVERY



←-STYLE 3CC pc. Plastic Pen Set Fountain Pen

\$45.00 GROSS S4.00 DOZEN

STYLE 4PK 4 Pc. Plastic Pen Set, METAL CAPS With Knife \$67.75 CROSS-\$6.00 DOZ.

TEL 2 1 2 1 2 1 1

STYLE 4MC 4 Pc. Plastic Pen Set. METAL CAPS. With Flashlight \$64.00 GROSS-\$5.50 DOZ.

SAMPLES \$1.00 EA.

INK-VU BALLPOINT PENS . \$11.00 GROSS WITH DISPLAY CARDS

25% deposit with order, M.O. or Cash-F.O.B. N. Y.

International Pen Corp.

7 West 22nd St. New York 10, N. Y.

ATTENTION! HOSIERY!

Complete line of hosiery. Price right. All grades, ladies' nylons, men's and children's. Buy direct from mill at mill prices. Satisfaction guaranteed or money refunded.

LOOK RITE HOSIERY MILLS, Inc.

1251 Market St.

Chattanooga, Tenn.

MILD CIGARETTE VIEWER-20 poses; 10 packs to ctn. \$ 5,40 SALOME DANCING GIRL—Just turn handle for live action ... Dz. 3.40 FANETTE—Girl in plastic case; turn handle for action ... Dz. 4.60 FANNY—Same as Fanette without plastic case ... Dz. 3.25 "MOAN"—Models of All Nations Playing Cards. New ... Dz. 14.00 STRIP TEASE PHOTOS—Clothing disappears when tilted ... Dz. 2.25 MATCHLESS FLAMES—Large matchbook of 15 color art poses ... Dz. 1.90 "BUST WITH HUMOR"—20 "type" pictures in booklet—a riot ... Dz. 1.10 ART MODEL PHOTOS (2)—in frame on key chain, 2 dz. min. ... Dz. 1.30 Write for catalog of 500 sellers—Min. Order \$5.00, GORDON MFG, CORP., 110 E. 23 Street, New York 10, N. Y.

BINGO GAMES-SUPPLIES Punch Boards, Raffle Cards, Carnival Goods, Noisemakers, Paper Hats, Decorations -- Write for our Special Winter Catalog - Be Sure and mention your line of Business MIDWEST MERCHANDISE COMPANY KANSAS BROAD WAY.



\$1.00 STARTS YOU IN BUSINESS . NO COMPETITION Start a year 'round business. Steady income. America's fastest selling religious jewelry. Millions of prospects. Sells on sight!

FREE . . . New 1951 CATALOG of Proven Fast Sellers. Send \$1.00 medal is encased in crystal clear EVERLASTING Plexiglas. 18" gold plated chain with lock. Red, Blue, Green, Gold, White or Crystal backing behind medal. Gift Boxed. Retails \$2.50; your profit over 100%. Send \$1.00 for sample and Catalog today.

STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B-12, New York 23, N. Y.

Ve are Distributors to the premium BENRUS WATCHES and BENRUS SETS

Write for prices Dunhall 14k gold plated Chronograph Watch in plastic cov-ered hinged case with gold plated link extension band with jewelry set of chain, cuff links and tie clasp spec. Each \$10.00 Dunhall 14k gold plated Calen-dar Watch in above jewelry box. Each
OCEAN CITY STAR DRAG,
250 YARD REEL. Special ...
#225 Kingfisher 2-pc. Bamboo
Rods, list \$8.75
#12M0B Montague "Monterey"
2-pc. Bamboo Rod list \$8.75 fish Rod, list \$7.65 4.95 #9675 Montague 1-pc. Solid Glass Bay Rod, list \$8.25 ... #475 Fresh Water Steel Rod and Shakespeare Reel, complete. 325 Glass Fresh Water Rod, 5'. 5P 5' Steel Fresh Water Rod .. Islander Ukes, list \$5.95 2.95 #5326 7-pc. Antimony Lighter Set on tray 2.75 #4197 3-pc. Antimony Lighter

Big Profits with Watches OJ Swiss Sween

K. C. VENDING CO.

JACK KAUFFMAN, Prop.

MArket 7-4865 or 7-6391 One-third deposit, balance C.O.D.



Second Watch \$3.25 ea. Men's 7 Jewel Sweep Second Watch. 4.95 ea. Men's or Ludies' 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. 6) Men's Incabloc

Water Resistant 17 Jewel Watch ... 14.50 ea.
Write for FREE Spring CATALOG. 25% with order, balance C.O.D.

VEL WHOLESALE WATCH CO. 211 N. 7th St. . St. Louis 1, Mo.

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Min. Cameras, TONE, RUBIX, VESTA and Still Cameras, 35 mm. KONICA F3.5 and F2.8, tripods 15"x54", 6 sections, panheads, microscopes, eig. lighters, eig. c a s e s, watchbands, harmonicas, toy pianos, zippers, snap fasteners, novelties, all imported at manufacturer's price.

MUrrayHill 2-4176

WE HAVE THE GOODS Boxed Fancy Pillow Cases (2).

Dz
Boxed 3 Pc. Gold Necklace Set.
Dz 16.80
7 Cup Enterprise Electric
Perc. w/cord, Ea 4.25
8 Pc. Gold Glass Relish Set. Dz. 10.20
2 Slice Bread Toaster. Dz 24.00
Deluxe Round Aluminum
Roaster. Dz 12.00
Deluxe 12 Cup Aluminum
Percolator. Dz 21.00
Deluxe 9 Cup Aluminum
Dripolator. Dz 15.60
Deluxe 3 Qf. Aluminum
French Fryer, Dz 8.40
Send for free list of other items
25% Deposit, Balance C.O.D.
LOUIS L. SCHAFFER, INC.

Easter Chicken Novelty lt's Automatic--

Cleveland 13, Ohio

1257 W. 3rd St.

CHICKEN LAYS EGG Made of Plastic—With Plastic or Feather Wings.

Per Dozen \$1.80 \$18.00 Per Gross

ERNIE'S ENTERPRISES 725 Pine St. St. Louis, Mo.

Hopping Fur Rabbits. \$4.50 Dz. \$48.00 Gr. Jumping Fur Dogs .. 2.25 Dz. 24.00 Gr. Fannette 4.00 Dz. Fifi, Fan Dancer (Suction Cup) 4.00 Dz.

Wolf Pack Cards (Original) ... 10.50 Dz. Models of All Nations Cards (Original) 12.00 Dz.

THE S & P NOVELTY COMPANY 428 Sixth Street, N. W. Washington 1, D. C.

BALL POINT PENS

\$9.50 Gross Postpaid Why Pay More?—Cheaper than Refills, Enough ink in every pen to last 2 years, Ink visible at all times. Will replace any pen not OK. Cheap enough for a give-away. Sample, 25¢ stamps. DUE SHORTLY—ANOTHER NEW BALL POINT PEN.

Box 1324, Church St., Station 8, N.Y.C.

Pipes for Pitchmen

the state of a state of

By BILL BAKER

TONY DIMA . . and brother, Chuck, are doing their rad demonstration in the G. C. Murphy G-Street store, Washington. They'd like to read pipes here from George and Jean Haney, Red Kelso, Grace Karatz and the gang who worked the same circuit last

WHILE WORKING . .

Pittsburgh recently I visited Mike Madeen, one of the old-time workers, who has since quit the business," letters Fred W. Langer from East Liverpool, U. "Mike was married recently and the life must agree with him for he's looking well. In the course of a jackpot session, I learned from Mike that a mutual friend, Bert Kenny had some 'grand' days at his fairs last season and that he garnered terrific figures on tops during December and January. How about that, Bert? Pipe in and let's hear from you. I'm still working gadgets in the chain stores in and around a least. How about a few pipes from is a prospective customer. . . . Pid Hale and Fred Krause, of H. H. G. Game Company, Los screen note?"

BOB ROACH . . .

has been transferred to bed No. 3, Oak Forest Sanatorium, Oak Forest, Ill. He reports that he's getting along okay and hopes to be back on the road when the fair season gets under way.

DAVE KELSO . . is working New Mop in a Cleveland department store to big busi-

BIG AL WILSON . . . is still in San Antonio working Svengali decks and white mice.

LOUISE MOORE . . . is still working shampoo in Woolworth's five-and-dimer, New Or-

GEORGE LaPLANT . . . is recuperating at his home in razor blades, drug items and sun Minneapolis after undergoing an operation in Veterans' Hospital

DR. M. J. LOCKEY . . .

who is headquartering in Columbia, S. C., is rolling up good long green counts working sheet in that neck of the woods.

M. ENSCOE . . . is still working pinking shears at a Chicago location, with the item

reportedly going for \$1.98 a copy. GEORGE H. BROOKS . . . is en route to Hot Springs, where

he plans to remain for several

weeks before going to Memphis.

DOC ROBERTS . . has his med show clicking off good returns around Albany, Ga.

DOC DAVIS . . . continues to work paper to good returns at South Carolina sales

days. AL PARKER . . and Barney Kaplan are still work-

ing out of New Orleans. SAM GOLDON .

is recuperating at his home in New Orleans. He had to have both legs amputated recently and would like to read letters from friends.

THIS CORNER . . . could use a few pipes from Arthur Nelson, George Haney, Mary and Madaline Ragan, Dave Rose, George H. Brooks, Tom Baldwin, Sid Weise, Prof. Charles E. Brown, Jack Holstead, Doc Wunderman, Bob Posey, Skippy Davis, Red Mc-Coy, Sleepy Dowling, Harry Bernstein, Eddie Murray, Freddie Shaffer, Doc Forrester, Doc Vic Lund, L. Chapman, David Wilde Jr., Jack Kahn, Johnny LaBarie, Stanley Naldrett, Mrs. Fred (Winnie) Coates, J. E. Jerome, Harry Greenfield, Bobby Marshfield, Paul M. Warren, Whitie Johnson, Charlie



Hudson, J. J. Baxter, Jack L. (Oklahoma) Shell, Joe Gridler, Al Kleeman, Fred Hudspeth, Bud De-Mar, George Hess, Tim Sullivan, Phil Kraft, William G. Bernard, Ted Travis, Al West and A. L.

Mdse. Topics

• Continued from page 49

Bay, Wis., calls its plastic lighted cross with golden corpus, mounted on a black plastic base, an ideal gift item for birthdays, religious holidays, anniversaries, etc. Complete with electrical cord, the item may be used in a window, flower display or as a mantle display or night light. . . . H. R. Roberts Company's han de kleen waterless hand cleaner is reported the chain stores in and around a to be a fast-selling preparation 250-mile radius of Buffalo so that in which profits are long. Every I can get home on week-ends at home, factory, service station, etc.,

Angeles, announces a line of games such as One Spin Slote, One Spin Over, One Spin Chucko, etc., for wagon men, dealers and sideline salesmen. . . . For demonstrators there is Magicleaner Company's rug cleaning fluid that is said to brighten dirty rugs and restore faded colors. . . . Recently introduced by Alden Speare's Sons Company, Cambridge, Mass., is the Rolit knife sharpener that reportedly sharpens all types of knives with a few applications of knife to instrument.

Des Moines Ring Company reports its new line of simulated diamonds for men and women offers profits up to 300 per cent for salesmen. The firm features a no-risk trial sales offer. . . . Lee Products Company, Atlanta, reports a complete line of counter carded merchandise that includes glasses. . . . Stanwood-Hillson Corporation. Brookline, Mass., announces a complete line of highquality utility items for general merchandise use, ranging from ball pens, ash trays and mechanical pencils to key chains and metal thermometers and calendars. . . . An ideal item for salespeople at ball games, etc., according to P. M. Air Cushion Company. Los Angeles, is the P. M. pocket cushion, which uses less air than a toy balloon but has lasting qualities because of its durable vinylite composition. . . . E. E. Dungan & Company's lamp is designed for the premium user. Standing 16 inches high with a six-inch shade, a figure of Christ, as on a crucifix, is attached to the column. The Savior's figure glows in the dark. . . . Mystery Edge Razor Blade Company is offering its merchandise in carded form for counter trade. . . . Dee's Grip-Ette, introduced by Givens & Company, is a plastic disk base which may be attached by an easily operated suction rubber cup to the bottom of junior's drinking glass or other top-heavy receptacles to prevent spilling accidents at the table. Retail price

Riverside Set

is 59 cents. . . . Almar Metal Arts

Company, Point Marion, Pa.,

manufacturer of gift, novelty and souvenir lines for variety stores

and concessionaires, announces a

new line of lithographed three-

color mailer which is reportedly

receiving good trade reception.

Continued from page 31

nel for the Roller Coaster is under way and will be completed for the bow. It will be the first time for this feature at Riverside. The spot is undergoing a paint job from front entrance to 7,000-seat stadium, which again will offer auto races weekly and special events as booked. This latter program is nearly finished and will include thrill shows, drum corps contests and free acts. The dance gardens will have a house band, but Carroll intends to augment this group with small name units.

Executive staff remains the same, with Harry Storin on press and promotions, Tom Morrissey in charge of games, William Stevenson as head 'cashier, John Simmons as chief auditor and Stanley Drzyzga supervising food and beverages. The park staff will meet Sunday (25) for a rundown on the spot's program and policy.

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Jobbers-Distributors: Terrific values and flash in Real Fur, Plush and Plastic Stuffed Toys for the Carnival and Con-cession Trade. Take advantage of our pre-inventory and close outs of discon-tinued models. Buy direct. Buy Now!



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11" to 30" assortment of Scotties, Bears, Carnival Doll, Majorette, Clown, Plastic

Send \$17.50 and receive 13 Different Samples Postpaid!

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State nature of your business.
No curiosity seekers.
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See our display at the Toy Fair, March 5-16. Hotel McAlpin, Rm. 772. Rep.: Mr. M. M. Chimacoff.

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Mech. Easter Parade Mech. Fur Hopping Rabbits ... 3.60 Mech. Plush Lge. Walking Bear 5.00 Mech. Plush Circus Elephant ... 5.00 Mech. Fur Jumping Dog 3.50 Mech. Fur Jumping & Begging Dog Mech, Nutty Squirrel 4.00 Mech. Plush Circus Seals 5.40

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Minimum Order, 12 Dox. 25% Deposit, Balance C.O.D.

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Mowups, 20x30-52,30x40-53,

NEW NATURAL COLOR PHOTOS

Postcord-1f, 8 x 10-12f in

Quantity, All other sizes.

Salesboard Sidelights

pany, Peoria, Ill., still keys his make on reception of its salesplus-business comments on the fact the firm's sectional play ticket deals are in there pitchin'. Gam is getting set to push its Baseball series with the advent of the bat-and-ball season shortly.

H & H Novelty Company, Cleveland, reports via E. Horowitz that sales activity in firm's three lines, salesboards, premiums, novelties, is geared to a higher pattern these days. H & H's Louisville office, thru M. Sherman, tells of a similar trend as customer reaction builds up to more favorable levels.

Jay Zelle and Jay Goldman, Triangle Manufacturing Company, Minneapolis, combine to chorus top tidings on demand for their card games, spindle and section ticket deals. Triangle's board offerings are also mentioned as a rising factor in its gross business volume

Harold Boex, vice-president of Pioneer Manufacturing Company. Chicago, says coin and seal boards are going well. Winding up a tour thru several Southern States, he reports business on the whole is better. . . Michigan City Novelty Company. Michigan City,

Minneapolis Beats

· Continued from page 36

three-week janitors-teachers strike which shuttered classrooms, was running better than 10 per cent ahead of a year ago. The average for the first seven matinees was 3,500 kids per show at the 40-cent price.

Named by Potentate J. Miles Martin as Johnson's vice-chairman of general arrangements were R. G. Butts and A. C. and C. S. Lagerquist. A. Jespersen is secretary of the general circus management committee.

For the first time in a number of years the circus band had a new director because Izzy Cervone had another date. His nephew, Jack Cervone, wielded the baton here.

Assisting Van Tilburg as producer and circus director were Edna Dee Curtis, assistant and personnel director; Leo Hamilton, equestrian director, and Dick Ware. announcer.

Shrine Band concert: 2 - circus tournament; 3-Manuel Baragon in the ring; the Bontas, Stage 1, and the Manuel Family, Stage 2, all balancing acts; 4-Prof. George J. Keller's wild animal acts; 5-Parroff Trio, aerial ladders.

Display 6-Cristiani baby elephants presented by Jane King and Marion and June Cristiani; 7clowns; 8-Ortanz Troupe, acrobats; 9-Ed Pillar's dressage horses presented by Austin Smith; 10-King Reynolds, tight wire; Tom and Bonny Parris, trampoline, and Bert Dearo and Company, slack

Display 11 - clowns: 12 - Tom and Betty Waters, Dill Moral Trio and Phil and Bonnie, perch acts: 13—Massimiliano Truzzi, juggler: 14 — Arsene Gautier's dogs and ponies presented by Arsene Gautier Sr. and Jr.: 15-Corinne Dearo and Ethyl D'Arcy, trapeze: Corky Cristiani, Jane King, Mickey Lyons, Bonny Parris and June Cristiani, Spanish webs.

Display 16-Vincente Baragon. cloud swing novelty; 17-clowns; 18 - Emil Pallenberg Jr., bears: 19-the Great Brunos, high wire; 20 - Cristiani Family, bareback

riders. Display 21-Count Ernesto Wiswell and His Atomic Ford; 22-Cristiani elephants presented by June Cristiani; 23 — the Kimris, aerialists.

Members of clown alley were Joe E. Coyle, Tad Tosky, George Lasalle, Billy Burke, Barnaby, Bozo Cary, Happy Kellems, Van Wells, Auggie Augestad, Gene Lewis, Brownie Gudath and Bagonghi Gallizzioli,

SALESBOARDS

1000 25¢ Charley Board Prof. 1440 10¢ Barrel Board Prof.		1.39
1800 St Lulu, X Thick Prof.	18.00	1.69
1000 10¢ READY Money Prof. 1000 25¢ J.P. Charley, X Tk. Prof.		\$1.48
1000 25¢ Texas Charley, Seal 240 6 for 25¢ Giant Hole Prof.	102.28	1.69
1000 5¢ J.P. Girlie B#s		1.98
DELUXE SALES CO., Blue Earth,	Minn	esota

Sam George, Gam Sales Com- Ind., has some nice comments to boards and jar tickets. Company is keeping on top of orders, still held when Langhorne Speedway

> thru his time off. He expects to in that building. come back to the production and the increased pace of business.

Irwin says brother Mort is wait- at that track. in Key West.

Gerber, Freid

Continued from page 26

agent at Yellow Jacket Stadium, will handle publicity-promotion for the short track.

Purcell will assume his duties April 15. In doing so he will be returning to a publicity post he pushing output so as to make was successfully operated in the same-day shipments on material. '30s under the ownership and management of the late Ralph A. Marshall Maltz, Peerless Prod- Hankinson. Before taking over ucts, Inc., Chicago, announces that the position, Purcell, while filling board demand is perking up well, out the remainder of the indoor especially in the Western terri- season at Toledo, will also devote tory. Ben Maltz is due back this some time assisting Promoter week from a business trip thru Eddie Otto in the introduction of that area. Taking an early vaca- midget hard top car racing in tion, starting within the next two the Cincinnati Garden. A recently weeks, Marshall is hoping for enacted ordinance lifts the presome favorable weather to see him viously existing ban on auto races

Promotion-publicity offices for sales duties better able to handle Langhorne Speedway are to be established in Philadelphia. The quarter-mile track competition Irwin Secore, Secore & Secore, will be conducted under the sanc-Chicago, tells of four new num- tion of the National Association of bers just introduced. All quarter Stock Car Auto Racing. The same play, they are Nest Egg, Double organization will also sponsor the Sawbuck, a 720 hole board and stock car races on the mile track, two companion boards, Best Hand, with the American Automobile with card tickets, and All Play, Association as the sponsoring ora new straight number ticket item. ganization for the big car races

ing for delivery of a new Buick | First big car event has been before taking off for New York skedded for June 24. Other date on a biz jaunt. Firm's Lou Rotfeld already set is the appearance June is enjoying a two-week vacation 10 of the Joie Chitwood Thrill Show.

Inflation & Races

· Continued from page 26

much as many fairs sell out and turn 'em away on auto race day."

Costs Go Up

Everything involved in staging an auto race has gone up in price, according to Winkley. He estimates that it will cost him at least \$25 more per week to keep each one of his promotional men (press agents, billposters, etc.) on the road this year because of higher hotel and travel expenses, and cited this as but one increase causing higher operational costs.

Sweeney, in commenting on higher costs, pointed out that calcium chloride, which is used to eliminate track dust, is now priced at about \$60 a ton, roughly double its cost 10 years ago. Tires, gasoline, parts, hotel and travel costs all are up sharply, he added.

"Yet fair auto race admissions are priced little higher in many instances than in 1941," Sweeney declared.

"I believe there are quite a few county fairs which offer auto races at a combined price (for both gate and grandstand) lower than charged for still dates at its own track or near-by tracks. These fairs should adjust their prices."

\$1.25 Minimum

National Speedways will not stage any still dates this year where general admission will not be at least \$1.25. Sweeney disclosed.

Sweeney recommended that all of the fairs which have auto races institute an advance sale of reserved tickets by mail.

"Those who have such a system in operation have found it a builder of good will and also excellent rain insurance," he explained. "Auto race fans chaff at waiting in line to buy admission tickets the day of a race, and everyone who buys an auto race ticket in advance is giving the fair just that much insurance in the event of a rain-out."

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New Rate Effective March 24 Issue

A-1 BARGAIN-CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? Mack Postel 6416 N Newgard Ave. Chicago III.

ARCADE MACHINES-SHOP RUN, EXTRA ARCADE MACHINES—SHOP RUN, EXTRA clean or repainted; Bally Big Inning, \$200; Williams Star Series, \$175; two late Evans Ten Strike, \$74.50 each; Goalie (no mirror), \$64.50; two Bally Rapid Fire, extra nice, \$129.50 each; Chicoin Pistol, \$129.50; Ten ABT Pistol, Stands, angle iron welded, lot, \$80; Three Harvard Typers, refinished, operate like new, \$149.50 each; 1,000 Discs, \$12; All Star Hockey, \$64.50; Photo Booth, leatherette covered, Double Unit Camera, 115.x2 and 3x4 (Mfg. Kansas City), like new. 115x2 and 3x4 (Mfg. Kansas City), like new, \$350. All crated, wire deposit S. & W. Music, Anniston, Ala.

Program

Display 1 — Zuhrah Temple
hrine Band concert: 2 — circus

ATTENTION, SOUTHERN OPERATORS and Central American Operators: Leaf Gum, 26¢ per pound; like new Acorns, \$13.95; Disney Plastic Charms, \$2.95 per M; Western Plastic, \$3.85 per M; 1/3 deposit.

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
two servicemen and a manager; vending
machines are all leased from a large operating company; machines not available on ating company; machines not available on the open market; franchised territory, three Northwestern Ohio counties; possibilities excellent; good personal reason for selling. Box #C-329. e/o Billboard. Cincinnati. O.

CANDY MACHINES-PROMPT DELIVERY: 9 18 Nationals with base at \$57.50 and \$50 6 18 Nationals with base at \$50 and \$45; 1 Vendall with enclosed base, \$45; 120 ca-pacity Rowe's at \$40; Rowe President Ciga-rette (quarters only), \$75; candy carrying trays, \$19; cash with order. Paul Steichen, \$963 Oak Lang Indianapolis Ind 6963 Oak Lane, Indianapolis, Ind.

CAST IRON STANDS-WEIGHT, 25 LBS.. \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30e each; top plates, for two venders, \$1.30 each; top plates for three venders, \$1.55 each; all prices f.o.b. factory; ½ deposit, bal. c.o.d. King & Co., 2702 t. bbs. Chierce 18 18 2702 Lake St., Chicago 12, Ill.

DIGGERS, ERIES-HAND OPERATED FOR carnivals, without coin chutes; Electric Diggers all types. Rotary Merchandisers, Parts, Supplies; can ship any State. Na-tional, 4243 Sansom, Philadelphia, Pa.

FOR SALE—ARCADE MACHINES AND Equipment; send for list. McKee Sales Co. 2041 Kenneth Rd. Glendale 1 Calif

FOR SALE-30 EXHIBIT IDEAL 14 CARD Venders, counter models, all steel cabi-nets, nearly new, price \$10 each. A Gerry. Box 6435, Philadelphia 45, Pa. mh17

FOR SALE—KEENEY TEN PINS, WIL-liams Twin Shuffle, Williams DeLuxe Bowler, Pin Balls, Arcade Equipment of every description; buy direct from owner, save real money; send for list. Tri-S Amusement Enterprises, P.O. Box 642, Ap-pleton, Wis. FOR SALE—SHUFFLEBOARDS, USED National 18 and 22 ft., adjustable fluorescent lights, excellent condition, \$75; or will trade for Universal Shuffle Alleys, Chicago Bowling Machine, 2127 Belmont, Chicago.

FOR SALE OR TRADE—LATE MODEL Consoles, Slots, Cigarollas. Allan Russell, Box 223, Douglas, Ga mh24

FOR SALE—50 USED 1c COLUMBUS Vendors, Model Z. ZM and G. @ \$5 each; cash with order. Birmingham Vending Co., 540 2d Ave. No., Birmingham 4, Ala. mh31 FOR SALE—BALLY HOT ROD, \$119.50; Quizzer, \$59.50; Scientific Batting Practice, \$39.50; Mutoscope Moving Picture, floor model, \$24.50; ½ deposit. Ace Music Co., Waukon, Iowa.

FOR SALE — TEN STRIKES IN FIRST class condition; those operators who bought some from us are well pleased with them; out they go at \$39.50 each; free crating. Reliable Skee Ball Co., 5728 Broadway Chicago, III way, Chicago, Ill.

FOR SALE — 10 RCA COIN-OPERATED Radios, operating condition; make offer for all or part. Box 114, care Billboard Magazine, 1564 Broadway, New York 19, Philadelphia 45, Pa.

Ore.

40 ADVANCE BALL GUM MACHINES with large Globes, good condition, \$4.50 each; send 1/3 deposit. A. Gerry, Box 6435, Philadelphia 45, Pa.

FOR SALE—FOUR FLOOR SAMPLES RIS-taucrat 45 rpm Phonographs. \$120 each; one commercial unit. demonstrator, \$160. King-Pin Equipment Co.. 826 Mills St.

FOR THE FINEST IN CIGARETTE AND Candy Machines see Central; completely overhauled and refinished; see us on 30 mechanisms; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

FREE STAMP FOLDERS GIVEN WITH every order; write for details and sam-ples. Box 305. Miami 44, Fla.

HAVE 22 NORTHWESTERN DELUXES 1/ and 5/ Merchandisers; would like to trade for Northwestern 33 Nut Vendors. Write Bitterman. 3002 Truman Rd., Kansas City,

HUNTER 1: TARGET MACHINES-10 LIKE new with floor pedestals, \$29.95 each. Send 1/3 deposit to Bitterman, 3002 Truman Rd., Kansas City, Mo.

ILLNESS IN FAMILY FORCES ME TO sell all my Acorn, Victor and Silver King Vendors. Write O. J. Hale, Louisburg, N. C.

LIMITED QUANTITY ONE BALL BARgains; winners, like new, \$585; Photo Finish, \$400; Special Entry (lots of 5), \$75. Terms, 1/3 down, bal. c.o.d. Southern Coin Co., 1137 First St. S.E., Roanoke, Va.

SALE OR EXCHANGE FOR NON-COIN operated items; 10 Bowling, 5 Pin-Ball, 1 Shuffle-Skill, 1 Shuffle-Mite, 1 Shuffle-Baseball, 1 Juke-Box, used machines; principals, send offers or propositions in detail in first response. Select Amusement. Box 288. North Arlington, N. J.

SHUFFLEBOARD OPERATORS, ATTEN-tion: We have Exhibit Shuffle-Bowl Conversions in first class condition at \$49.50 each; try one or two of these as a sample, you can't go wrong. Reliable Shuffleboard Co., 5728 Broadway, Chicago, Ill.

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STAMP FOLDERS DIRECT FROM MANUfacturer; low, low prices; immediate de-livery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave.. Brooklyn, N. Y mh31

STAMP FOLDERS—DIRECT FROM MANUfacturer: unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa.

TWENTY ROLL DOWN TYPE MACHINES; one year old, very attractive Bingo Back-board, pokerino type, for sale or operation arrangement Whitestone. 11 W 42d St., UNIVERSAL SUPER TWIN BOWLER Flight Pins, \$9,50; United Super Double, Genco 8 ft. Shuffle, United-Supers, ABT 1/2; will take best offer. Ace Amusement Co., 27 Stroud St., Wilmington, Dela.

WANTED FOR CASH-BALLY CHAMpions, late series, and late Five Balls; state numbers, condition and best prices. Winton Brown, McMinnville, Tenn. mh24 WANTED-USED FORD GUM MACHINES,

WANTED—USED FORD GO Price. Write Stands; state condition, price. Write W. J. Kaib, 7 Thomas Ave.. Butler. Pa. mh24 WANTED — CANASTA, BANK A BALL, Buffalo Bill, Just 21, Select-a-Card; state price wanted. Weatherwax Dist., 136 La-fayette, Schenectady, N. Y.

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Letters and packages addressed to persons in care of The Billboard will Snyder. Tell be advertised in this list two times only. If you are having mail addressed Sordelet, to you in our care, look for your name EACH WEEK. Mail is listed according Sparrow, Kid to the office of The Billboard where it to held Chairman Non-York Children Spencer, Art to the office of The Billboard where it is held, Cincinnati, New York, Chicago Spencer, Richard or St. Louis. To be listed in following week's issue, mail must reach New Stafford, Mack York, Chicago or St Louis by Wednesday morning or Cincinnati office by Stahr, Robert L. & Thursday morning.

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Hill, J. E. Kjos, Marvin
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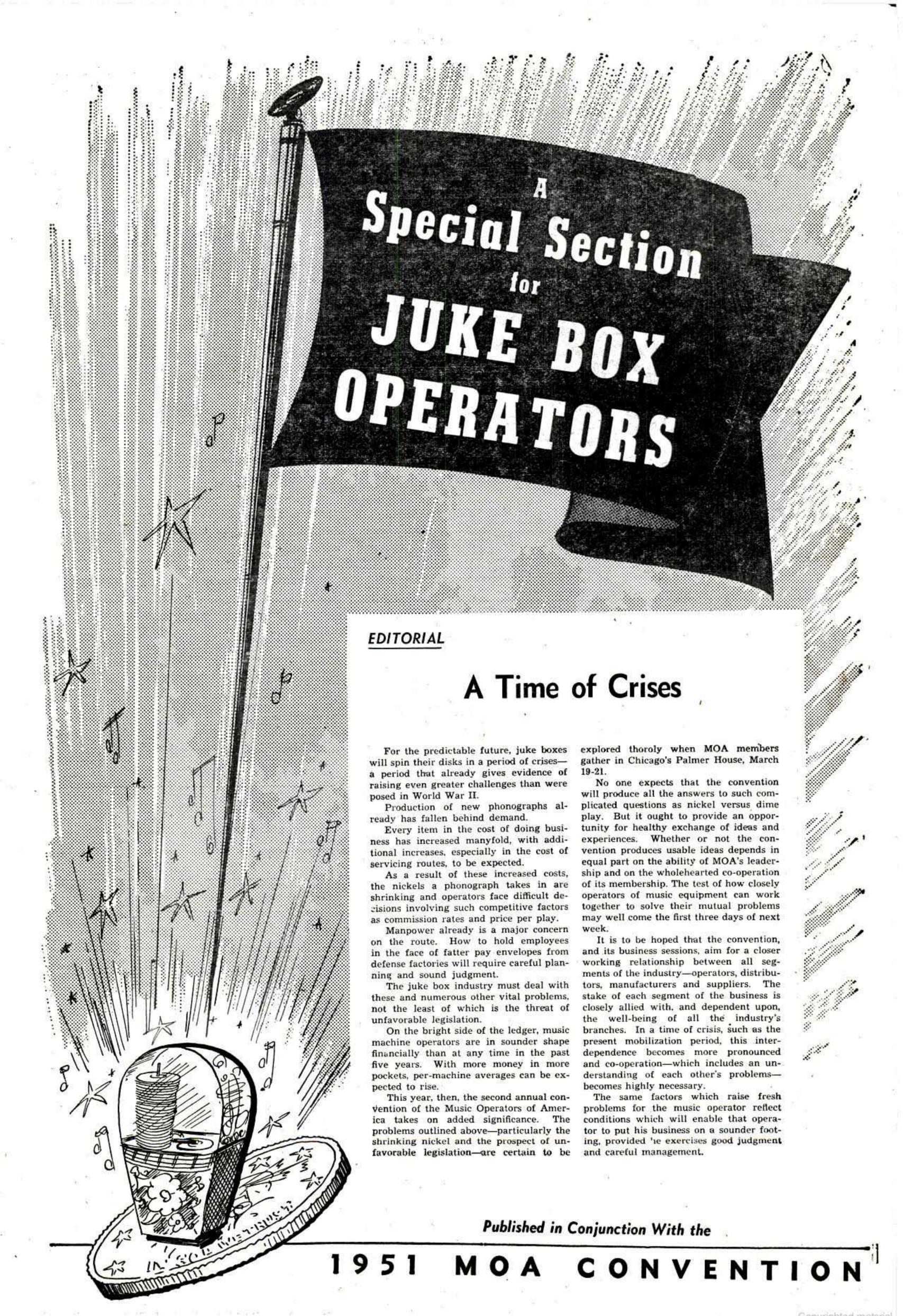
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Tear out these pages and use them as a convenient check list of all-time hits to increase play at your locations. Hits get the play in any location! Naturally, but—there can be only so many current hits at one time! What to do about it? Increase play with all-time hits by favorite artists in the other spaces! Sure, Decca has the current hits—and Decca has the all-time hits and favorite artists too! That's why more and more operators turn to the complete Decca catalog—and why more and more Decca Records get the play every day, from coast to coast!

These DECCA ALL-TIME HITS

78 RPM	4	45 RPM	TITLE	ARTIST	V 700	PM V	45 RPM	TITLE	ARTIST
25285		9-25285	STAR DUST-DEEP PURPLE	BING CROSBY	236	615	9-23615	TO EACH HIS OWN-I NEVER HAD A DREAM COME TRUE	INK SPOTS
23798		9-23708	AVE MARIA (Bach-Gounod)—NOW THE DAY IS OVER	FRED WARING	236	616	9-23616	COCOANUT GROVE-MY ISLE OF GOLDEN DREAMS	HARRY OWENS ORCH
23714		9-23714	AVALON—ANNIVERSARY SONG	AL JOLSON	234	622	9-23622	IN A SHANTY IN OLD SHANTY TOWN—BLUE SKIES	JOHNNY LONG ORCH.
23765		9-23765	HUMORESQUE—TALES FROM THE VIENNA WOODS	GUY LOMBARDO	237	713	9.23713	I'M AFRAID TO LOVE YOU-	ENOWed Proposition of
23609	П	9-23609	BEER BARREL POLKA-PENNSYLVANIA POLKA	ANDREWS SISTERS				YOU BROKE THE ONLY HEART THAT EVER LOVED YOU	MILLS BROTHERS
24480		9-24480	LITTLE WHITE LIES-I'LL NEVER SMILE AGAIN	DICK HAYMES, 4 Hits and A Miss and Ken Darby Singers	237	745	9-23745	AMONG MY SOUVENIRS— DOES YOUR HEART BEAT FOR ME?	BING CROSBY and RUSS MORGAN
24401	11	9-24401	ST. LOUIS BLUES-BALLIN' THE JACK	DANNY KAYE	237	766	9-23766	JUST ONE OF THOSE THINGS—WHO?	GUY LOMBARDO
24403	H	9-24403	MAYBE YOU'LL BE THERE-DARK EYES	GORDON JENKINS	237	789	9-23789	TOO-RA-LOO-RAL-	CONTRACTOR OF THE CONTRACT
25080		9-25080	DOES YOUR HEART BEAT FOR ME?-SO LONG	RUSS MORGAN				I'LL TAKE YOU HOME AGAIN, KATHLEEN	BING CROSBY
27157	-	100001100	PAPER DOLL—I'LL BE AROUND	MILLS BROTHERS	238	817	9-23817	EASTER PARADE—ALWAYS	GUY LOMBARDO
23632	1	1000	IF I DIDN'T CARE—WHISPERING GRASS	INK SPOTS	238	819	9-23819	EASTER PARADE—I'VE GOT PLENTY TO BE THANKFUL FOR	BING CROSBY
24446	-		MY HAPPINESS—TEA LEAVES	ELLA FITZGERALD	238	836	9-23836	HAMP'S BOOGIE WOOGIE—TEMPO'S BOOGIE	LIONEL HAMPTON
1-		and Song Spinners	238	855	9-23855	BEER BARREL POLKA—PENNSYLVANIA POLKA	LAWRENCE WELK		
P7211		9-27211	T. D.'S BOOGIE WOOGIE—OPUS TWO	TOMMY DORSEY	235	916	9-23916	WHEN MY BABY SMILES AT ME-SHE'S FUNNY THAT WAY	TED LEWIS
23791		9-23791	CHOPIN'S POLONAISE—WARSAW CONCERTO	CARMEN CAVALLARO	23	928	9-23928 GIVE ME THE MOON OVER BROOKLYN-		
25394		9-25394	PINETOP'S BOOGIE WOOGIE—SAXA-WOOGIE	LOUIS JORDAN			1	SEEMS LIKE OLD TIMES	GUY LOMBARDO
23353		9-23353	TICO-TICO-LERO LERO & BEM TE VI ATREVIDO	ETHEL SMITH	231	930	9-23930	YOU ALWAYS HURT THE ONE YOU LOVE—TILL THEN	MILLS BROTHERS
1		70		and Bando Carioca	239	935	9-23935	HARLEM NOCTURNE—A NIGHT AT THE DEUCES	RANDY BROOKS
27113		9-27113	LA VIE EN ROSE-C'EST SI BON	LOUIS ARMSTRONG and	23	936	9-23936	THE GYPSY-EVERYONE IS SAYING HELLO AGAIN	INK SPOTS
				SY OLIVER	239	948	9-23948	DRY BONES-OLE MOSES PUT PHARAOH IN HIS PLACE	FRED WARING
23356	11	9-23356	INTO EACH LIFE SOME RAIN MUST FALL—	INK SPOTS and	23	953	9-23953	ALL MY LOVE-KEEP SMILING AT TROUBLE	AL JOLSON
23405		9-23405	FOGGY, FOGGY DEW-RODGER YOUNG	BURL IVES	23	968	9-23968	NEW SAN ANTONIO ROSE—	BING CROSBY and Bob Crosby Orch
23413		9-23413	YOU BELONG TO MY HEART-BAIA	BING CROSBY and XAVIER CUGAT	23	972	9-23972	BEGIN THE BEGUINE—NIGHT AND DAY	BING CROSBY
23439		9-23439	BIG ROCK CANDY MOUNTAIN— BLUE TAIL FLY & I'M GOIN' DOWN THE ROAD	BURL IVES	-	990	-	WHIFFENPOOF SONG—KENTUCKY BABE	BING CROSBY and FRED WARING
23470		9-23470	SWANEE-APRIL SHOWERS	AL JOLSON	23	1995	9-23995	I'M ALWAYS CHASING RAINBOWS-MAKE BELIEVE	GUY LOMBARDO
23495	1		MacNAMARA'S BAND-DEAR OLD DONEGAL	BING CROSBY and The Jesters	24	106	-	WAITING FOR THE ROBERT E. LEE-	AL JOLSON
23614		and the second second	SONNY BOY-MY MAMMY	AL JOLSON		WHEN YOU WERE SWEET SIXTEEN			



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78 RPM	AS RPM	TITLE	ARTIST	J 28 APM	1	45 RPM	TITLE	ARTIST
24108	9-24108	TOOT, TOOT, TOOTSIE!—BACK IN YOUR OWN BACK YARD	AL JOLSON	25002		9-25002	MEXICALI ROSE—SILVER ON THE SAGE	BING CROSBY
24161	9-24161	LAMPLIGHT—TENDERLY	RANDY BROOKS	25014		9-25014	SUGAR BLUES—I'VE FOUND A NEW BABY	CLYDE McCOY
24273	9-24273	HAPPY BIRTHDAY & AULD LANG SYNE-	BING CROSBY	25015	1	9-25015	HOT LIPS—THE WANG WANG BLUES	HENRY BUSSE
		ANNIVERSARY SONG	and Ken Darby Singers	25017		9-25017	HEARTACHES—OH! MONAH	TED WEEMS
24279	9-24279	NOW IS THE HOUR-SILVER THREADS AMONG THE GOLD	BING CROSBY	25018		9-25018	SEPTEMBER SONG—BEGIN THE BEGUINE	TONY MARTIN
2000	-		and Ken Darby Singers	25046		9-25046	LAZY RIVER-CIELITO LINDO	MILLS BROTHERS
24295		GALWAY BAY-MY GIRL'S AN IRISH GIRL	BING CROSBY	25052		9-25052	BRAHMS' LULLABY—SWING LOW, SWEET CHARIOT	BING CROSBY
24321		EASTER PARADE—A PRETTY GIRL IS LIKE A MELODY	ETHEL SMITH	25057		9-25057	NO NAME JIVE (2 Parts)	GLEN GRAY
24337	200000000000000000000000000000000000000	THE HOLY CITY (2 Parts)	FRED WARING	25079		9-25079	WOODCHOPPER'S BALL-INDIAN BOOGIE WOOGIE	WOODY HERMAN
24387	-		ELLA FITZGERALD	25096		9-25096	RUM AND COCA-COLA-AURORA	ANDREWS SISTERS
24429		THREE MINUTES ON 52nd STREET-MIDNIGHT SUN	LIONEL HAMPTON	25105		9-25105	NOLA-MOONLIGHT	TED WEEMS
24518	9-24518	BY THE LIGHT OF THE SILVERY MOON—	AL JOLSON	25119		9-25119	GREEN EYES-THE BREEZE AND I	JIMMY DORSEY
24521	9-24521	SO TIRED-I HEAR MUSIC	RUSS MORGAN	25298		9-25298	MARCH OF THE BOB CATS—FIVE POINT BLUES	BOB CROSBY
24531	9-24531	THE BIRTH OF THE BLUES-STORMY WEATHER	GUY LOMBARDO	25358	1	9-25358	GOOD NIGHT SWEETHEART-I'LL SEE YOU IN MY DREAMS	GUY LOMBARDO
24537		MY CATHEDRAL—BLESS THIS HOUSE	FRED WARING	25397		9-25397	ST. LOUIS BLUES—MEMPHIS BLUES	GUY LOMBARDO
24540	- AND STATE OF THE PARTY OF THE	OH! WHAT A BEAUTIFUL MORNIN'-	TRED WARING	25398		9-25398	SOMEBODY ELSE IS TAKING MY PLACE-DOLORES	RUSS MORGAN
24340	7-24340	YOU'LL NEVER WALK ALONE	FRED WARING	25406		9-25406	TEA FOR TWO—YES INDEED	BING CROSBY, CONNEE BO
24568	9-24568	CRUISING DOWN THE RIVER—SUNFLOWER	RUSS MORGAN		0		CHIEFT LEWIS MICHAEL OF	WELL, Bob Crosby's Bob C
24569	9-24569	YOU, YOU, YOU ARE THE ONE-FOREVER AND EVER	RUSS MORGAN				SWEET LEILANI-ALOHA OE	BING CROSBY
24602	9-24602	AGAIN-SKIP TO MY LOU	GORDON JENKINS	The Sales Sales Sales	-	Control of the last	BOO-HOO—A SAILBOAT IN THE MOONLIGHT	GUY LOMBARDO
24669	9-24669	FRANKIE AND JOHNNY-ONE FOR MY BABY	GUY LOMBARDO	27014	+==		SMINGIN, IN A HAWWOCK-WOONFIGHT SAAING TIME	
24704	9-24704	DANGEROUS DAN McGREW-HOP-SCOTCH POLKA	GUY LOMBARDO	27075		9-27095	CHARLESTON—BLACK BOTTOM	EDDIE CONDON
24734	9-24714	THE BLUE SKIRT WALTZ-HOMECOMING WALTZ	GUY LOMBARDO	27123		9.27123	STAR DUST-ONCE IN A WHILE	ELLIOT LAWRENCE
24752	9-24752	BLUEBERRY HILL—THAT LUCKY OLD SUN	LOUIS ARMSTRONG and	27158		9-27158	AVE MARIA (Schubert)—HOME SWEET HOME	BING CROSBY
			GORDON JENKINS	27177		9-27177	IN THE MOOD-A STRING OF PEARLS	JERRY GRAY
24816	9-24816	THE RIVER SEINE-LA VIE EN ROSE	VICTOR YOUNG	27185		9-27185	I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY-	HINDS BRIDGING
24826	9-24825	ENJOY YOURSELF—RAIN OR SHINE	GUY LOMBARDO		1		ORGAN GRINDER'S SWING	SY OLIVER
24827	9-24827	HAVE I TOLD YOU LATELY THAT I LOVE YOU?-	BING CROSBY and	46027		9-46027	COOL WATER-TUMBLING TUMBLEWEEDS	SONS OF THE PIONEERS
		QUICKSILVER	ANDREWS SISTERS	14505		7-14505	STEAL AWAY-JUST A CLOSER WALK WITH THEE	RED FOLEY
24925	7-24925	CANADIAN CAPERS—STUMBLING	GUY LOMBARDO	16000	1	9-16000	SLEIGH RIDE—PROMENADE	- LEROY ANDERSON

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- 100 SELECTIONS "Music for everyone," for tots for teenagers — for old-timers — all visible at one time.
- MODERN MUSIC MERCHANDISING The selector panel of the Select-O-Matic "100" makes your product — MUSIC - easy to buy because it is properly displayed . . . that's modern music merchandising at its best.
- PROPER PROGRAMMING With 100 selections there is an adequate choice of titles under each of the 5 basic musical classifications. Thus, fast reference and easy selection are assured.
- SALES APPEAL The magical operation of the Select-O-Matic "100" mechanism — on full display during its entire operation — intrigues the public . . . builds business for you.
- STYLING Clean, crisp, distinctive in appearance, Select-O-Matic "100" Music Systems are "years ahead in design."
- REMOTE CONTROL The Wall-O-Matic "100" is an electronic achievement overshadowed only by the Select-O-Matic "100" itself. Brings 100 selections of music right to the finger tips of guests.

- SCIENTIFIC SOUND DISTRIBUTION Select-O-Matic "100" Music Systems are fully equipped to provide music at conversational level in every location. No auxiliary equipment, adapters or makeshifts are necessary.
- SERVICE-FREE Select-O-Matic "100" Music Systems are setting new standards of performance. In tens of thousands of locations they have proved to be the most service-free equipment ever produced for the coin-operated music industry.
- ECONOMY The most economical coin-operated music systems ever developed. Full operating power consumption of the Select-O-Matic "100" 45 RPM only 235 watts standby consumption only 85 watts. Full operating power consumption of the Select-O-Matic "100" 78 RPM only 240 watts - standby consumption only 90 watts.
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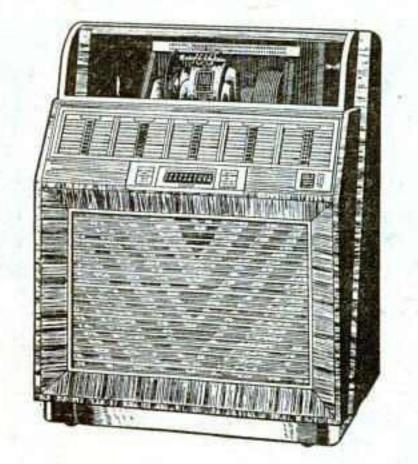


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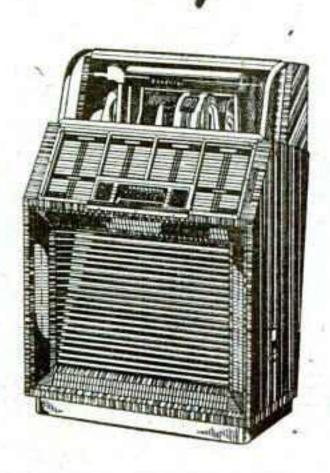
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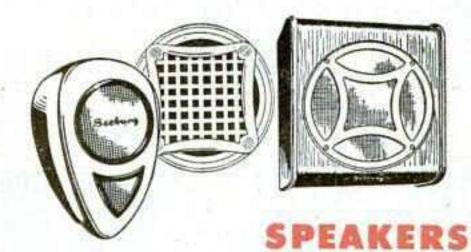
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The finest remote selection system ever developed. 100 selections — catalogued under the 5 basic musical classifications. 3-wire system. Attractive chromium-plated housing.



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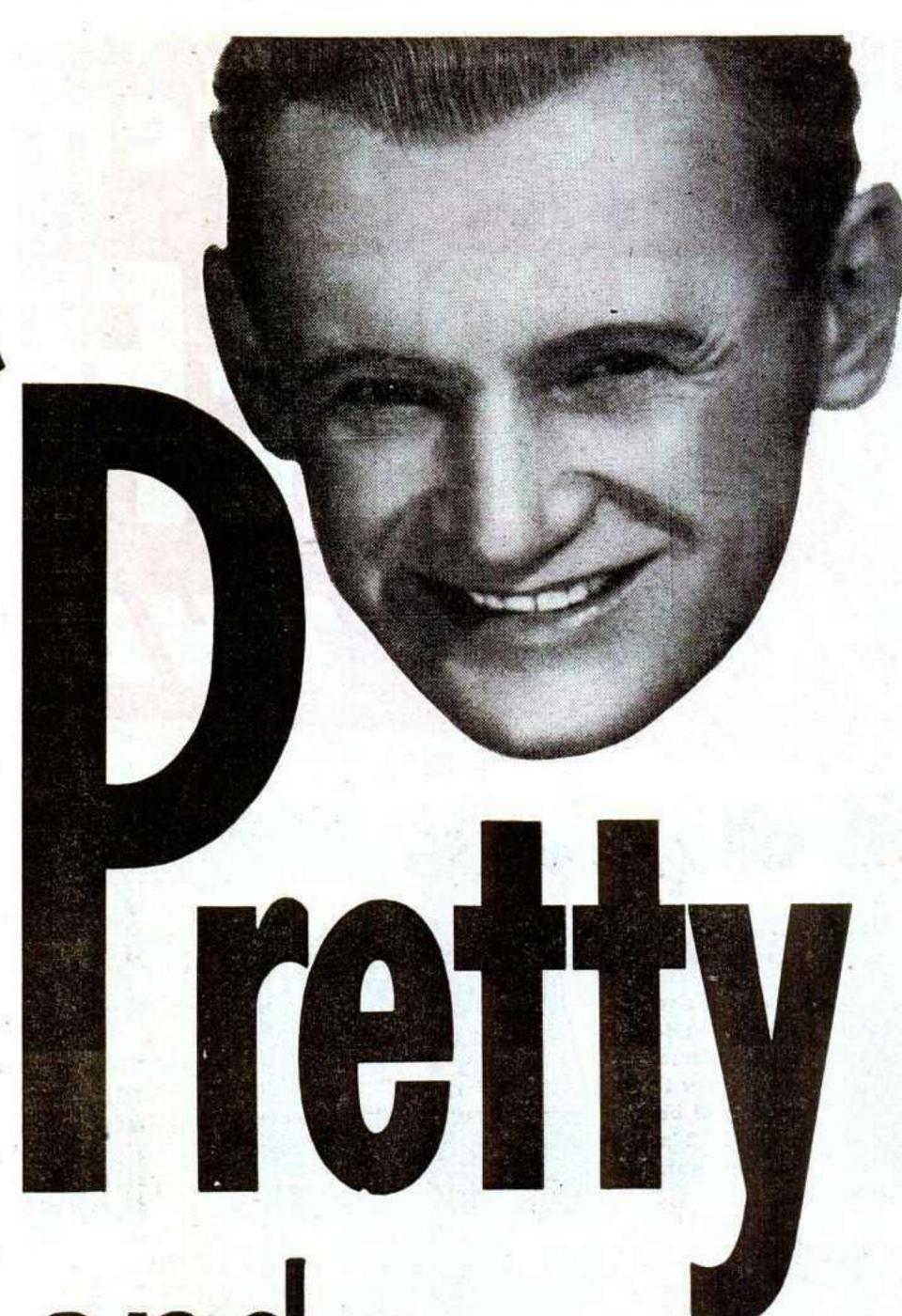


Ringers!



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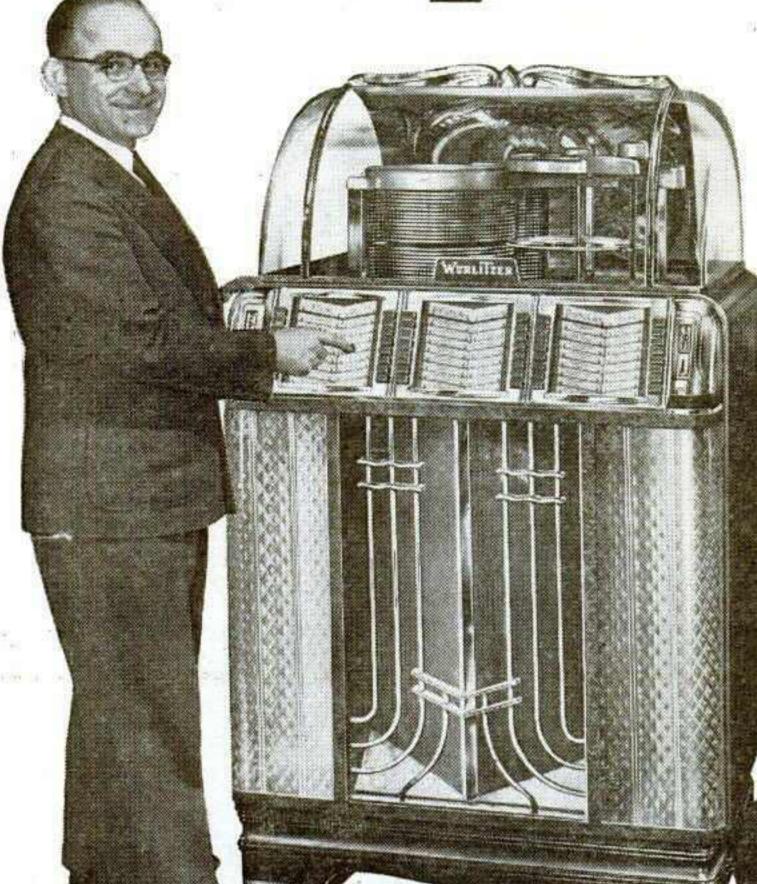
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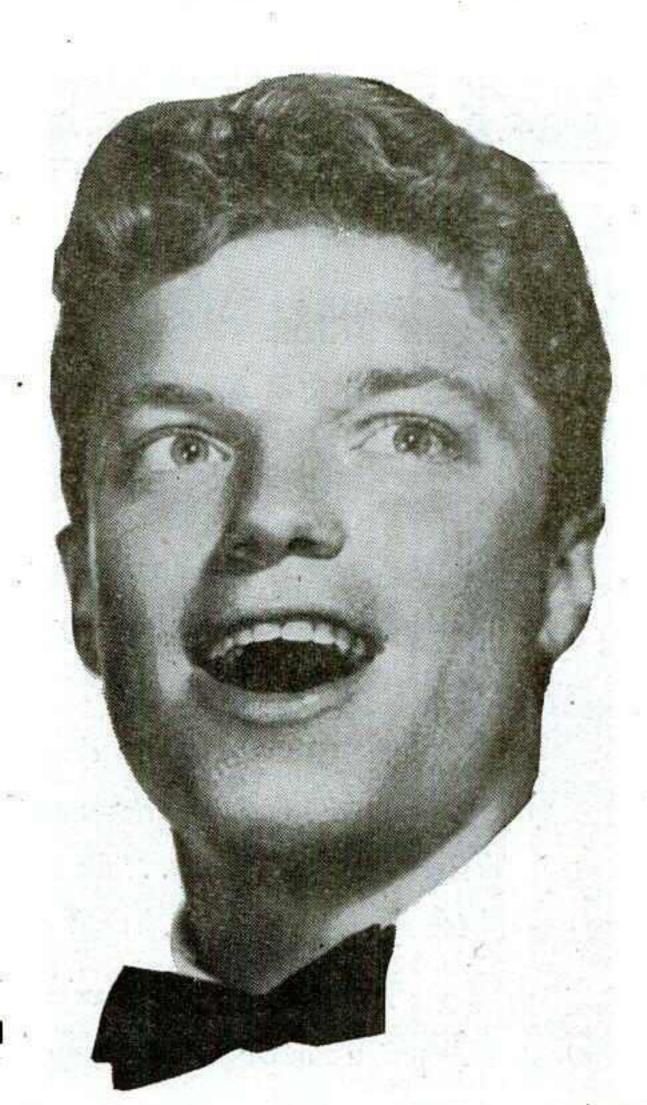
RANDY WHYTE

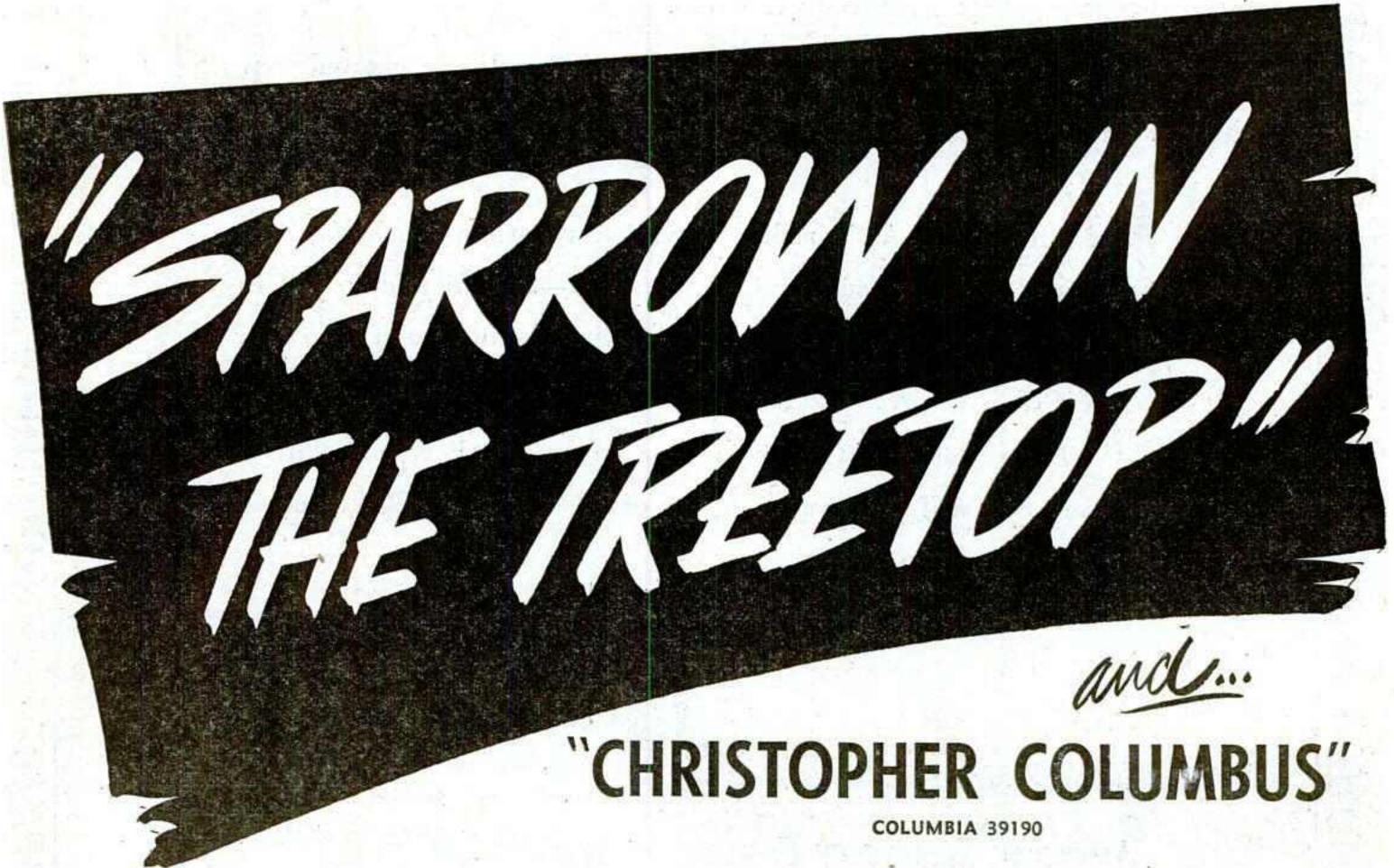
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12

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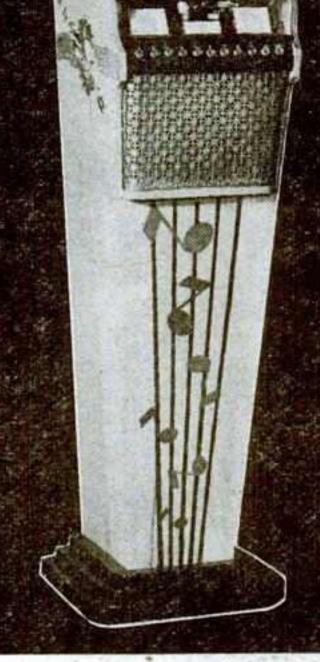
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Annual Juke Box Section



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TRICA VICTOR Records



PREPARE FOR EMERGENCY!

Foresight Now Can Relieve Music **Operators of Numerous Headaches** in the Tightening Supply Market

By IS HOROWITZ

Take that phonograph manual off the shelf, Mr. Operator, dust it off and start reading. For intimate knowledge of how your machine works and how to diagnose trouble can keep you operating profitably long after war-born shortages cut deep into the income of the uninformed route owner.

No one knows how severe the supply problem will become. While the availability of most things needed to keep a route earning will fluctuate as international tensions worsen or relax, operators, in common with all American business, are in for a tightening of the supply belt.

So far, the most noticeable effect has been in the availability of tubes. Certain types are becoming more difficult to obtain, especially those also used in television sets. Probably no operator has yet been forced to take a machine off location for this reason and it is unlikely that he ever will, or for a long time to come. But he has already lost his discount privileges and, even at the higher price, can't buy all he wants.

Pile Up Supplies

Whenever they have been able to, many operators have laid in a comfortable supply of tubes, storing them away against the time when they might be needed. And more than ever, cautious operators are laying in a fat inventory (depending on the depth of their pocketbooks) of other critical replacement items-plastics, bulbs, electrical components, crystal pick-ups, speakers, etc.

But such buying is little ore than a temporary hedge against

operator can soon work his way thru the most well-padded inventory. Those who practice sound preventive maintenance, take care of troubles as they arise and show ingenuity in making dc with substitutes will stay healthier longest.

Many operators know that there are substitute tubes that will keep a phonograph operating when specified types can no longer be had. Comparison charts showing which tubes can be made to do a job in a juke box can be obtained from tube manufacturers and should become a permanent part of the operator's service library.

While these substitutes may not give your machine the best tone on the street and may not last as long, they will keep machines working And where the supply of these "first-cousin" tubes fails, other subs can be made to work by proper wiring changes in electronic assemblies.

Lubrication

Of all things affecting the useful life of coin phonographs, lubrication ranks close or at the top. Occasional and judicious use of No. 10 oil on all bearing points of moving parts will pay plenty of dividends in prolonged machine life. Altho hep mechanics have their own pet schedules calling for thoro lubricating jobs every three to six months, you can do no better than follow the explicit instructions in your manufacturer's man-

Don't use any fuse of a higher amperage than the recommended an uncertain future. The careless rating in the factory manual. This

should be unnecessary advice to any owner of electrical equipment, but a good many operators are notoriously lax in observing this simple rule. And they suffer the consequences-burned out tubes and components. It is still only a matter of expense to replace the results of such carelessness. Later, when replacements are more difficult to get, it may force you to retire machines from service and reduce the size of your route.

Talk to any repair service representative and he will tell you that careless fuse use accounts for a good percentage of the jukes turned into his shop for overhaul. You can't afford to keep on burning out transformers as the supply of replacements diminishes.

Disk Life Span

With the record situation over a long pull also uncertain, operators must do all they can to lengthen the work span of disks. Conversions are still available to lighten the weight of magnetic tone-arms and for many it would be an investment well spent. Some who have made these conversions report getting as much as 8 to 10 times more play out of records.

Where standards and holiday tunes are concerned the returns of lightweight tone-arm use can be measured in dollars of income. They can be used over and over again and still return révenue on the original investment. In fact, far-seeing operators are already building up their libraries of such records against the possibility that some may be unobtainable later. Some are even stockpiling usedout pops, rather than selling them for a few cents each, should they be required at some future date to return to the wartime practice of turning in old shellac with orders for new disks.

Tone Arms

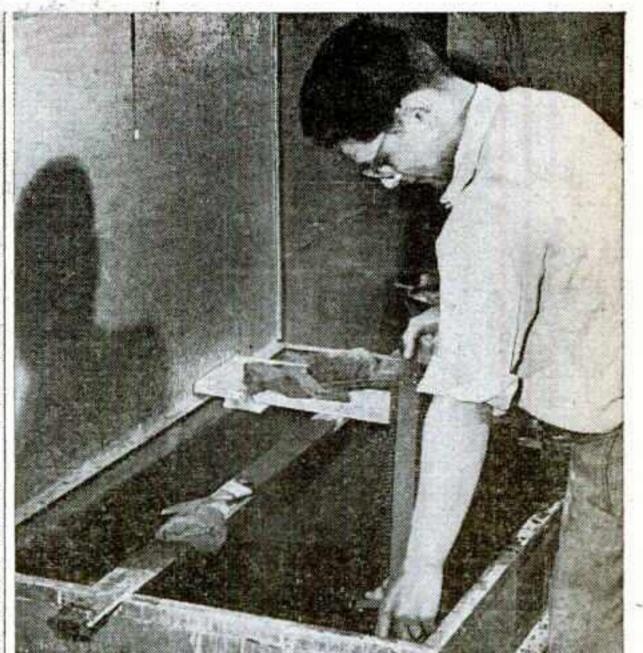
Even if you don't convert to a lighter tone-arm, you should check the arm weight occasionally. Arm springs lose their tension after long use and may have to be readjusted to restore the original weight. Lack of such precaution will shorten the life of your disks, as will neglect in changing needles periodically.

Your juke cabinet should also get its share of special treatment in these uncertain times. You are probably careful enough (altho this doesn't hold true of all operators) to locate it so that the sun doesn't beat on it, or so that it isn't too exposed to the effects of dampness and temperature change.

But how promptly do you replace a missing mirror-strip segment? Let it go too long and the whole strip will work its way loose. You have no way of protecting your machine against the destructive urge of a bar-fly, but by repairing the cabinet quickly once a trouble spot is noticed the life of the box as an attractive nickel catcher will be prolonged.

Store Units

The operator who has room in his route headquarters to store old



ANOTHER ASPECT of preventive maintenance is cleanliness. Using a cleansing solution and a good-size tank or tub as a degreaser such as is used in industrial plants, the operator can dunk both small and large juke parts equally well. An easy brush-off after removal from the solution usually serves to whisk away undesired accumulations of dirt and grease. Here a Seeburg record assembly is being cleansed of foreign matter which could affect disk delivery.

equipment no longer suitable for use in his locations would do well to hold on to the stripped mechanisms. Sold, they might bring in a few dollars in cash, but as sources of spare parts they may eventually be worth many times their sales price. Estimates place the number of components that can be salvaged from oldies at 60 to 70 per cent. With a little reworking these can be returned to duty in newer phonographs should the need arise. "Cannibalizing" paid off in World War II

After you have boned up on your service manual, don't then think you know all the answers. If it helps you to learn the symptoms of typical malfunctions, you will ages in stride.

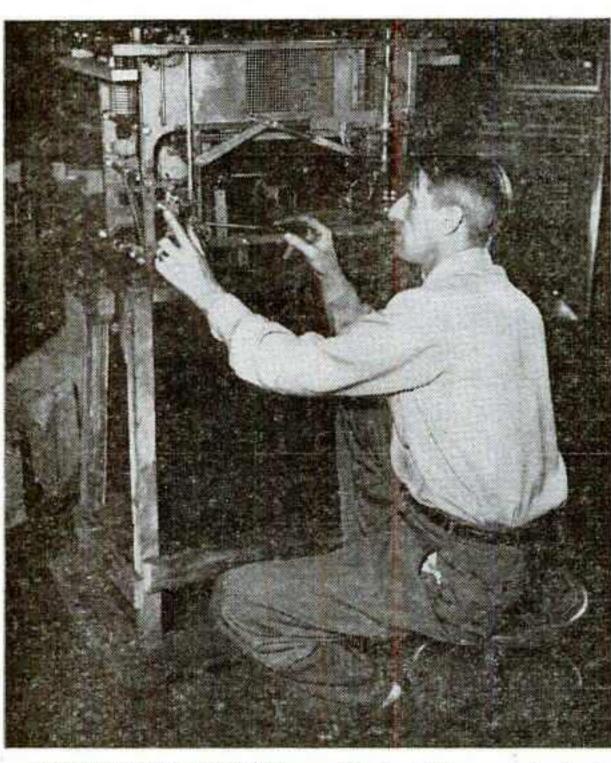
have accomplished a lot. However, if you or your chief collector is not technically trained and you run into a new problem, find out the cure before you go probing with an uneducated screwdriver. You may only spread the damage.

If your distributor runs a service school, make sure someone in your organization attends it regularly. If he doesn't, set aside a time during each shopping visit for a confab with someone in his service department.

The more you know about the guts of a juke, the better equipped you will be to take future short-



SMALL PARTS BIN OFFERS convenient stocking of miscellaneous nits vital to continuous trouble-free operation. Individual drawers, numbered and carrying labels describing contents, permit easy checks on spare parts backlog plus enabling operator to find given items in the least possible



PREVENTIVE MAINTENANCE pays off for one Chicago operator, Frank Padula, who has devised a special test block for mounting changer mechanisms for a thoro parts wear and functional check. Changers brought in for any and all defects are gone over completely, often resulting in prevention of future play interruptions by removing parts not yet giving trouble but showing signs of doing so.

Annual Juke Box Section

Proudly Announces the Unveiling of the Dramatic New

SELECTIVE

at the M. O. A. Convention Suite 720 Palmer House, Chicago March 19-21

See this new 12 record Selective Music Box designed for all locations. See the beautiful cabinet ... the simple, trouble-free mechanism...hear the magnificent tone. Here is truly the machine Music Operators have been waiting for.

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Defense Plants New Stops?

Program Started in World War II Gaining Momentum as Industrial Locations Move Into Defense Work

By FRED AMANN

Because some far-sighted music operators took an opportunity to enter a new type location during World War II, placing machines in defense plant cafeterias and recreation rooms, the present stepped-up emphasis on military and allied production in many plants on a round-the-clock basis, is now offering the opportunity for further development of such operation.

Not only in such major war plants as Douglas Aircraft (now O'Hare Field) and Amertorp Corporation in the Chicago area, but in second and third-line defense factories having employee cafeterias coin phonographs were profitably placed on both operator and worker counts during the last war. Two methods of placement were followed: Regular commission basis and straight rental.

One visiting operator, upon observing the two-and-a-half hour stretch each noon and midnight when six different shifts passed thru the Douglas cafeteria, commented on his competitor's acumen in obtaining "the largest group of potential customers ever seen in any one location." The impressed operator, Charles Wilmoth, Tri-County Music, Chicago, is now planning his own plant cafeteria placement as a result.

Torpedo Plant

Another defense plant music location from 1943 thru 1945 was the (often) seven-day week, 24-hour day Amertorp torpedo factory in Forest Park, Ill. This plant, then operated by the American Can Company, is a leading naval ordnance plant now wholly under navy supervision. M. Hogen, public relations official, stated that while the wartime juke has been tion areas, operators next ask what

replaced by an FM radio system in the cafeteria, return of the coin phone would be welcomed by the employee welfare committee. Reason: Workers would benefit by building up a fund from their commission earnings for special activities and would also be able to choose the particular songs and artists they wished to hear.

Industrial location management almost universally approving coin machine installation during and since the war on the vending machine front, is now considered sufficiently "coin machine conscious" to extend the coverage to the entertainment field. Thus, juke boxes are seen as a logical development of the coin chute trend in such spots. And workers will turn naturally to the phonograph to render their favorite pops and standards just as they now turn to the candy, beverage, gum and cigarette venders alongside their work benches.

Operators feel that the three competitive music systems in use in numbers of plants (some extending to recreation and lunch areas) while workable for general plant coverage, are not the final answer for "away from the work bench" relaxation. Wired music, FM radio or the plant's own record playing equipment do not satisfy the individual's desire for specific numbers, nor do they lend themselves as fund-raising units for workers' benefits. And in addition, each costs plant management dollars for either purchase (FM and players-speakers) or rental (wired music).

Favors Jukes

That this thinking is based on fact is evidenced by Forest Park Naval Ordnance Plant's public relations official's preference for the coin phonograph over the FM system.

Having established that there is a place and need for juke boxes in plant cafeterias and recrea-



TYPICAL JUKE BOX INSTALLATION IN A DEFENSE PLANT CAFETERIA is this 45 r.m.p. Rock-Ola Rocket. Machine, positioned within convenient play-reach of employees, is also placed so as to be in the heaviest traffic flow away from the service counter. After selecting table and depositing trays, workers are prompted to patronize machine to an increased degree because of their earlier brush-by the coin chute.

play promotion requirements and regulations governing route men servicing such equipment.

Acoustically, plant cafeterias and recreation areas present a more difficult problem than the usual location. Absence of draperies, carpeting and other sound-absorbing furnishings plus the usual tile construction of walls and floors, mean that extra speakers must be used and must be strategically placed. Only trial and error will furnish the answer for each installation. In the Amertorp cafeteria, for instance, size was an important factor. The room, almost a block long and half a block wide, could have accommodated two machines, one at either end. Speakers for each unit could have carried the music only to each end third portion of the cafeteria with the center third a "neutral zone."

Promoting Play

To promote play, special placards could be placed on the machine or any wall selectors that may be used. On the latter, one of which could be installed at the head of the food counter where employees select their trays, a sign could state: "Add music to your menu for a more enjoyable lunch period." And stressing the postwar multiple-selection machines offering up to 100 selections, a card on the juke might point out: "The choice is yours-pick your musical fare." Or, "Satisf your musical as well as your dining tastes," and so on, ad infinitum.

If plant management has earmarked its share of phonograph earnings for an employee fund, the operator should capitalize on this

that the juke is "just a means of taking their coins." Prominently displayed adjacent to or on the machine, a sign playing up this use of phonograph funds might read: "A part of the proceeds from this machine go directly for employee benefits. Each selection adds to your welfare fund,'

A very real psychological aid, benefiting plant management and workers, results from juke box installation in cafeterias and recreation rooms. With employees associating the machine with their after-work leisure hours, in the congenial surroundings usually part of such installations, they are given a morale boost which results in a more satisfied, efficient worker group. The lighted, animated phonograph to which they will be exposed during the workday can act as an escape valve, relieving modern production line tension They can go back to their tasks fortified not only by food but the proximity to a representative symbol of their "own time" activities.

Regulations

men servicing phonographs in cafeterias differ, depending upon the plant. First-line war plants, of course, will have the strictest rules, and this regulation will be true in varying degrees to the plant's importance to the defense effort. But the initial hurdle has been overcome, in fact was overcome during the last war when vending machine operators introduced such equipment on the floors of defense factories. And with by so informing the workers. In plant officials having prior experi- maintenance and servicing of their addition to being top public rela- ence with operators, the phono- equipment.

are the special acoustic, point-of- | tions, this also tends to overcome | graph serviceman presents no any feeling on the workers' part problem that has not been overcome by the vender.

Perhaps the most controlled, regulation rife area in the country, the atomic installations at Oak Ridge, Tenn., still permits operation of vending equipment in its many plants, and this should be final proof to the music operator that his equipment, too, can and is being okayed for operation in the nation's defense industries.

Servicing

Specific regulations affecting route men entry to the previously mentioned Amertorp Corporation thru 1943-'45, when the juke box was in operation, follow. While they are perhaps among the more rigid of such regulations, compliance by the operator in most instances will not be difficult. As explained by the naval ordnance plant official, M. Hogen, the phonograph route men (as well as the vender servicemen) first had to be checked in by the operator and cleared by the plant. First requisite is that the man be a United States citizen.

As in most other war plants, the route man, after showing citizen-Regulations governing route ship papers, was photographed. This photo was then placed on a special visitor's badge which was kept at a designated gate where the man would enter and leave. While in the plant, he was required to wear the badge. Also, he would 'sign in," his handwriting furnishing a further check on his identity. Variations of this procedure are currently being used by the many defense plants over the country, and music operators will find such precautions no barrier to the

ROUTE MEN REGULATION

- 1. Must be U. S. citizen.
- Photographed for identification.
- Wear special badge when in plant.
- 4. Use one, designated entrance gate.
- 5. "Sign in" for further identity check.
- 6. Keep to immediate area of machine.
- Preferably, wear lettered shirt or jacket carrying firm name.

(Above is normally prefaced by personal introduction of route man to plant security officials by the operator. A record is required of route man's personal history, covering details such as place of birth, past employment, etc. Fingerprints taken.

INCOME VS. COST CRISIS

Ops Seeking Answers to Financial Dilemma-Will They Come About Thru 10c Play or New Commissions?

By NORMAN WEISER

Perhaps at no other time in the history of the juke box industry has the operator been faced with a greater period of crisis, garnished with indecision, than he is in this year of 1951. Not even during the early and mid-40's, when the world was embroiled in a global war, was the industry engaged in a financial battle for survival such as the one it now faces.

The facts are written in bold letters for all to see, and they are not only recognizable, but the very simplicity of the problems make or the other line. There are a sub-

and labor have reached a new alltime high-just as have the bare necessities of life, including bread, milk and even clothing. Despite by the government, there is every pleas for the acceptance of dime indication within all industry that play on phonographs. Until refurther increases will be forthcoming. To expect relief in the The public is used to paying a near future is like waiting for the nickel for a tune in a juke boxmountain to come to Mohammeda situation that has been closely allied with the industry for many years.

Current Pic

Unlike the situation a decade ago, the operator today is not as concerned personally with the draft and the stepped-up military expansion program as he is with the multiplying problems of keeping his head above water in the business swim.

True, the draft will have an effect on his operation. Servicemen will leave, either to enter the military or to accept higher paying jobs in defense work. But the heavy majority of operators are now past the draft age-and unless there is an all-out shooting war, they will probably not be called to the colors again. (See other stories in this issue.)

Shortages of equipment loom, but here too the situation is not as yet vital, and, in some respects, operators actually find their routes increasing considerably in value as used equipment prices climb. However, new machines, on the whole, now cost considerably more, record prices have gone up, and labor must be reckoned with as a major operating cost factor—not only for the present, but in the foreseeable future.

Major Problem

cation, and at the same time distheir business more efficiently.

Many types of on-location pro-· motions have been tested during principle involved is the samethe past few years by operators get more coins of larger denomina-

phonographs' play. Some have most tests being conducted are worked-others have been failures, but none have proven successful on a national basis. Because of these experiences, operators on the whole are now convinced that if the weekly income is to increase, it must come from another means. Two such methods now loom as the most logical:

1. A variation of dime play, eliminating entirely the nickel chutes.

2. Revision of the commission structures.

It is to be stressed that operatorthinking is not entirely along one the solution even more difficult, stantial number who are con-Prices of equipment, supplies vinced both methods can be wedded-and some have even started revamping their operations along these lines.

Dime Play

In the past few years it has not efforts to freeze prices and wages been unusual to hear hysterical cently, with one major exception, much of this talk was disregarded. and nothing can change that habit was the answer. And when one manufacturer brought out a machine featuring dime play, the results were such that ops who had lower juke price. been interested in the experiment, lost their taste for the rich des-

> Today, with the almost certain choice of either raising income or going out of business staring them in the face, the talk of dime play has been revived—and the talk in some cases has already graduated into physical action. But there are variations of the dime play-and, more importantly, there is a vast segment of the industry which still is not convinced that raising the price of a tune to a dime is the answer.

> High on the list of proposals being considered by operators today is a program to educate the locations, then revise commission schedules so that the operator can take home more of the money in the coin box each week-thru adoption of several methods-yet still keep the location happy and hold the nickel price line.

Variations

In Philadelphia, Denver, Chicago, Detroit, Cleveland, and several other urban areas, operators are now engaged in an organized test of 10 cents per play and in smaller areas operators, either in co-operation with others or on their own, are also involved in similar tests.

Some of the angles being used It is quite obvious that the main | include straight 10 cents per recproblem confronting the operators ord; two for 10, five-for-a-quarter; is how to increase the weekly one-for-a-dime, three-for-a-quargrosses of those machines on lo- ter; one-for-a-dime, five-for-aquarter; two-for-10, six-for-acover ways and means of operating quarter, and three-for-a-dime play.

While these tests vary, the basic who were seeking to increase their 'tions in the coin boxes. And while

still inconclusive, it appears that this objective is being accomplished. For in many areas patrons are philosophical about the nickel question-the 5-cent Coke in many of these same areas has gone by the boards, joining the nickel cigar and jitney glass of beer in American folklore. They are accepting the increased juke box price just as they resignedly took to the 10-cent cup of coffee.

But it is important to note that these tests are (1) not conclusive because of the brevity of time, (2) in most cases have been worked in conjunction with other ops so that no competing 5-cent play juke interferes.

Pro and Con

Even in those areas where tests are now under way, and a factor which has delayed dime play testing in other sectors, is the nickel vs. dime competition question. Operators in most areas have been outspoken on this subject-maintaining that dime play can only be successful if it is all-out. They believe that aside from patron resistance to a dime machine when nickel play is available, locations will also spell trouble on this score, claiming that competitors are getting the play because of the

Because of these factors there are those operators who now oppose dime play. They add to their reasoning the costs involved in switching over present equipment to the 10-cent figure (especially on wall boxes), and the potential shortage of such equipment as is necessary for the changeover.

While posing these objections, however, they do recognize the need for more income—and as a counter-suggestion they bring up revision of commissions. Here, too, are variations. Some ops would have front or guarantee money assured, then a division of the remaining funds in the coin box. Others offer a sliding scale arrangement, with grosses determining this scale. Figures on this score range from an 80-20 to 50-50 division, the latter, however, only on those top locations where the weekly income reaches or surpasses the \$100 mark.

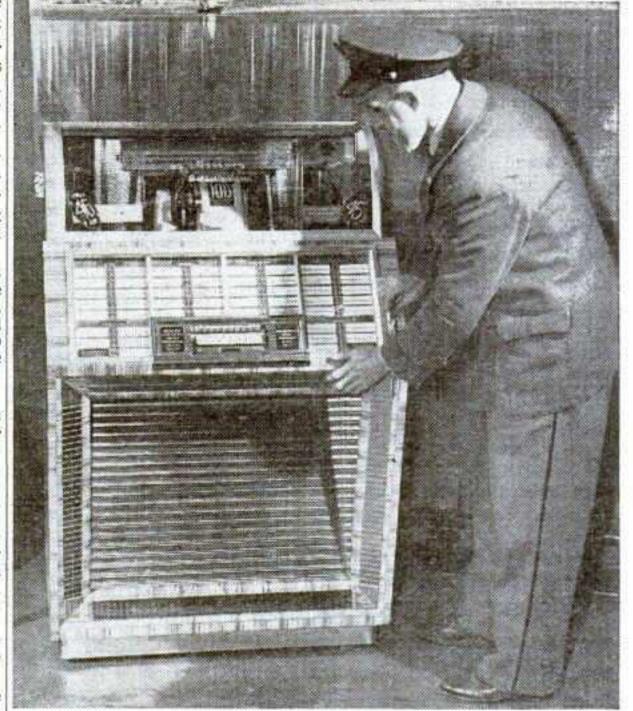
Early Results

As has been pointed out, tests are still inconclusive. There are some which have shown 85 per cent of the coins (formerly nickels) in a coin box to be dimes with the balance being quarters. An operator with a one-for-a-dime, six-for-a-quarter unit out five weeks reported his income had more than doubled in the location, and the majority of the coins collected were quarters. In practically every report to date, operators have stressed that where nickels formerly predominated in the collections, the ratio between dimes and quarters is far smaller than that between the jitneys and all other coins. Thus, while in some cases the actual play volume has dropped, in most instances the grosses have actually increased.

Where new equipment is involved, some operators have evolved a system employing both dime play and a guarantee dealwhile others, forgetting the increased price, have set-up front money arrangements with revised commissions. Thus an operator who formerly received the standard 50 per cent of the gross, by placing a new juke on location is getting, for example, the first \$15 from the collections, then dividing the balance on a 70-30, 60-40 or maybe even a 50-50 basis if the collection is high enough to retain the latter.

Three-for-Dime

deserves special mention here, for play-for-a-dime, three-for-a-quarter basis.



PROGRAMING, WHICH HAS LONG BEEN a controversial point in the operation of music machines, has taken on added significance with the introduction of the multi-selection units, the debut of the new speed phonographs and the tests on dime play which are now being conducted thruout the country. Wrapping several of these factors up in one package is the 100-selection, 45 r.p.m unit pictured above. This machine is set for dime play too, offering two tunes for 10 cents.

little publicity.

Gilles decided to put three-fora-dime play on his new Seeburg machines. He reasoned that nine out of every 10 people would just in a juke box, and a 100 per cent increase results. When a machine is playing a lot, it encourages other people to drop money in the chute. Too, a location has what are termed peak hours. Thus a customer going to an activated machine and dropping in his dime almost always will push a button calling for a tune already selected by another patron—and then he is actually paying a nickel a tune. Gilles reports that so far his test has paid off with increased grosses.

Operating Efficiency

While dime play and revised commissions are in the limelight these days, an equally important factor is the effecting of more ef-

play, has been discussed over the years, but there are still operators who keep their books on the walls or under their hats and have set period ahead. up no concrete procedure to operate their routes and still show a

in which economies can and are tell. But one thing is now cerbeing effected by operators. Thru tain. Operators are not sitting back these economies, pennies which and waiting for the inevitable. were formerly dissipated are now They are, instead, beginning to going into the bank. And as often move ahead - meeting the most as not these pennies, pyramided challenging period in the history into dollars, spell the difference of their industry.

it is one idea which has received | between profit and loss at the end of the working week.

Suggested Economies

Some of the economies which can be effected, and thereby do as soon drop in a dime as a nickel much to help the operator overcome the rising costs of doing business, include:

- 1. Keeping accurate records of income and expenditures.
 - 2. Seek expert advice on taxes.
- 3. Purchase records with a systemusing the proper percentage of the
- 4. Save on small items including lights, phone calls, fuel for service cars and trucks.
- 5. Arrange a systematic servicing procedure so that too much time is not devoted to marginal locations.

Conclusion

Majority of the nation's music operators are agreed that times are changing - revising almost on a ficiency in the operation of routes. day-to-day schedule. Many of the This is a subject which, like dime problems which existed during World War II are present — but there are new and greater ones to be coped with in the emergency

Just what the solution will be to the increased per-play price, revised commission and play premo-Actually there are many ways tion questions, only time can

TESTS TO INCREASE \$\$

Following are some of the methods being tested by operators in various parts of the country to increase the phonograph grosses. It is stressed by those participating that these are tests that no conclusive results have as yet been determined because of the short time involved.

- 1. Straight dime play.
- One play for a dime, three for a quarter.
- 3. Two for a dime, five for a quarter. One for a dime, five for a quarter.
- 5. Two for a dime, six for a quarter. One for a dime, six for a quarter.
- Three for a dime.
- 8. Revised commission schedules calling for a guarantee (or front money) on new equipment plus a revised commission on the balance ranging from 80-20 to 60-40 depending on the gross.



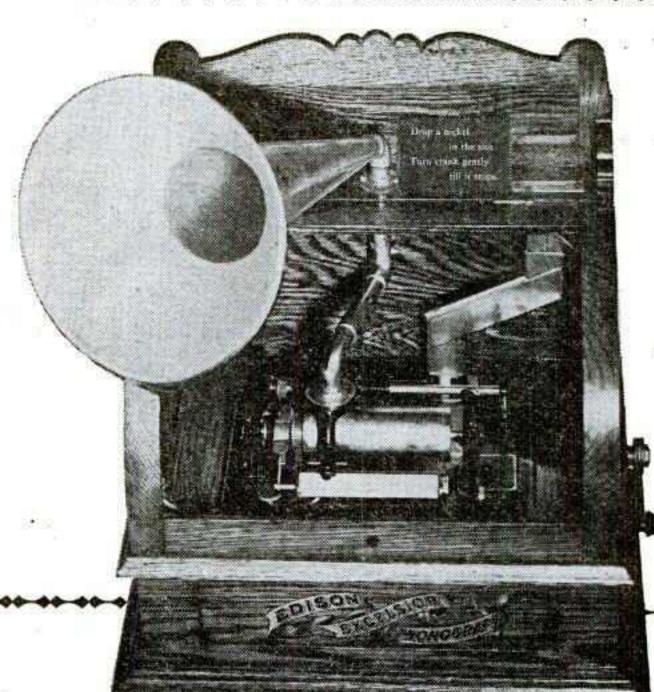
THE ABOVE DECAL has been made available to phonograph operators A unique test which has been by AMI. They are, in turn, being placed on some phonographs which are running in Osage, Ia., under the currently being used in the 10-cent play tests being conducted thruout the direction of Bill Gilles perhaps country. However, it is to be pointed out that not all tests are on the oneMANARA MANARA MA

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AN OLD FASHIONED EXPRESSION OF APPRECIATION TO THE

OPERATORS



Spring motor slot machine phonograph. About 1900.

We weren't supplying the Jukes in the days when the elegant

Edison Box above appeared in 1900. But today, Operators form a substantial part of our business. So we want to say "Thank You!" to the members of MOA.

And—more important—we will continue to turn out records designed for Operators.

Our arrangers, repertoire men, technicians, and artists all function

with an eye to the Jukes. It means more sales for us-more plays for you.

Service, too, is important. We try to have the records when

and where you want them. (Barring an occasional snowstorm!)

It's all adding up to better tunes-better service-more

friends, in '51. Again, our sincere thanks!



YOUR FRIENDS FROM CAPITOL WILL GREET YOU AT THE MOA CONVENTION, ROOM 731, PALMER HOUSE

Another Labor Problem?

While a Shortage of Workers Looms, Industry Believes Gals, Newcomers Will Once Again Take Up the Slack -

By TOM McDONOUGH

Tho the real scramble for mechanically trained workers for private industry is still a few months away, many small business firms are already feeling the first signs of the pinch of the growing skilled labor shortage. Among them are music machine operating companies which have started losing servicemen to either the armed forces or large and small industrial plants which are converting to defense production. It is freely admitted by operators who faced this same problem 10 years ago that this shortage of trained servicemen may prove to be their biggest headache if production of new equipment were to come to a complete stop.

From past experience in operating music boxes during a national emergency, operators know many of their younger men will be called up by the services and they realize it is something they have no control over. But they are more concerned over holding on to other service staffers who are not immediately subject to the draft because of previous war duty and still others who have or will be deferred because of physical handicaps. What many operators are now trying to work out is how to keep this staff in the face of attractive inducements from defense industries. It is a known lact that a man with mechanical skill in times of defense_production has unusual value. He can be used in actual defense output or to train other workers who have little or no experience in mechanics. In either case he has standing above the average because his services are needed.

Another point to be remembered is that trained mechanics know they can advance rapidly in newly activated or converted factories and are anxious to get there quickly to establish some sort of seniority. Finally, there is the pay incentive in defense plantsfor frequently there is the opportunity to work for overtime pay which in the case of skilled workers can amount to a large extra sum in a few hours. How can the operator compete with this diminishing labor market?

Training Plan

For the men he loses to the armed forces, the operator has several possible ways of replenishing the staff. While there is still some available manpower left

sire to learn and some ability to in the postwar period. adapt themselves to mechanics. The training could be handled at again be employed in defense first in the repair shops with established servicemen and repair specialists showing the newcomers potential women workers who will how equipment is refurbished and the basic elements of electrical from their homes or put in the circuits and trouble shooting. Later a working knowledge they could these have children whom they accompany servicemen on location calls. Naturally, it is to be assumed that once the trainees had are small children it would be necgraduated to full scale servicemen and were making their own calls, some of them would be looking their newly acquired skill can draw more pay. This will be one of the calculated risks the operator will have to take, for a high job. rate of turnover of new personnel in the months ahead.

investment in newly trained personnel, he will have to use caution in taking on trainees and probably figure out incentive methods for holding them. This incentive set-up would also seem a logical move for experienced servicemen not subject to the draft. The form of the incentive plan would be up to the operator to work out. However, in recent months small firms not in the trade have come up with such ideas as a substantial company paid insurance policy; commission arrangements if permitted by the federal government or a combination of both. These appear to be practical in the music operating field.

Women Staffers

Another possibility is the use of women for either service calls or shop work. Women proved to be extremely efficient in most inhe can start a training program stances in war plants in the early for draft deferred men who are 1940's, so much so that when the



WOMEN PROVED TO BE EFFICIENT, skilled workers in World War II defense plants, Later, when factories were reconverted to private industry, they were able to win jobs in competition with men. This was particularly true in coin machine production. While many women again are expected to take on full-time defense jobs in the present emergency, some operators are planning to hire and train the fair sex for record-changing and related service work to take up the slack of men lost to the armed services and defense industries.

anxious to be a part of a small war was over and plants reconorganization but have no ex- verted to civilian output there was perience in mechanics. Where a demand for their services even these men might have been over- in competition with men in some looked in the past few years be- factories. It is also to be noted cause of no skill, they now could that women have been employed conceivably be worked into the in music machine and amusement service field if they have the de- game plants on a regular basis

Naturally, many women will production during the present emergency. But there are many not want to work in plants far long hours that a full time plant when the trainees have acquired job would necessitate. Many of will not want to leave for 10 or more hours at a time. For if they essary for them to have either another member of the family to take care of the children or pay into other fields of endeavor where a baby sitter on a full-time basis during the working week. The latter solution could conceivably take much of the profit out of the

On the other hand, many of the must be accepted as a possibility potential women workers might be interested in a job working with Since the operator will have an an operating firm in their own neighborhood either on a full or part-time basis. To co-operate with the women who are available for part-time work, operators might make arrangements to group their service and collection calls into four or five compact hours each day. As in the case of male workers, there are many women workers who would prefer to be affiliated with a small business firm rather than just be a number who punches the time clock in one of the large defense plants. At any rate it seems a likely point to consider women as possible service staffers as the manpower shortage increases.

Special Problems

hiring women to train for service work have been skeptical of their ability to handle this type work. They point out that the problems of music operating vary almost with every location and they wonder if a woman can cope with the changing problems. Actually, there are more women, mostly operators wives, engaged in the route record changing than in the service end But the fact remains there are some and they have worked out well.

One such person is Pauline Smith, of the Smith operating firm, Rock Island, Ill. Mrs. Smith has actually been operating in partnership with her husband for the past five years. In 1945 when her husband accepted a regular post with a local broadcasting station at night, Mrs. Smith began handling the night service calls and the firm continued to prosper under her efficient service. She is now able to handle any type of service call as well as any type of installation for jukes or games and has done so for as long as several weeks at a time when her husband was sick.

Tele Competish

The television was not on hand to compete with the juke box in public locations in World War II, there is now growing evidence that when both the army and defense

1



OPERATORS ALREADY alerted to the problem of replacing service and repair personnel in the growing shortage of skilled workers are lining up new staffers. They will be trained either by working on the job with experienced servicemen and/or by attending schools conducted by factories. Pictured above is a plant engineer explaining trouble shooting on the mechanism of a music machine to a group of trainees. The combination of onthe-job training and factory schools has frequently developed excellent servicemen in a relatively short time.

plants are built up to the desired | then gradually accept the touch of proportions, play on juke boxes in industrial areas and in communities and cities near army, navy and air force installations will rise sharply. While this will mean a rise in income for the operating firm it will also result in an increase in service calls under normal conditions and therefore more expense. However, it will not be anything like normal conditions and operators will have to meet their service problems as best they

If the present emergency is intensified and anything resembling an all-out war is imminent, it is natural to assume juke box production will be interrupted. The same interruption could also occur Some operators contemplating if present music machine producers eventually are converted to defense output just to meet increasing defenses requirements without a full scale war. Without new equipment, operators will be forced to keep current equipment at even a higher standard of efficiency than practiced today, not only to cut down service calls but as preventative maintenance to insure that present jukes will be operable for several years if they

Longer Play

While operators had many beefs in the early 1940's when they first notified locations that records would have to be played longer, the location owners finally realized that the situation could not be avoided. If it again becomes necessary, it is assumed the locations will complain at first and period.

austerity. There also will be, in the event record output decreases, fewer changes of records in the sense of variety. Both the longer playing and less changes will be another way operators will be able to cut down their calls because of reduced service personnel. But veteran operators point out that they will only use such measures if forced to as they realize that the music operating industry has made its mark by furnishing the finest possible service at all times. For in instances where operators became slightly careless about their servicing equipment they have lost the locations.

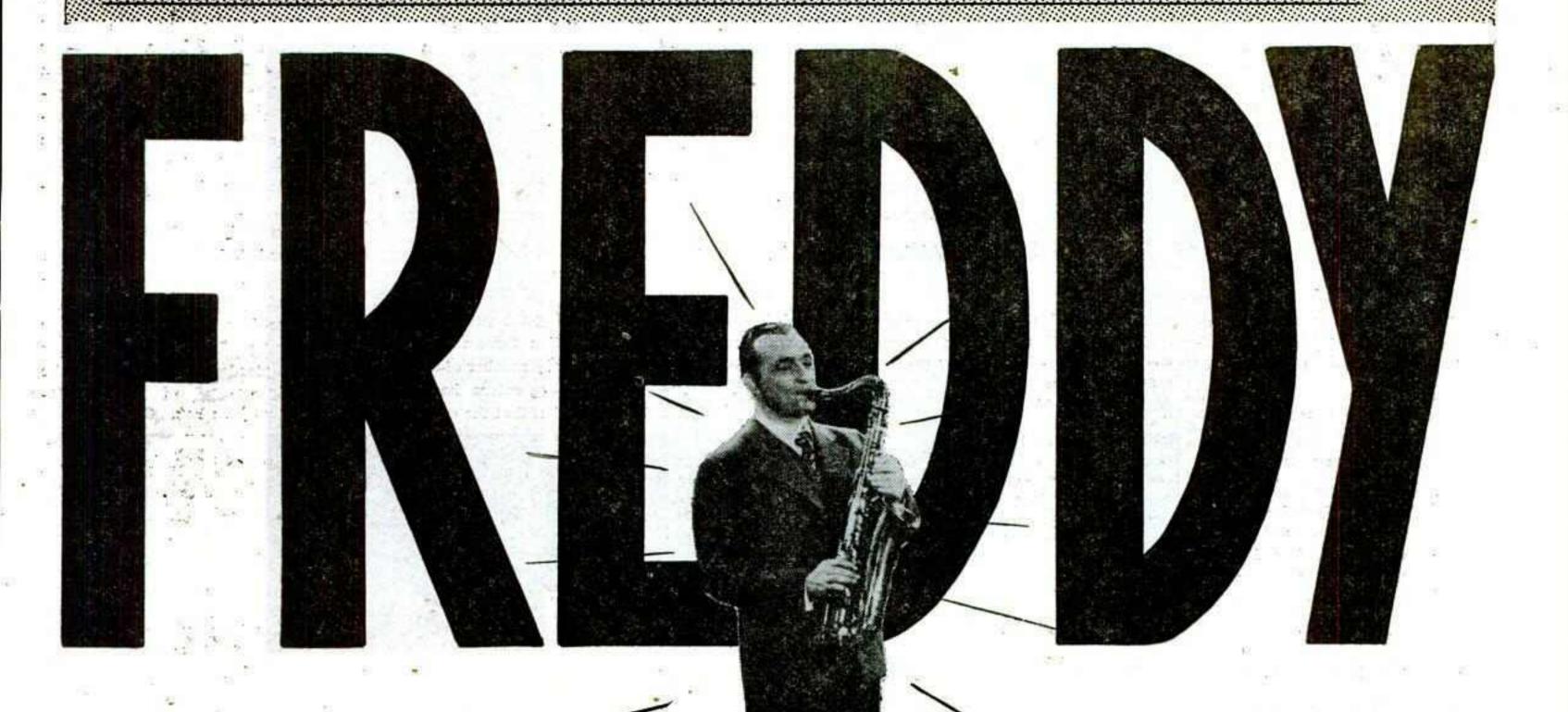
Conclusion

But whatever develops in the present emergency it now appears that many operators who thru the years have built up their routes to a point where it was necessary for them to assume increasing executive and management duties might once again be active in servicing. Naturally, when this takes place it will put a double load on such operators. When this occurred in the last war many operators got a helping hand from their wives who proved to be fully qualified to help out on the management front. This worked out so well in some instances that some operators kept their wives on this job after the emergency had passed. At any rate already it is beginning to look as the women will play an important role in the solving of the service problems of operators as the available market for servicemen shrinks in the emergency

CHECK POINTS

There are several points which operators have stressed which occurred in the last emergency and are likely to be repeated. They are:

- 1. Rate of play will increase.
- A continuous flow of new equipment may not be available.
- 3. Records may have to be played longer on location.
- 4. Fewer changes of selections.
- 5. Service calls may have to be spaced more widely.



"Aba Daba Honeymoon"

and "Beautiful Madness'

20-4065 (78 rpm) 47-4065 (45 rpm)



RCA VICTOR Records



www.americanradiohistory.com



. Annual Juke Box Section

Intelligent Record Purchasing, Placement Mean More Operator \$

By HAL WEBMAN

More than at any previous time | normally "pop" and/or sophisti- | the country disk in a proper pro- | digesting the propaganda and inhis greatest opportunity to economically purchase records, and to generate a greater flow of coin into his machines thru intelligent programing. Whereas for a time the juke box operator had been considered of secondary importance in the record and music industry's scheme of things, a new appreciation for the values, both promotional and economic, of the juke box and its operator has risen to the fore in the past several

The average music-record industry representative, for years operating on the belief that disk jockeys were the sole influence in song and disk selling, has found that the radio salesmen's pitch still is a prime factor, their disk whirls are most effectively driven home with the strong additional influence of juke box spins. This realization has led to the greatest batch of disk-music industry promotion and romance that has been leveled at the juke ops in many years.

Experiments

All of the major diskeries, in the past year, have come up with experimental and permanent promotions designed to entice the operator. Music publishers, perhaps the most practical of the industry's populace, have taken to personal and mail hypo tactics with the op-Local distributors, of course, have been on the tail of the operators in the most concentrated fashion thru all the years. Artists, especially those who tour, have assumed more graceful relations with operators.

The consequence of these several romantic barrages is that the operator now is in the enviable position of having a virtual overabundance of personally acquired information from which to sift those songs, artists and recordings which will mean a bigger buck in his particular territory.

Of course, the operator could just as easily be led astray by the multi-faceted romances being thrown at him. Actually, it boils down to a situation where the operator must sort the gems from the coal dust. To meet this problem with complete understanding, the operator should make use of every possible resource at his command. The most important single factor in molding this understanding is an alert, prudent and thoro knowledge of the likes and dislikes of the various territories which comprise the route of an operator's machines.

This is not a matter of generalities either. He must keep on top of "trends" in tastes in his areas. For example, the infiltration of country type artists and tunes in

STREET, STREET

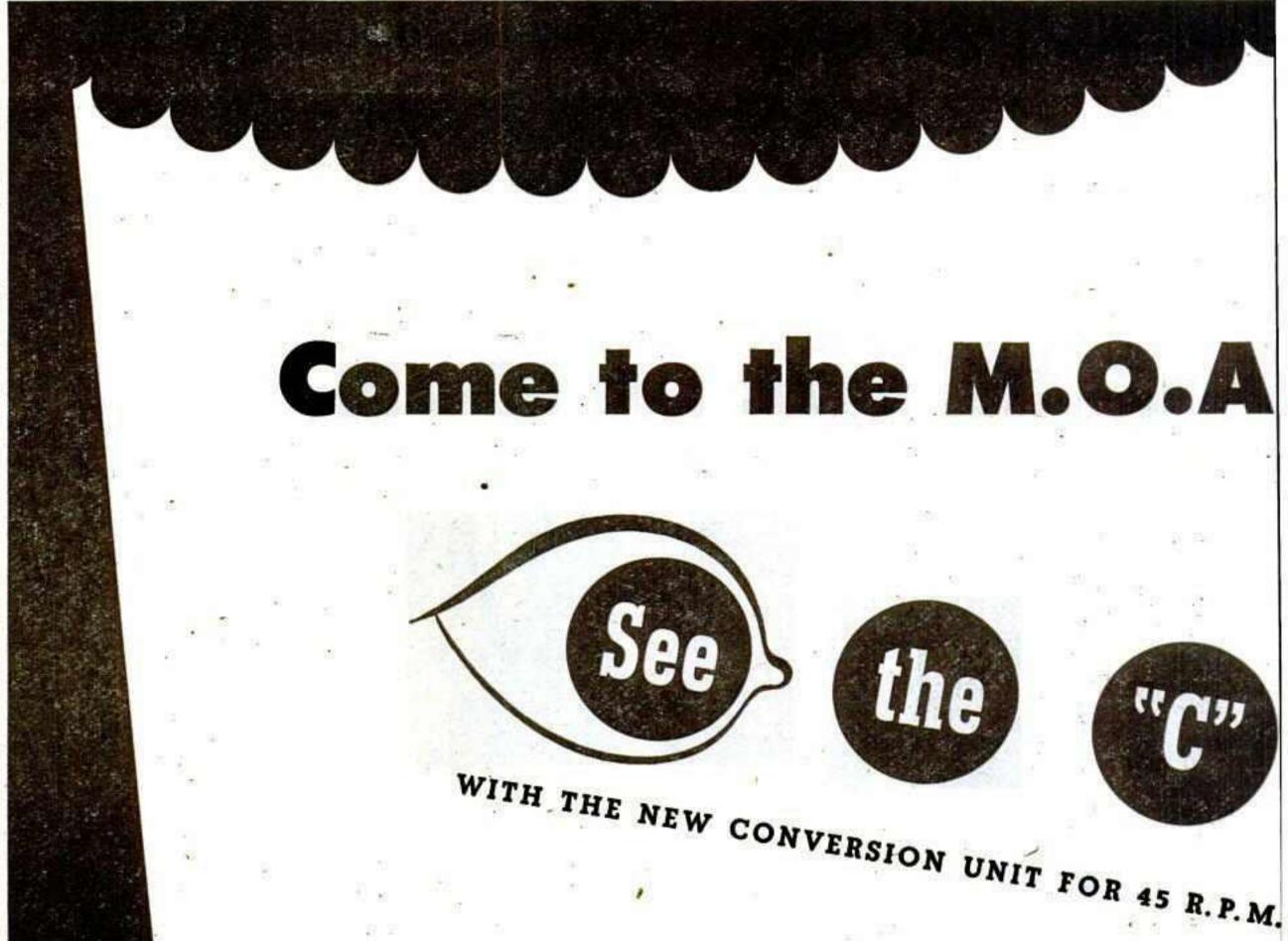
most notable and relatively recent off that extra dollar. "trends." The operator who used The operator, to further aid in the belief that the outstanding sin-

in the history of juke box busi- cated metropolitan areas in the portion and with careful selection formation thrown at him, has at ness, the operator today is afforded past year was perhaps one of the was the likeliest to have grabbed hand any number of aids. A great

many operators have expressed

gle aid is The Billboard, whose various chart and editorial services are designed to help the operator on a national basis. Thru The Billboard the operator can glean a complete picture of upcoming records, tips and advance information on those slicings and songs which are due for the full-blown promotion and exploitation treatment, etc.

The major problem of the operator is to keep on top of the hits as they break. Getting the greatest mileage out of a hit recording is the key to realization of the biggest profits. The hits are the sales "leaders" and they are the sure-fire salesmen for the individual juke box. Of course, be-



MUSIC OPERATORS OF AMERICA! Meet Your Distributor at AMI Headquarter

American Distributing Company 4012-14 Elm Street, Dallas, Texas

Atlas Distributors 1024 Commonwealth Avenue, Boston 15, Mass.

Automatic Phonograph Dist. Co.

806 No. Milwaukee Avenue, Chicago 22, Illinois

Banner Specialty Co. 1508 Fifth Avenue, Pittsburgh 19, Pa.

Birmingham Vending Company 540 Second Avenue North, Birmingham, Ala.

Central Distributors, Inc. 2334 Olive Street, St. Louis 3, Missouri

Central Ohio Coin Machine Exch. 525 South High Street, Columbus 15, Ohio

Chris Novelty Company 806 St. Paul Street, Baltimore 2, Md.

Cleveland Coin Machine Exch. Inc. 2021-5 Prospect Avenue, Cleveland 15, Ohio

Coin Machine Sales Company 156 East Third South Street, Salt Lake City, Utah Dixie Coin Machine Co. 122 No. Broad Street, New Orleans 13, La.

H. W. Dolph Distributing Co.

222 East Fourth Street, Tulsa 3, Oklahoma Fort Worth Amusement Co.

110 S. Jennings Avenue, Fort Worth 4, Texas

Friedman Amusement Company 441 Edgewood Avenue, S.E., Atlanta, Georgia

Garrison Sales Company 1000 W. Washington Street, Phoenix, Arizona

Hermitage Music Company 423 Broad Street, Nashville 3, Tennessee

Huber Distributing Company

1118 Howard Street, San Francisco 3, California

Mayflower Distributing Corp. 1209 Douglas Street, Omaha 2, Nebraska

Miller-Newmark Distributing Co. 42 Fairbanks St. N.W., Grand Rapids, Michigan 5743 Grand River Blvd., Detroit, Michigan

Nickabob Company 2525 W. Pico Boulevard, Los Angeles, Calif. P-S Distributing Company 110 Eleventh Street, Des Moines 9, Iowa

Paster Distributing Company 2218 University Avenue, St. Paul 4, Minnesol

Paster Distributing Company 2606 W. Fond du Lac Ave., Milwaukee 6, Wi

Allen Pullmer Company

30 Buckingham Apts., Winnipeg, Manitoba

Rex Coin Machine Dist. Corp. 821-29 South Salina St., Syracuse 3, New You

Roanoke Vending Mach. Ex. In

3110 Williamson Rd. N.W., Roanoke, Virgin

David Rosen, Inc. 855 North Broad Street, Philadelphia 23, Pa.

Roxy Specialty Corporation

703 Notre Dame St. W., Montreal 3, Quebec

Runyon Sales Company 593 Tenth Ave., New York City 18, New York 123 West Runyon St., Newark 8, New Jersey 354 South Warren St., Trenton, New Jersey

hind the "leader" the operator brary of standard dance records; must maintain a ready diet of music which the average nickeldropper would also want to buy simply by spotting it on the selecspread of 40, 48 and 100 play boxes across the nation has the backof-the-"leader" selections required a finite hand in programing.

Build Library

With the average operator's record-buying outlay pegged at about 10 per cent of his budget, it remoney for as many staple items as 100-side machines also have paved his territory can stand. For in- the way for the use of staple light stance, where jukes are used to longhair waxings for programing. furnish music for dancing the op The Boston Pops Fiddle Faddle could build a ready warehouse li- and Jalousie and Jose Iturbi's rendition has found greater favor should exercise discrimination and

for example, Artie Shaw's Begin Boogie Woogie, Glenn Miller's Tuxedo Junction, Harry James' tor list. Particularly since the You Made Me Love You, standard tunes by Guy Lombardo, Sammy Kaye, Russ Morgan, etc. Particularly for the wide selectivity offered by the 100 side boxes, diskings by Andre Kostelanetz, Morton Gould, David Rose, etc., of Gershwin, Kern, Rodgers, etc. standards are fine staple fare for mains for the op to spread the any corner of the country. The

mendous sales across the counter the Beguine, Tommy Dorsey's thru the years and in the proper locations could turn over a large

Artists

In many instances, the operator is aware of which are the hit songs. He also is aware of which individual interpretation of this song is the national leader on the hit. In his haste to get the song on his machines, the operator often overlooks the fact that a second version of the hit song by another artist may find greater favor on his route. This because this secondary artist is enjoying a boom in the operator's territory or the

Polonaise have established tre- in the area because of alert dis- caution in accepting them. There's tributor activity in the environs. At any rate, buying the proper interpretation of the hit for the territory will insure the biggest return for the investment.

> One of the common practices of the record-music businesses these days is the proposition whereby some diskers and/or distributors are successfully enticing operators into buying disks on "deals." These "deals" usually involve giving the operator one free disk for every five they buy or allow special discounts for minimum purchases. It is granted that these deals may on the surface have a dollar-saving But the operator appearance.

not much sense in getting a free copy for every five of a platter which will draw barely a shekel once they get into the boxes. In other words, the prime consideration for the operator is what's in the groove, not how much does it cost and what can I get for free.

The operator also has to consider the value of a disking as a two-sided proposition. The second side of a disk takes an equal slot on the selectivity list and should also be considered for its worth in attracting plays. Diskers are wary of this situation, not only from a juke point of view, but as a consumer consideration as well. There still are those who believe in the "they'll buy the hits" philosophy and the operator must string along with the hits, but where it is possible, a strong second side should oftimes be considered in the purchase of a rendition of a hit song.

The programing problem of the operator, at this point in a fairly flexible and comparatively simple state, appears to be heading for even brighter prospects. As the government's military and defense program begins to take shape, its effects on the disk business are likely to aid no end in a more concentrated and more efficiently selective policy of recording at the diskery level. If a parallel can be drawn with the situation during World War II, fewer records will be forthcoming and great effort will be exerted to milk the hits from the manufacturer's level on down. Consequences of such a program would be that only the top demand artists and top demand songs would be marketed.

Elsewhere in this annual Juke Box section The Billboard presents three lists which will be of value to the juke box operator.

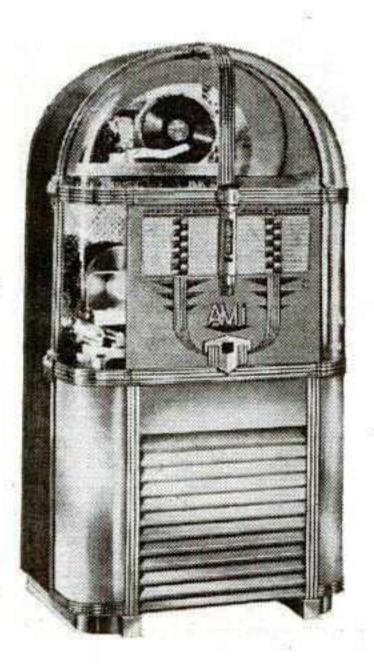
The list of records available on the Top Song Hits From 1900 to 1940, which received such favorable comments last year, is again published and has been supplemented with records released since then. The two additional lists, Top Juke Box Standards and Top Songs of 1945-1950 with records currently available, were added in order to present the most complete and comprehensive catalog of past hit tunes. These lists are presented primarily as an aid to better juke box programing. It can also be used, of course, in various ways by program directors and disk jockeys, as well as a sales aid to record distributors and retailers.

In all phases of the entertainment industry, radio, television, records, etc., standards have always constituted a strong appeal for the public. For proper juke programing, a knowledge of standard material-both the tunes and records available on these tunes-is imperative. Standards, plus current pops, make up the bulk of the operator's programing. Familiarity with the two categories will mean a greater number of plays.

By referring to the great standards contained in these lists, plus keeping close tab on The Billboard's weekly Music Popularity Charts, the music operator will find it possible to balance his programing and to offer the patron a proper choice between current and past hits.

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Convention.



MARCH 19, 20, 21

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Steel Music Company 218 East Parrish Street, Durham, North Carolina

3011 E. Maumee Ave., Fort Wayne 4, Indiana

Taran Distributing, Inc. 90 Riverside Ave., Jacksonville, Florida 2820 N. W. Seventh Ave., Miami 37, Florida

Toronto Trading Post Limited 736 Yonge Street, Toronto 5, Ontario

United Distributors, Inc. 513 E. Central Street, Wichita 2, Kansas

United Dixie Co., Inc. 106 Minerva Street, Jackson, Mississippi

United Novelty Company, Inc. 111 West Division, Biloxi, Mississippi

Wallace Distributing Company 205 Northeast First Ave., Mineral Wells, Texas

R. Warncke Company 121 Navarro Street, San Antonio, Texas 1815 Congress, Houston, Texas

Western Distributors, Inc. 1226 S. W. 16th St., Portland 5, Oregon

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'51 Record Outlook For Ops Brightens

Industry Should Be Able To Get Record Supply During Emergency

By JOE MARTIN

Will the operator be able to ob- the future possibilities are neartain records for his machines-even if the present trend toward a defense economy is quickened? The answer is yes! While it is fairly obvious that there will be shortages of various materials which affect the record industry, it is equally obvious that the industry will not fold up or be seriously hampered because of a lack of supplies. The period from 1942 to 1945 offers sufficient proof that disk manufacturers will make records so long as there are musicians, artists and songs available.

Operators should recall the fact that records were readily available all thru the last war. They should also recall that hit records had a longer life because manufacturers were less willing to experiment with new artists, material or musical styles. It was to the manufacturers' advantage to get as much out of a hit disk as possible. Weekly release lists were considerably more sparse than they are now. Fact is, many record labels switched to either monthly or spasmodic release schedules. Add to the foregoing the fact that there are many more record manufacturers in business now than there were during the war and it brings the conclusion that records will be available but there will be fewer selections to choose from, and hits

will last longer. As for raw material shortages, it is also well-known that the last five years have seen the manufacturers experiment with a batch of new materials out of which disks can be manufactured. Plasticsproducing firms have literally spent millions to develop their infant industry-and a good portion of the money invested in experimentation has benefited the record industry. Almost every single record manufacturer has devised new raw material mixes out of which the finished record is made. The raft of trade-marked names for unbreakable biscuits is proof that the disk business has not been content to sit back and operate with the same old materials.

Innovations

Such relatively recent innovations as the use of vinyl resins, styrene resins, injection molding, break-resistant biscuits and even new variations based on the old stand-by, shellac, have made significant advances in record business. The advent of the 331/3 and 45 r.p.m. speeds heightened manufacturer interest in developing new materials for records. The Union Carbide & Carbon Corporation alone has spent over \$200, 000,000 in expanding its facilities in the past five years. And out of all this effort has come interesting, and often secret, developments in materials for record use. While some years ago the only material talked about was shellac, manufacturers now bring up such trade names as Vinylite, Pliovic, Geon, etc.

newer developments in the pro- pectations that the final bite will duction of phonograph records— not be as large as Treasury Secis still in such an infant stage that retary Snyder would like.

amazing. 'And while it is true that the injection molders now require the plastic Polystyrene it is also quite true that such important firms as RCA Victor, Decca and Union Carbide are working in unison to develop a substitute material for the vital Polystyrene. Further, on the development of materials, it is now known that record manufacturers have come up with "extenders" and "fillers" -less technically described as ways of making a pound of Vinylite or other such materials go further.

Shortages

Yet thru all this effort in developing new and better disk materials, substitutes and new production methods, there is talk of impending shortages. The possibility, however remote, must be recognized. However any such shortage would most likely affect all speeds. It is also quite possible that much of the shortage talk has been artifically created. An examination of the various factors involved point up the following:

(1) A sudden and tremendous increase in the public demand for 45 r.p.m. records has found a few manufacturers unable to make the required production increases. This is, for the most part, a temporary situation which will be alleviated as the diskers work out the proper allocations of their realeases in the three speeds.

(2) The advent of the two new speeds, 331/3 and 45, created an unprecedented demand for plastic resins as the manufacturers repressed their 78 r.p.m. catalogs on the new speeds. This too, is a temporary situation which has been largely overcome.

New Market

(3) Sales of new record-playing equipment for home use-tied-in with the terrific market for video sets-simultaneously created a vast new market for records. Thousands of people who had paid little or no attention to disks suddenly became interested in recorded music simply because they now own a new three-speed record player or a player with one of the new speeds. Again, the situation is temporary. The sales picture should settle down as the consumer who buys records reaches the point where he has purchased enough disks to make up his basic library.

(4) The major producers of plastic resins, Union Carbide, Goodyear and Goodrich, are still expanding their plant facilities. Goodyear, for example, is expecting to complete its latest plant expansion in Akron by the middle of April.

(5) The shellac industry is ready, willing and able to step back into the record business. Industry spokesmen claim that the supply of shellac will remain high so long as the sea routes to India remain open.

(6) Government's stated policy is to operate a national defense program with as little effect on consumer economy as possible.

Conclusion

So, while it can be assumedand with good reason-that disk manufacturers will be able to produce phonograph records in all speeds for the foreseeable future, the remaining problem is that of price. At the present time, government edict has halted price changes of phonograph records at their present level. Proposals for an added 15 per cent excise tax on Injection molding—one of the records are to be bandied about in Congressional circles with ex-



Chicago Coins

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



79

Farade

The interior lighting effect of "Hit Parade" is a shimmering array of colors, reflected "Apollo Metal" surfaces. A large fluorescent bulb behind a color spectrum, provides the illumination in a manner that rivals the "jumbo" phonos.

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

THE MOST BEAUTIFUL LOW PRICED PHONOGRAPH **EVER BUILT**

ONLY Hit Parade".

NO OTHER"45" PHONOGRAPH HAS ALL THESE FEATURES

- ELECTRICAL SELECTION (permits connection)
 with wall boxes
- 5c-10c-25c DROP COIN CHUTE
 - A "MUST" for profitable operation
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Chicago Coin's "Hit Parade" accepts up to 45 plays

Famous RCA record changing mechanism. EASILY UNDER-STOOD. The operator of "HIT PARADE" requires no special knowledge or training.

Instantaneous changing of records and title strips. All working parts easily accessible through rear door. Removable mechanism panel for fast, easy servicing.

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

CHICAGO COIN MACHINE

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

> 1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS



VIC DAMONE

Annual Juke Box Section

"Mama"

FLIP SIDE
"OPERETTA"

MERCURY 5444 • 5444X45



PATTI PAGE

"Would I Love You"

FLIP SIDE

"SENTIMENTAL MUSIC"
MERCURY 5571 . 5571X45



EDDY HOWARD

AND HIS ORCHESTRA

"Penny A Kiss,

PENNY A HUG"

FLIP SIDE

"I STILL FEEL THE SAME ABOUT YOU"

MERCURY 5567 . 5567X45



PATTI PAGE "Mockin' Bird Hill"

"I LOVE YOU BECAUSE"
MERCURY 5595 • 5595X45



REX ALLEN

"Sparrow In The Tree Top"

"ALWAYS YOU"
MERCURY 5597 • 5597X45



RALPH MARTERIE

AND HIS ORCHESTRA

"Across The Wide Missouri"

FLIP SIDE

"SILVER MOON"

MERCURY 5428 . 5428X45



RICHARD HAYES

"Too Young"

FLIP SIDE

"SHENANDOAH WALTZ"

MERCURY 5599 . 5599X45



KAY BROWN

Little Rock
Getaway"

"MY LOVE AND MY MULE"

MERCURY 5600 . 5600X45



TONY FONTANE

"No One But You"

FLIP SIDE

"SYNCOPATED CLOCK"

MERCURY 5607 - 5607X45



DORIS DREW "Beautiful Brown Eyes"

"SHUT UP"

(AND MAKE LOVE TO ME")

MERCURY 5370 · 5370X45



FRANKIE LAINE

"Metro Polka"

FLIP SIDE

"JALOPY SONG"

MERCURY 5581 . 5581X45



TINY HILL

"EVERYBODY LOVES
THAT HADACOL"
FLIP SIDE

"DON'T MAKE LOVE TO MARY"

"HOT ROD RACE No. 2"

FLIP SIDE

"LET'S LIVE A LITTLE" MERCURY 5598 - 5598X45





SKIP FARRELL

WITH

LEW DOUGLAS ORCHESTRA

"Seven Wonders Of The World"

"SAID MY RIGHT EYE
TO MY LEFT EYE"
MERCURY 5594 • 5594X45

BOB CONNALLY

"Chapel Of The Roses"

FLIP SIDE

"KENTUCKY WALTZ"

MERCURY 5608 . 5608X45

MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

83

THE BILLBOARD

FOURTH ANNUAL JUKE BOX OPERATOR POLL

THE BILLBOARD

RECORD ASPECTS:

PART 2

OPERATOR ASPECTS:

The Billboard Fourth Annual Juke Box Operator Poll is based on returns to a four-page questionnaire sent to 2,712 leading juke box operators in the country. Over 400 replies have been received, but to meet editorial deadlines only the first 320 completely filled out questionnaires were used for this tabulation.

- Which Record Companies Give You the Best All-Round Service?
- Which Record Companies Give the Fastest Delivery Service?
- Which Record Companies Send the Most Helpful Salesmen To See You?
- How Often Does the "Most Helpful Salesman" Come?
- Which Record Companies Turn Out the Best All-Round Record From the Standpoint of Wearing and Reproduction Qualities?
- Which Record Companies Have the Most Informative Release Sheets and Direct Mail?
- 7. Of the Record Companies, Which Three Run the Most Helpful Advertising in The Billboard?
- 8. How Often Do You Order Current Hit Pop Records?
- Check Two Sources of Information You Find Most Helpful When Buying Records.
- 10. Which Record Companies Supply You With Free Sample Records?
- Which Record Companies Supply You With Free Title Strips?
- Who Buys the Records for Your Juke Boxes?
- Where Do You Buy Your Records?
- When Purchasing Records, Which of the Following Methods Best Describe Your Procedure?
- 15. Approximately How Many Records Do You Buy for Your Entire Operation Each Week.
- 1. Are You Currently Able To Obtain Immediate Delivery of the New Juke Boxes You Wish To Buy?
- How Many Juke Boxes Do You Currently Operate?
- How Many of These Juke Boxes Have You Purchased Since January 1, 1950?
- How Many New Juke Boxes Do You Contemplate Purchasing in 1951?
- 5. Have You Purchased 45 r.p.m. Juke Boxes or 45 r.p.m. Conversions in the Past Six Months?
- 6. If You Do Not Presently Operate 45 r.p.m. Equipment, Do You Plan To Add Such Equipment This Year?
- 7. Have Commissions on Your Routes Been Adjusted in Your Favor During the Past Six Months?
- 8. Since September 1, 1950, What Has Been Your Weekly Share of the "Take" Per Machine?
- 9. How Do You Dispose of Used Records?
- Do You Operate a Retail Record Store?
- Check Which New (Not Used) Record Labels You Sell in Your 11. Store.
- 12. Are You Currently a Member of an Active Juke Box Trade Association?

Dime Play Comments

By Industry Leaders

Fixed Charge Squeeze

The sharp rise in the cost of con-

To attain this objective, there are various schools of thought. In

New Jersey, the music operators have made no effort to change the

5-cent unit of play. Thru the

Music Guild of New Jersey, they

are preparing to meet these new

conditions in the following manner:

(a) Direct mail to locations.

2. Correct wherever possible loca-

line with current conditions.

3. Intensify the merchandising and

4. Test multiple plays to check

(b) Advertisements in tavern

(c) Advertising that will reach

tion commissions that are out of

promotion of music to increase

whether they are responsible for

Music Guild of New Jersey.

We feel dime play is an excel-

lent thing to do, and the time is right, however, unless the whole

industry will co-operate it is a

tough move to make. We believe the ideal way would be to cut off the nickel coin chute completely and show two plays for a dime and three plays for a quarter, then eventually work to one play per dime after the public gets used to the idea of putting just dimes into

However, there also arises the possibility of having to change all

T & L Distributing Company

wall boxes, and many locations

Dime Play Is Answer

and restaurant journals.

1. A public relations program.

the player.

a rise in receipts. D. M. Steinberg,

play.

ducting operations has made music

men restudy their position. Increased overhead, with a fixed charge for the music service-(5 cents), has created a squeeze that requires relief. All admit this relief can be obtained by an increase

in collections, dollarwise.

PART 1

The Billboard Fourth Annual Juke Box Operator Poll

RECORD ASPECTS:

QUESTION 1:

Which Record Companies Give You the Best All-Round Service?

(List in order of preference.) SCORING (Three places. Three points for 1st place; two for 2d; one for 3d.)

ANSWER:

Record	(0	١,																					ı	,	olnts
Decca .		٠		٠			9.					٠	٠			•		٠				•	•			486
Victor .	٠																									435
Capitol						4																				339
Mercury						٠																				210
Columbi	a																			٠						144
MGM					•	•				*										•		•				111
King																										
Coral .																										24
London																	٠									14
Others									,																	11
	87	d					6	1	9					5			3	Š			d					153-3

Comment: The relative position of the major diskeries on this question is identical with results in the last year's juke box poll. Decca takes top spot as the company which gives the best all-round service, polling 486 points as against 435 for Victor, the runner-up. Capitol is in third position with 339. Mercury, with 210, is comfortably ahead of Columbia with 144. MGM with 11, King with 36, Coral with 24 and London with 14 follow in respective order.

This is the second successive year Decca landed in top position. In last year's poll the company scored 600 points, coming up from fourth position. In the current poll, the gap separating Decca and Victor has been narrowed, but the win is nevertheless one with a good margin.

Record Co.

QUESTION 2:

Which Record Companies Give the Fastest Delivery Service?

(List in order of preference.) SCORING (Three places. Three points for 1st place; two for 2d; one for 3d.)

ANSWER:

ROLVIU CV.	r viiiis
Decca	386
Capitol	339
Victor	317
Mercury	198
Columbia	108
M6M	80
King	58
Coral	34
London	22
Others	

Comment: Major companies during the past year have tried to overhaul their service to the juke box field, with the general idea of getting hit disks to the operator more rapidly. According to the survey results Decca has the fastest delivery service, the diskery scoring 386 in this regard. Capitol is runner-up with a tally of 339. Victor, with 317, is fairly close to Capitol and far ahead of Mercury, the latter taking fourth position with 198. Columbia, altho it has been giving increased attention to the juke box trade, does not do better than fifth with its tally of 108.

MGM, King, Coral and London, with totals of 80, 58, 34 and 22, follow in respective order.

New York Dime Shy

have wall-box installations.

Leonard J. Goldstein

the juke boxes.

Cincinnati.

An analysis of current business conditions affecting both the operator and the tavern, indicates it is extremely unlikely that dime play would benefit the industry in New York City. While conditions in other areas might lead to a different conclusion, such a step here would probably end in failure.

Operators in New York enjoy a unique system. Probably more of us work on minimums than in any other comparable area. As a result, should gross income rise somewhat following a change to 10 cents, only the location owner would benefit. But even this is a matter for conjecture.

General business conditions in the city are chaotic. Defense work has made little contribution to New Yorkers' pay rolls. People don't have extra money to spend and bar trade is suffering. Music in the tavern is still a luxury item and. faced by a 100-per-cent increase in play price, the patron might prefer to spend his dime for another beer rather than a record.

More than anywhere else, the spread of television in homes has cut into tavern patronage here. And the cut in play-time potential due to location television is still something to contend with. I can't see dime play improving the lot of the operator here at this time.

Abert S. Denver, Automatic Music Operators' Assn., New York. (Continued on page 87)

QUESTION 3:

Which Record Companies Send the Most Helpful Salesmen To See You?

(List in order of preference.) SCORING (Three places. Three points for 1st place; two for 2d; one for 3d.)

ANSWER:

Record Co.	Points
Decca	209
Mercury	187
Capitol	171
Victor	151
Columbia	96
MGM	82
King	63
Coral	30
London	30
Others	23
None	51

www.americanradiohistory.com

Comment: Decca Records, which took top spot in all-round service and fastest delivery, also sends the most helpful salesmen. The diskery's score on this question is 209, as against 187 for Mercury, which scored second. Mercury's score is especially interesting. The diskery, which has been right up with the majors on Questions 1 and 2, has apparently vastly improved its operation from the point of view of helpful salesmen. In last year's poll Mercury scored fourth on this question, coming behind Decca, Capitol and Victor. This year it closed the gap by beating out Capitol and Victor. Capitol and Victor are in third and fourth positions, with 171 and 151 points, respectively, and Columbia, with 96, is fifth.

MGM leads the remainder of the parade, tallying 82 as against

King's 63 and Coral and London's 30.

QUESTION 4: How Often Does the "Most **Helpful Salesman" Come?**

ANSWER: About once a month............80 checks

Comment: Only 26 operators reported they were visited by company salesmen once a week. According to results of the survey the interval between salesmen's calls would seem to be between two weeks and one month, generally speaking. Eighty-five operators said they were visited "about every other week," and 80 operators stated the time interval was "about once a month." There is apparently much room for closer relations between record company salesmen and ops. Thirty-six operators stated they were called upon "not at all."

QUESTION 5:

Which Record Companies Turn Out the Best All-Round Record From the Standpoint of Wearing and Reproduction Qualities?

Irregular visits 1 check

(List in order of preference.) SCORING (Three places. Three points for 1st place; two for 2d; one for 3d.)

ANSWER:

Record	(0																			I	0	oints
Victor .				٠								•											556
Decca .																							365
Capitol			٠										٠						*				216
MGM .																							187
Mercury	1		,	9			•				•			•									168
Columbi	a															٠					٠	٠	157
London											•										•		47
Coral		٠							٠								٠		٠				20
King									٠														19
Others				٠	÷								•	٠			•			ı.			18

Comment: RCA Victor, as it did in last year's survey and that of the year before, again clinched top honors with the operators for the company turning out the best record from the standpoint of wearing and reproduction qualities, scoring a clear-cut margin over the runner-up, Decca. The latter firm maintained its second-place slot for the third year running. Capitol, which had scored fourth last year, moved up a notch to third place, with Mercury, last year's third-place winner, dropping to fifth. MGM, sixth last year, moved up two notches to fourth; Columbia, fifth last year, dropped to sixth in this year's survey.

QUESTION 6:

Points

Which Record Companies Have the Most Informative Release Sheets and Direct Mail?

(List in order of preference.) SCORING (Three places. Three points for 1st place; two for 2d; one for 3d.)

ANSWER:

Record Co.	Points
Decca	440
Victor	399
Capitol	304
Columbia	178
MGM	89
Mercury	60
King	32
Coral	
London	17
Others	10
Kone	

From the standpoint of aid and information via direct mail and release sheets, the operators gave the nod to Decca as the most helpful record company. RCA Victor won second place with 399 points, behind Decca's 440; Capitol's 304 points gave it the third place handily over Columbia's 178. Decca, it should be noted, scored a clean sweep in regard to service, getting the top votes for all-round service, speed of delivery, helpfulness of salesmen (Questions 1, 2, 3) as well as helpfulness in direct mail and release sheets.

QUESTION 7:

Of the Record Companies, Which Three Run the Most Helpful Advertising in The Billboard?

(List in order of preference.) SCORING (Three places. Three points for 1st place; two for 2d; one for 3d.)

ANSWER:

Record Co.	Points
Decca	418
Victor	408
Capitol	253
Mercury	151
Columbia	112
MGM	
King	28

Comment: The operators gave Decca a narrow margin over RCA Victor (418 to 408) as the label whose Billboard advertisements are most accurate and useful to the juke box trade. Capitol, Mercury and Columbia ran third, fourth and fifth, respectively, in this regard, with a substantial margin separating them from the one-two slots.

QUESTION 8:

How Often Do You Order **Current Hit Pop Records?**

ANSWER:

About twice each week...... 53 checks About once each week 169 checks

Comment: The prevailing custom is to order records once a week according to a substantial majority (169 out of 317 responding) of operator responses to the question "How often do you order current hit pop records?" Some operators (87) order twice a month, none order less frequently than once a week, according to this section of the poll. A good proporition (53 out of 317 responding) order twice a week, and a small minority, 8, order daily. The clear inference is that the juke box operators are currently alert to the benefits of record turnover and are continuously stocking fresh items, discarding the passe disks.

QUESTION 9:

Check Two Sources of Information You Find Most Helpful When Buying Records

ANSWER:

Location requests 90 Association bulletins and/or buying services. . 42 Local disk jockey or radio station......... 41 The Billboard (write-in on ballot)...... 10

Comment: Operators indicate that trade papers are easily the most important aid in buying records. This is evident from an analysis of the survey returns, which lists such factors as "actual machine count," "location requests, etc." The factors of "trade paper editorial features" and "trade paper advertisements" score a total of 157. In addition, The Billboard, specifically mentioned in spite of the fact that no trade paper agrees as a school tioned in spite of the fact that no trade paper names were asked for, scores another 10, bringing up the trade paper total to 167. The importance of trade papers is even greater than this score indicates, inasmuch as many operators who listed "actual machine count" indicate that they receive primary information from trade papers, following which they place test records in machines in order to get a count and determine future purchases.

The importance of the trade papers-their editorial and advertising features-as a guide to operators has continued to grow in recent years. Many operators are not in close touch with disk sources and have hit upon the trade newspaper as a pool of alert,

reliable information.

QUESTION 10: Which Record Companies Supply You With Free Sample Records?

ANSWER:

Record Co.	Checks
Columbia	54
Capitol	33
Victor	28
Coral	
Mercury	6
Decca	5
King	4
National	
London	
MGM	
Others	
None	7.00

Comment: A study of the replies made to this question points up several interesting features. First, most operators do not receive sample records. Second, there doesn't appear to be any strong relationship between sampling and the number of hit records on any single label. Third, while the three labels shown to give out the most sample disks are considered majors, the basic principle of sampling is apparently not restricted to either the majors or the independents.

Factor not obvious from the returns is that the exploitation of records via free samples is usually handled on the distributor level. Few are the labels that go into sampling as a factory-sponsored program.

In all, the free samples are reported in 124 cases, 192 instances show no such promotional activity.

QUESTION 11: Which Record Companies Supply You With Free Title Strips?

ANSWER:

Record Co.	Checks
Mercury	56
Columbia	41
Capifol	9
Decca	2
MGM	
Others	

Comment: The practice of supplying operators with free title strips is one of the several wrinkles recently introduced by disk manufacturers and distributors. It is part of the record-selling incentive campaigns kicked off upon uncovering the contemporary sales and promotion values inherent in the juke

The results reflect that this practice is not particularly wide-spread. In fact, Mercury and Columbia appear to be the most conscientious of the diskers in serving up the strips for incentive purchase. Mercury, a fast-growing firm, has been driving in the juke field, while Columbia has of late undertaken a promotion of its product with operators with the title strip gifts apparently a portion of the push.

It is to be noted that number of distributors, without sanction of manufacturer, have taken to hand out the cuff title strips with a number of them producing the strips on self-owned printing

equipment.

The integrity and experience of

A SOLID NAME

plus '

THE WORLD'S TOP ENGINEERS

BEHIND YOUR LABEL!

ICTOR

custom record sales

> RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

Your idea . . .

Your market . . .

Your product-

RCA's facilities . . . experience . . . dependability.

A complete service in the manufacture of every type (and speed) of record

RECORDING . . . PRESSING

PROCESSING

SHIPPING AND HANDLING

RCA has

manufactured

records for more

than 100

Independent

labels now on

the market!

* / *W *N * 1.M / IN



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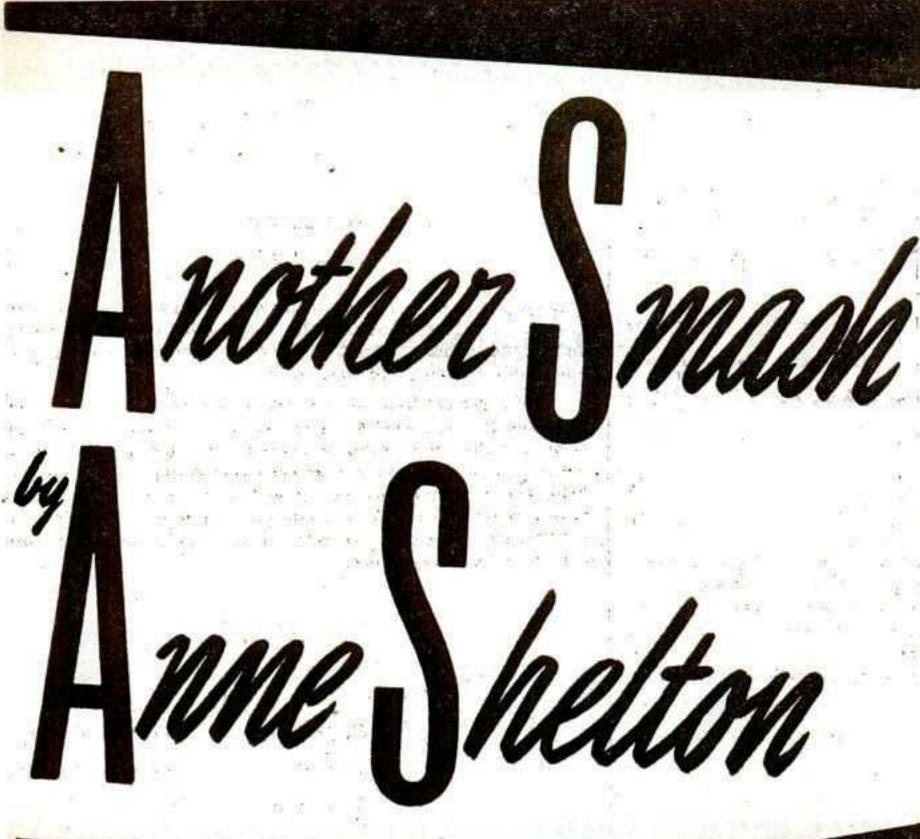
CHICAGO Dept. 25-A

HOLLYWOOD Dept. 26-A 1016 N. Sycamore Ave.



445 N. Lake Shore Dr. WHitehall 4-3215 Hillside 5171

A R F C - C III





RECORDS

QUESTION 12: Who Buys the Records for Your Juke Boxes?

control of programing into the hands of the operator himself again appears to prevail. The operator today is confronted with an intensely complicated purchasing problem. He has had to expand his buying to fill the greater demands of the 40, 48 and 100-play boxes. And, at the moment, he is becoming involved in the record speed problem. The introduction of 45-r.p.m. jukes creates the two-speed inventory problem for the operator and, based on the response to this question, he apparently feels he is best-equipped to cope with it.

The operator's personal touch also is being reflected in more conscientious study of the demands of individual locations. In the abnormal periods during and after the war the operator left selectivity usually in the hands of office help and servicemen and counted the profits. But now that programing has become an all-important factor in attracting plays, the operator's personal observation of his locations and the programing requirements of them is a prime factor in the renewed upsurge of the music machine business.

QUESTION 13: Where Do You Buy

Your Records?

ANSWER: Wholesale from local distributors......269

At less than retail price from retailers.....69

At regular retail price from retailers..... 11

Comment: Local distributors remain the key purchasing point for most operators. It is known that many operators who would prefer buying at wholesale from distributors are too remotely located from the jobber's selling point and therefore are forced to buy from retailers or by mail in order to keep on top of the hit recordings.

The mail-order record business is one of the newer phases of the music machines industry. A number of such outfits have sprung up and offer operators complete coverage of all labels' wax from a single source for the 5-cent premium. This type of service is of particular aid to operators outside areas where distributors for all the waxers are readily accessible.

QUESTION 14: When Purchasing Records,

Which of the Following
Methods Best Describes
Your Procedure?

ANSWER: 60

 Go to record distributors' offices
 173

 Order by mail
 122

 Wait for salesman to call
 52

 Order by phone
 40

 Order by wire
 4

Comment: Statistics here are very close to those of last year's survey. While most operators go to distributor offices to make their purchases, a large percentage of the ops order by mail, phone or wire. Not too many wait for the distributor salesmen to call.

There is a direct relationship between the buying procedures used and the fact that so many operators do not get free sample records. Obviously, it requires a visit to the distributor to hear the new disks.

Again, programing-conscious operators are not willing to take chances on potential hits. It requires a great deal of time and effort and serious listening for the operators to make the best possible selections for his locations. Last year's problem, however, still remains: Will manufacturers take definite steps toward keeping the operators better appraised of new record material? Strides were made in that direction last year when Decca named a sales manager for music operators. There has been serious thought and some action, too, on the part of other major labels about the advisability of making a similar move. In the meantime, the figures speak for themselves in a most eloquent manner.

QÙESTION 15: Approximately How Many Records Do You Buy for Your Entire Operation Each Week?

ANSWER: Average purchase per operator, 145.99 records.

Comment: Despite increased selectivity of new model music machines, the number of records purchased by operators each week dropped off slightly from last year. Figures indicate the operators continue to be very important consumers of phonograph records.

The 303 operators who answered this question bought 44,234 records each week—a sizeable chunk of business for the record industry. With the average operator having 85 machines, it works out to approximately two records per machine per week—again a drop from last year's results.

Some of the factors affecting the decrease in purchases include longer wearing disks, added longevity of hits, and the increase in the cost per record.

(List in order of preference.)
SCORING (Three places. Three points for 1st place; two for 2d; one for 3d.)

PART 2_____

The Billboard Fourth Annual Juke Box Operator Poll

OPERATOR ASPECTS:

Dime Play Comments By Industry Leaders

• Continued from page 84

Hold the Nickel Line

It is my opinion that we should not change to eliminate nickel play on phonographs. As long as the government makes the nickel, it behooves the coin machine industry to grab them. I think that there are just a sufficient amount of people that will drop a nickel in the phonograph to hear a record play. If the nickel chute were not there, that certain amount of people would hesitate to put a dime in. Percentage wise, I think we would notice a decrease in collections.

Dale C. Sauve A. P. Sauve & Son Detroit 4.

Nickel Profit Down

Very few Wisconsin phonograph operators are making money today with music being sold at 5 cents and with the present commission rates. The present trend of inflation continues to spiral and everything the operator purchases is costing him more money. Secretary of the Treasury Snyder is asking for an excise tax increase from 10 to 25 per cent on phonographs and records. If operators would figure their investment plus the cost of operating, including the raise in records, machines, supplies, taxes, personal property taxes, etc., there is but one answer and that is the operator must have more money to operate at a profit.

Dime play has only been tried in a few spots to my knowledge in Wisconsin, and it is too early to form an opinion on the public's reaction. I do, however, think if dime play is adopted it must be adopted in every spot in the territory and not just hit and miss. When the telephone people changed from 5 to 10 cents they changed all pay phones in the area and not just a few. I personally do not believe in giving two plays for a dime, then in a couple months changing to 10 cents straight.

C. S. Pierce, C. S. Pierce Music Company, Brodhead, Wis.

Chi Ops Experiment

For about a month now most of the operators in Chicago have been selling two tunes for a dime, five for a quarter, by blocking off the nickel coin opening. Some 80 per cent of the operators in Chicago have made this change on approximately 5,000 phonographs and within two weeks we expect nearly 8,000 phonographs will be selling two selections at a time.

We did not want to make this change in our boxes. But we had to make it in order to show a profit, just as we may ultimately have to go to a dime per play. To maintain top-notch service and entertainment, as well as show a profit, we know we must find ways of increasing revenue. We think two for a dime—perhaps eventually one for a dime—is at least a partial answer.

During the first two weeks we experimented with two tunes for a dime, our routes dropped an average of 5 per cent in dollar volume. By the third week, however, our routes were back to their previous averages and we have every reason to believe our experiment—scheduled to last 90 days—will be a success.

Ray Cunliffe, President Recorded Music Service Assn.

(Continued on page 88)

QUESTION 1: Are You Currently Able To Obtain Immediate Delivery of the New Juke Boxes You Wish To Buy?

Comment: The tightening production programs already are evidenced by the operators, 73 per cent of whom said they could get immediate delivery on new machines, and 27 per cent who reported deliveries were delayed. However, as plants start cutting their output due to shortages of critical materials and the increased emphasis on defense contracts, this ratio is expected to change sharply.

QUESTION 2: How Many Juke Boxes Do You
Currently Operate?

ANSWER: 85.48 Average Number of Juke Boxes Per Operator.

Comment: Consolidation of smaller routes and the continued stabilization of the music machine field is reflected in the answer to this question. While 48 per cent of the operators last year (the heavy majority) operated less than 50 units, the average route now consists of 85.48 phonographs.

It is to be noted here that many of the operators who started adding to their routes in the latter '40s have solidified their financial positions by paying off those units, but because of the unsettled times ahead, the increased cost of doing business and the increased cost of equipment, growth of routes in the foreseeable future will be much slower.

QUESTION 3: How Many of These Juke

Boxes Have You Purchased

Since January 1, 1950? (Last

Year)

ANSWER: 10.54 Average Number of Juke Boxes Purchased
Since January 1, 1950.

Comment: The 10.54 figure here would indicate operators were more cautious in their buying of new equipment last year than they were in the postwar period. This is understandable as much obsolete equipment had been replaced by the start of 1950, and, with the first half of 1950 a poor gross period, caution was the byword in operating phonograph routes.

The start of the Korean war last summer brought about an upswing in equipment purchases, and the introduction of 45 r.p.m. console and counter models also offered some stimulation in the latter portion of the year.

QUESTION 4: How Many Brand-New Juke
Boxes Do You Contemplate
Purchasing in 1951?

ANSWER: 6.19 Average Number of Juke Boxes To Be Purchased in 1951.

Comment: The increased costs facing operators, plus the curtailment of production, are reflected in the answer to this question. In answering this question, it is noted that some operators offered a hedge, stating that should play increases, successful tests to increase the grosses and continued production be possible during the year, their figures probably would be revised upward.

QUESTION 5: Have You Purchased 45 r.p.m.

Juke Boxes, or 45 r.p.m. Conversions in the Past Six

Months?

Comment: While interest in the 45 r.p.m. phonographs and/or the conversions for that speed has been extremely high in the industry, there are still many operators who are continuing their "watch and wait" policy.

One important factor in this regard, however, is the push to be given the counter model 45 r.p.m. machines this year. Two large game manufacturers, Williams and Chicago Coin, already are in the swim, at least one more is seriously considering a move into this field, and Ristaucrat, pioneering with a non-selective unit, will have a selective machine in production this week. Coupled with the Seeburg 100-selection console, the 45 r.p.m. production picture appears to be an active one.

QUESTION 6: If You Do Not Presently Operate 45 r.p.m. Equipment, Do You Plan to Add Such Equipment This Year?

Comment: Here the figures speak for themselves. While it appears some operators already have made plans to enter the "new-speed swim," others have either not made up their minds or will continue to watch and wait. As has been stated, however, the promotional push which will come when the new firms enter this field, plus the lower price tags on the counter models, may bring about considerable more activity in this field than can now be accurately forecast by the operators.

QUESTION 7: Have Commissions on Your Routes Been Adjusted in Your Favor During the Past Six Months?

Comment: While this compares with the answers given last year (70 per cent no; 27 per cent yes, and 3 per cent no answer), the percentages may show considerable changes during the balance of this year. At present tests are being made in many parts of the country with revised commissions, and the success or failure of these experiments will spell the future of revamped commission schedules nationally.

QUESTION 8: Since September 1, 1950, What Has Been Your Weekly Share of the "Take" Per Machine?

ANSWER: \$9.20 Average "Take" Per Machine Per Week.

Comment: In the final analysis it's the dollars and cents that spell the story of the progress of an industry. That the bulk of 1950 was one of trial for the operator can be seen in the answer to this question. Last year (1949) operators reported an average of \$12.44 income per machine, \$3.24 per unit higher than that of 1950.

This loss takes on added significance when it is recalled that during the latter half of 1950 operators were faced with skyrocketing costs and also were trying to insure their future by purchasing equipment.

QUESTION 9: How Do You Dispose of Used Records? Sell Them to the Public Yourself..........170 ANSWER: Sell Them to Retail Record Stores......102 Give Them to Charitable Institutions...... 60

Comment: Searching for those "extra" pennies has led more operators to sell their used records directly. While last year 89 operators reported selling used disks to the public themselves, 170 were following this procedure this year. Last year 58 operators reported they sold their used platters to retail outletsthis year 102 were doing the same.

QUESTION 10: Do You Operate a Retail Record Store?

ANSWER:	Yes18%
¥05	No78%
	No Answer 4%

Comment: With so many other problems facing them during the past year, the percentage of operators entering the retail record picture has remained static. As was the case in the previous 12-month period, about one out of four or five operators operates a retail record outlet. It also is true that operators are now handling more new record lines than they did in the past, adding considerably to their volume by augmenting their used platter sales with new disk lines.

QUESTION 11: Check Which New (Not Used) Record Labels You Sell in Your

Store.

ANSWER:

Columbia56	
Decça56	
Mercury56	
Victor56	
Capitol55	
MGM55	
Coral50	
King47	
London42	
Specialty	
Savoy21	
Aflantic20	
Others12	

Comment: Victor, Columbia and Decca lead the parade of new record lines being handled by operators in their retail record outlets, but the indies show up strong in many cases. The importance of increasing their weekly revenue to keep their businesses operating at a profit again is stressed in this question, with operators seeking more insurance for their over-all business by strengthening each facet of the pattern.

QUESTION 12: Are You Currently a Member of an Active Juke Box Trade

Association?

ANSWER:	Yes32%
	No64%
	No Answer

Comment: While the movement is slow, there appears to be a trend toward organization of operators to meet and help solve regional or local operating problems. While 27 per cent of the operators reported they belonged to associations last year, 32 per cent answered affirmatively this year. Seventy-three per cent of those answering last year were not a member of an organization, while 64 per cent were still not affiliated this year.

Dime Play Comments By Industry Leaders

Opinions vary but all agree time for action has arrived

Continued from page 87

Everyone agrees that to be healthy in business there must be profits in the business.

For months operators of juke boxes have watched the margin of profit in their nickels grow smaller. The general inflationary spiral made itself felt early on the routes. To meet the challenge of the shrinking nickel, many operators rearranged commission schedules to provide first or front money. Economies have been effected in every operation, but with the inflationary trend unchecked operators began to think in terms of higher price or play.

The Billboard sounded out operators, distributors and manufacturers to determine their thinking on dime play. The brief statements which follow are a crosssection of industry opinion on this vital topic.

The Only Answer—10c

There is only one answer to the continued devaluation of the nickel and the continuing increases in operating costs. It is 10-cent play.

The problem is as simple as that, provided the proper methods for the changeover are employed. Since there are no intermediary coins that may be used to reach the goal step by step, a softeningup process on both the location and player levels must be devised before jumping the play price 100 per cent. This should include:

1. An educational campaign directed at locations underlining our rising costs and the falling value of the nickel. Direct mail should be used as well as articles in trade journals read by location owners.

2. The same facts should also be brought to the attention of the general public thru public relations techniques.

3. Once the educational campaigns are under way, operators in any given area should convert their phonographs to play two tunes for a dime and five for a quarter, thereby completely eliminating the nickel chute.

4. After a period of time has elapsed to allow these processes to make their full impact, the location and the public both will be ready to accept true 10-cent play-one tune for a dime and a multiple choice for a quarter.

It is my opinion that trade associations should endorse this method and act as the medium for putting into effect this public relations program. In areas where trade associations are not active it would be wise for the operators to consult and form this necessary public relations team.

> Barnet Sugerman Runyon Sales Company N. Y., N. J., Conn.

Change Methods or %

I believe the time has come for an operator to realize a greater collection on his phonograph if he is going to continue in business. The high cost of operations, including records, help, parts, etc., is going to force him to change his methods or percentage. As I see it there are only two ways of deriving larger receipts from the phonograph.

One, a change in the commission arrangement with the location. This is difficult because of the slack-off in tavern receipts. He probably will understand it as an increase for the operator and a smaller percentage for him. That leaves the only other alternativeswitching to dime play. The location should be more than ready to go along with this plan because it will mean more money in the phonograph and also his share would be larger.

The change-over to dime play in this area may be difficult. Starting with a dime for one play, jority of the operators in and five for a quarter would eliminate around Waco and Central Texas. the nickels. This would result in more quarters in the cash box. Perhaps six months or a year later

a change to three for a quarter would not cause complaints, and the public would be used to depositing dimes. The operator may lose a few customers, but I believe his gross would be greater, and after all this is what the operator needs. If he doesn't make money, the distributors certainly won't, and the manufacturer would naturally have to cut production.

H. Jacobs Jr., President United, Inc. Milwaukee 8.

Dime Play Obstacles

To instigate dime play on an operator's route involves many obstacles. The most important thing to my mind is to educate the location. He must be educated to accept this new innovation. We is not only one of the operators', have tried dime play here in Washington. We know it will be accepted. We also know that the location owner loves it. Charlie Hannum, of Philadelphia, first started dime play in their association in Chester, Pa., and after four or five months of actual operation, I know they are now 100 per cent on dime play.

The only success of any pioneer experiment is the result. This is the final result of dime play as we operate it. When we introduced dime play, the gross increased to about 55 per cent and our net a number while competitors' pashowed an increase of 25 per cent. The reason for the difference of our figures-we were receiving a guarantee of our net. In other words, we had a guarantee minimum. After three months operation our net increased, over all, 58 per cent and everyone here is happy-the operator, the location and the customer.

I cannot explain here how you must make the first approach to dime play and follow thru. But one thing is certain: You cannot start dime play without talking to some experienced operator that has been successful with dime play. There must be an education period, as you can do more damage and the thing will fizzle without such

> Hirsh de La Viez, President Washington Music Guild, Inc. Washington 1.

Profits Off Balance

Something has to be done to help the operator. It is unreasonable to think he can go on with the high cost of machines, records, wages, etc., and still receive the same nickel that he did 10 years ago. Whether dime play is the answer, I am not sure. If it is the answer it must be done by all, not just one operator. It is something to be done on a State or national basis.

Everything else has gone up. However, what we're interested in is net income, not the amount of sale. If taking the nickel slot off would decrease the net earning then, of course, we don't want it. The only answer I can see is test cases in certain locations and see what the result is.

Les Montooth, Vice-President Central Illinois Phonograph Operators' Assn. Peoria, Ill.

Waco Ops Anti-Dime

The subject of 10-cent play has been given much discussion, and all of the operators of this locality seem to think that it would hurt instead of help play. There are not enough of the type locations that would justify dime play, and on average type locations-race and hillbilly-it would tend to reduce the take.

This is not just one man's opinion, but the opinion of the ma-

> Garland DeLamar E. J. Shelby Music Company Waco, Tex.

Play Price Crisis

Mathematically dime play is, of course, the only solution for music machine operators in order to continue in business. Most of them may not know it, but they are definitely drifting into oblivion. The nickel is getting smaller and smaller while everything pertaining to operating overhead is inflated more and more. The only reason he still eats is by bleeding his old equipment which, in most instances, is paid for. By not renewing his inventory he not only is facing unemployment himself, but he also is undermining the vitality and life of the whole industry.

I mean to say that the problem but also of importance to the juke box and record manufacturers. With the co-operative effort on the part of everyone connected with this industry it should be easy to work out a solution.

In my opinion a sudden and radical change to a dime for a single play would create considerable confusion and disunity, and it would take some time for the player of music machines to adjust to a 100 per cent increase. Most location owners would object to having customers pay a dime for trons can get the same thing for a nickel. Therefore, doing away with the nickel play and asking the public to play two numbers for a dime would be the best for the time being.

This system may or may not increase the revenue. But it would disassociate the juke box from the nickel in the public mind and would serve as the first step to a conversion to dime play which should be the ultimate goal.

A national committee that will represent all music operators' associations, independent operators, juke box and record manufacturers and distributors should be appointed by the MOA that will assemble in Chicago March 19, 1951. This committee shall work out the details of how to increase the music operators' revenue and also obtain a pledge from every association and as many independent operators as possible so we can go on with it systematically and uniformly.

Harry D. Lief Lief Music Distributing Company Cleveland 14.

Wonderful Thing If—

We think dime play would be a wonderful thing if it were possible to get all of the operators to convert their phonographs to dime play at one and the same time. We are certain that this will not be possible. There are thousands of old phonographs that have been completely paid for and it is my opinion that the operators will never change those to dime play.

It would not seem fair to the public to pay a dime to hear a record played on a new machine and then pay a nickel to hear the same record on an old machine. Since all revenue in phonographs comes from the consumer, we must make certain that we give the consumer the greatest possible

I think operators should reduce their commissions to the location. In that way they will increase their revenue by maintaining constant play from the public and at the same time save in commission. If the operators can accomplish that, they will have made a sensible step forward in protecting their investments.

J. D. Lazar B. D. Lazar Company Pittsburgh.

10c Play—Inevitable

There is little doubt that dime play is inevitable. The facts all point in that direction. The question is not, "Is dime play coming?" but "how" and "when." The trend soundly constructed upon entoward inflation, accelerated with the Korean crisis, may perhaps slow to a walk as wages and prices are subject to a tightening control. It is a certainty, however, that there is no deflation in the foreseeable future. The tremendous public debt, our huge expenditures at home and abroad, the expanding defense program, the scarcity of civilian goods, the tightening of the labor supply and all the rest, combine to bring about an economy in which dollars are plentifuland in which the value of the nickel is shrunken indeed.

There is considerable controversy as to whether or not the public will pay 10 cents for its music. In terms of nickel purchasing power today as against what a nickel would buy a decade or so ago, it appears that the public once gladly paid a great deal more than that for its music. Dime play has proved to be acceptable on recent games; whether or not it will be so on juke boxes remains to be proved. The experience thus far gained with dime play on juke boxes is not yet sufficient for sound recommendations on its universal application.

Dime play, when it comes, will not be an overnight development. Some operators have suggested that the manufacturers make only dime play phonographs. Yet it does not appear that dime play is properly an innovation to be made by the manufacturer. The operator alone should determine the price of his music. With his firsthand knowledge and day-to-day contacts with locations, he can best decide where, on his route, dime play is feasible and where it might result in a boycott. The acceptance or rejection of dime play will vary from location to location as well as from territory to territory in the transition period.

Another avenue for reducing the drain on profits, and one which has long been overdue for re-examination, is that of commission arrangements with locations. To protect his investment and earn a to dime play at the same time. profit on it the operator must convince his locations of the necessity for arriving at a realistic basis for apportioning the take. Front

money, guarantees and an elimination of unrelated services must be considered. The phonograph manufacturer has obligations also. He must, as far as possible, hew to the price line. His product must be gineering designs and specifications which will permit its longtime operation at a minimum expense for maintenance and service.

Operator associations can accomplish much with the power of their concerted action against discriminatory legislation and excessive or unfair taxation—conditions which contribute heavily to the inflationary factors that effect music

John Haddock, President, AMI, Inc., Grand Rapids, Mich.

10c Play Variations

We have been discussing dime play for several months and know change over. We don't know whether to adopt a dime play and five for a quarter; two for a dime and five for a quarter, or a dime straight and three for a quarter. Some of our members are experimenting with one play for a dime and five for a quarter; however, it is a little soon to give a thoro analysis of the results. We are hoping that this subject will be discussed at the MOA convention, and perhaps we can get information from operators thruout the country who have already changed

Jack Cohen, President Phonograph Merchants' Assn. Cleveland 3.

Public Dime Conscious

The subject of dime play has been brought up at several meetings of the South Dakota Phonograph Association. Many operators feel that increased operating nickel play to satisfy his location expenses will cause them to change to dime play. The public in this area is already dime conscious due to the increase in telephone rates and dime play in amusement equipment. One big factor to consider is getting everyone to change

Mike Imig, President South Dakota Phonogram Association Yankton, S. D.

Idea Premature

In reference to dime play on automatic phonographs, it is my humble opinion that the idea is a bit premature. I don't believe that dime play has been given enough publicity from the general public standpoint.

May I further say that unless the manufacturers themselves are 100 per cent in accord, the dime idea will be defeated from within and not by the general public. If the manufacturers can be convinced that dime play is the answer to the operators' problems and if they will then manufacture some new model phonographs with only dime and three-for-a-quarter coin chutes, as well as change-over kits for the present equipment on locations, the idea can be a success-

I know as well as most of the music operators do that a couple of years ago dime play was proposed and two of the major manudefinitely that we may have to facturing companies objected so strenuously that nickel and sixfor-a-quarter play was inaugurated. This situation must be corrected, and thru the close co-operation of all parties concerned, dime play could become a reality, but only after a certain amount of good publicity has reached the ears of the general public.

Tests Fail

We have made a survey in some parts of California and up to this particular time dime play has been a complete failure. Many of the location owners themselves are opposed to the idea and have received a great amount of opposition from their customers.

For instance, one large operator, Clem Stetson, in Redwood City, owners claim the customer believes the location owner is trying to grab more money by raising the price of music. After a short time Stetson was forced to go back to owners and customers.

Dime play was also tried in Fresno, Calif., and met with the same failure because operators who used certain manufacturer's equipment were opposed to the idea. play to prove whether this is the You will note that I think the idea answer or not. We have not given is premature and I have given rea- up hopes. sons to qualify this statement. My mind is completely open and I will welcome open discussion on this subject at the coming convention

of Music Operators of America in Dime Is Salvation Chicago.

New Coinage

I am still of the opinion that there is a serious need of a 71/2cent coin. I feel that the average person would accept that much increase on automatic music. But to double the price is a little too severe at this time. If and when music equipment becomes scarce, then the operator can be more progressive about dime play because much of the unscrupulous competition would be removed. There are always those, at the present time, who will demoralize the business by cutting prices and, unless the dime play is unanimous, it will open an avenue to the bigtime chisler.

I don't think the idea of dime play is impossible, but it can only be a success thru a good program of advertising and the co-operation of everyone connected with the automatic phonograph industry. .

> George A. Miller, National Chairman Music Operators of America Oakland 6, Calif.

Plugs for 5c Chute

We have had some members try dime play by plugging up the nickel slot. This has not been very satisfactory. We have also had members block out the nickel play and give two plays for a dime. This has received some consideration from the operator and the public.

Personally, I have always been a great believer in a fast nickel rather than a slow dime, and in the past two years we have had Calif., reports that his location a great menace to combat-television. We have been giving the public six plays for 25 cents and three plays for a dime, and this has proven more successful to us because our music boxes have been getting more action than in the previous year, when they collected dust.

> We still are not giving up the idea of increasing our revenue, and are making numerous tries on dime

Charles Kanter, President of records. Automatic Phonograph Owners' Assn. Cincinnati.

We are in favor of dime play for reasons obvious to us all. Increases in every phase of our business, except take, demands that something be done whereby the operator will have at least a reasonable margin of profit for his efforts.

We have been experimenting with five of our average locations on dime, three-for-a-quarter play, for the last several weeks and in each instance the gross has increased. One of these locations increased 50 per cent in dollars and cents over previous play.

It is our firm belief that 10cent, three-for-a-quarter play is the only salavation for the oper-

> Ralph Alger Hi-Tone Music Company Seattle 99.

Cold Shoulder Nickels

At our Missouri Coin Machine Association meeting we decided that we would close our nickel coin chutes and leave the dime and quarter chutes on juke boxes.

But the player was to get two plays for his dime, five for a quarter or six for a quarter. I'm in favor of this deal and we thought we would start to do this on any phonograph that was made after World War II.

We decided that the best time to change was when the Bell Telephone Company changed over their telephone to a dime charge which is to be some time next month.

> Carl Trippe Ideal Novelty Company St. Louis 3.

Dime Clicks in Clubs

We have been using dime play or three for a quarter since the new 100 record players came out.

We have them in clubs, but in bars we are using the nickel play. But the price per play should be increased due to the increased cost

William Henkel Galveston Novelty Company Galveston, Tex.

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HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received March 7, 8 and 9.

Last | This Veek | Wee

1. 1. If

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

RECORDS AVAILABLE: P. Como, V 20-3997; J. Garber, Cap 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.

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

2. 2. My Heart Cries for You

. . . By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London
877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec
27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec
27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 8209; Lulu Belle
and Scotty, Mer 6304; King Odum Four, Derby 754; S. Rechzeit-S. Medoff,
Banner 2587; G. Benson's All Stars, Regent 1031; K. Griffin, Col(33)3-39142.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex
Beneke, Thesaurus; Spade Cooley, Standard.

3. Tennessee Waltz

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

RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Fucker 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.

SSEEMER (ONE SEED THE OF SEEDING SEE

4. Mockin' Bird Hill

. . . By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Martin Sisters-D. Miles, London 851; A. Miller, 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 nors to press.)

4. 5. Be My Love

. . . By Sammy Cahn and Nicholas Brodzky—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)49-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524;

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

6. 6. 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. Dailey, Dec 27474; F. Martin, V 20-4065; H. Kane, Col 39205.

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

7. 7. You're Just in Love

. . By Irving Berlin-Published by Berlin (ASCAP)

From the musical, "Call Me Madam"

RECORDS AVAILABLE: R. Case Ork-J. Carroll-C. Blake, MGM 10845; B. ChapelD. LeWinter Ork, Mer 5545; P. Como-Fontane Sisters, Vic 20-3945; M. Martin & Son, Larry, Gol 39115; E. Merman-Dick Haymes-G. Jenkins Ork, Dec 27317; G. Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Stevens-R. Merrill, V(45)493108; M. Tilton-H. Babbitt, Coral 60335; L. Armstrong-V. Middleton, Dec 27481.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck

Foster, Lang-Worth: Vincent Lopez, Thesaurus; Monica Lewis, World.

10. 8. Would I Love You?

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. ELECTRICAL TRANSCRIPTION LIBRARIES: Cocoanut Grove Ork, Standard.

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

. By Buddy Kaye and Ralph Care—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: I. Brewer-S. Lanson, London 878; Andrews Sisters,
Dec 27414, (45)9-27414; E. Howard, Mer 5567, (45)556X45; A. Ham, Cap 1350:
T. Martin-D. Shore, V 20-4019

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World.

8. 10. The Rovin' Kind

. . By Jessie Cavanaugh and Stanton Arnold—Published by Hollis (BMI) RECORDS AVAILABLE: O. Brand, Crest CR-25002-1; Melodeons, MGM 10879; G. Mitchell-M. Miller, Col 39067; Weavers, Dec 27332; R. Alien, Mer 5573; L. Baxter, Cap 1381.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth.

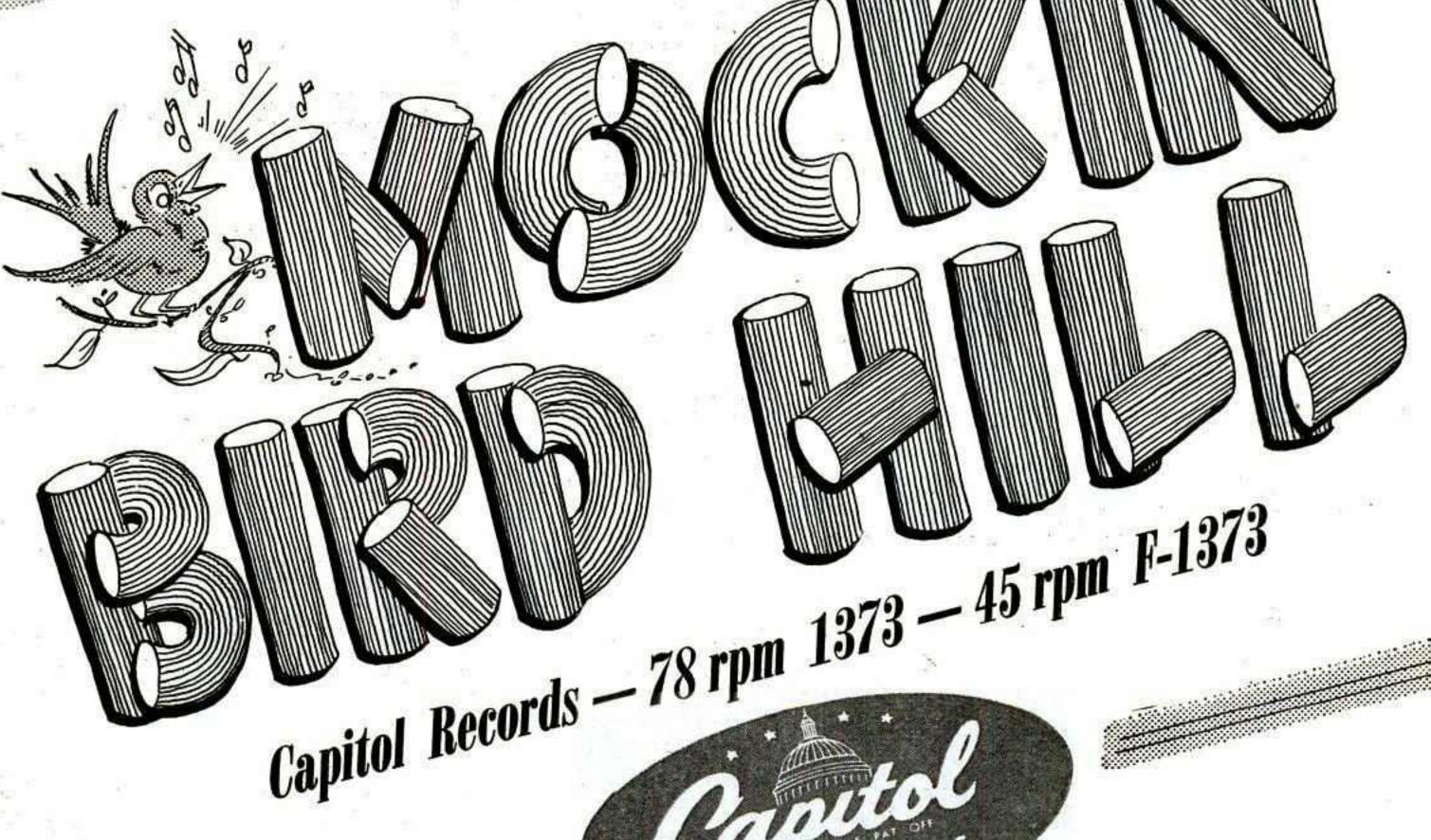
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THE GUITARS OF EMARY FORD

Three Star HIT!



Singing and playing...



THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received March 7, 8 and 9

Records tisted 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.

Weeks	ing to OSITIO S Last e Week	N This	t sales. The "B" side of each record is also listed.
10	2	1.	IF
14	1	2.	Zing Zing—Zoom Zoom V(78)20-3997; (45)47-3997—ASCAP BE MY LOVE
18	4	3.	I'll Never Love You
11	3	4.	MY HEART CRIES FOR YOU G. Mitchell-M. Miller Roving Kind Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
6	5	5.	ABA DABA HONEYMOON D. Revnolds-C. Carpenter
5	- 7	6.	Row, Row, RowMGM(78)30282; (45)K-30282—ASCAP MOCKIN' BIRD HILLL. Paul-M. Ford
11	6	7.	Chicken ReelCap(78)1373; (45)F-1373—ASCAP YOU'RE JUST IN LOVEP. Como
6	8	8.	It's a Lovely Day TodayV(78)20-3945; (45)47-3945—ASCAP WOULD I LOVE YOUP. Page
3	12	9.	Sentimental Music Mercury(78)5571; (45)5571X45—ASCAP SPARROW IN THE TREE TOP . G. Mitchell-M. Miller
4	12	10.	MOCKIN' BIRD HILL P. Page
2	17	11.	BEAUTIFUL BROWN EYES R. Clooney
8	10	12.	I TAUT T TAW A PUDDY TAT M. Blanc
15	. 9	13.	Yosemite Sam Cap(78)1360; (45)F-1360—ASCAP ROVING KIND
6	16	14.	PENNY A KISS, PENNY A HUG . D. Shore-T. Martin
10	11	15.	In Your ArmsV(78)20-4019; (45)47-4019—ASCAP SO LONG
7	14	16.	BRING BACK THE THRILL E. Fisher-H. Winterhalter
3	18	17.	If it Hadn't Been for You
12	20	18.	## Bring Back the ThrillMGM(78)10903; (45)K-10903—ASCAP TENNESSEE WALTZ L. Paul
13	23	19.	MY HEART CRIES FOR YOU D. Shore
2	30	20.	Nobody's Chasing MeV(78)20-3978; (45)47-3978—ASCAP JET
1		21.	Wagic TreeCap(78)1365; (45)F-1365—ASCAP VESTI LA GIUBBAM. Lanza
6	18	22.	Ave Maria IT IS NO SECRET B. Kenny-Song Spinners I Hear a Choir Dec(78)27326; (45)9-27326—BMI

Best Selling Classical Titles

TENNESSEE WALTZ

24. MOCKIN' BIRD HILL Pinetoppers

ABA DABA HONEYMOON

Get Out Those Old Records

I Don't Want To Love You

Penny a Kiss, Penny a Hug

MY HEART CRIES FOR YOU ...

Big Parade Polka

Lullaby of Broadway

Music by the Angels

IN YOUR ARMS

Music by the Angels

. . . Based on reports received March 7, 8 and 9

BEAUTIFUL BROWN EYESJimmy Wakely-Les Baxter Chorus At the Close of a Long, Long DayCap(78)1393; (45)F-1393—BM1

WOULD I LOVE YOUD. Day-H. James

MY HEART CRIES FOR YOUJ. Wakely

.G. Lombardo

..... Dec(78)27336; (45)9-27336-BMI

.. Coral(78)64061; (45)9-64061-ASCAP

Mercury(78)5586; (45)5586X45-ASCAP

.... Cap(78)1328; (45)F-1328-ASCAP

.....V(78)20-4019; (45)47-4019-BMI

Mercury(78)5563; (45)5563X45-ASCAP

D. Shore-T. Martin

V. Damone

(33)3-39159-ASCAP

R. Hayes-K. Kallen

Col(78)39159; (45)4-39159;

Week	fh We	nest selling 33 /2 n.F. W
1	1.	Caruso (Treasury of Immortal Performances) E. Caruso
4	2.	Strauss: Die Fledermaus, L. Pons, L. Welitch, R. Tucker, C. Kullman, M. Lipton, J. Brownlee, Metropolitan Opera Association Chorus and Ork, E. Ormandy, conductor
2	3.	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna Philharmonic Ork, Vienna State Opera Chorus
3	-	Bach: Prades Festival, Vol. 5 (Sonata for Cello and Piano No. 3), P. Casals, cello; P. Baumgartner, piano
770.0	4.	Rossini-Respighi: La Boutique Fantastique, London Symphony Ork, E. Ansermet, conductor
14		Ber Selling 45 R.P.M.
1	1.	Caruso (Treasury of Immortal Performances) E. Caruso
2		Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor V(45)WDM-1395
1 2 3 5		Caruso Sings Light Music, E. Caruso
5	4.	Strauss Waltzes, A. Kostelanetz
3	5.	Verdi: Highlights From LaTraviata, L. Albanese, J. Peerce, R. Merrill, RCA Victor Ork, F. Weissman conductor

Advance Classical Releases

Houston, Orson Welles, Agnes Moorehead (1-12") Dec (33) DL-8515 Ave Maria-Mario Lanza-RCA Victor Ork (Vesti

La) V (78) 10-3228 Back Sonata No. 2 in B Minor Minor Album-Georges Enesco (1-10") Remington (33) P1

Brahms: Sonata No. 3 in D Minor, Op. 108 Album-I. Stern-A. Zakin (1-12") (Mendeissohn: Concerto) Col(33)ML-4363

J. S. Bach: Jesus, Joy of Man's Desiring-L. Stokowski & Ork (Bach: Sheep) (1-7") V (45) 49-3159

Gounoud: Faust .Act II: Le Veau D'Or-I. Tajo-RCA Victor Ork, Cellini, Cond. (Mozart: The Marriage) (1-7") V (45) 49-3153

Abraham Lincoln Album-Carl Sandburg, Walter | Kabalevsky: Colas Breugnon, Op. 24: Overture-A Toscanini-NBC Symphony Ork (Mendelssohn

Scherzo) (1-7") V (45) 49-3156 Morton Gould: Philharmonic Waltzes & Quickstep Album-Philharmonic-Symphony Ork of N. Y., Mitropoulos, M. Gould, Cond. (1-10") (Griffes: The White & Copland: Billy) Col(33)ML-2167 Mozart: The Marriage of Figaro: Act 4: Tutto E Disposto & Aprite Un Po-I. Tajo-RCA Victor Ork, Cellini, Cond. (Gounod: Faust) (1-7") V (45) 49-3153

Elena Nikolaidi in Operatic Arias Album-E. Nickolaidi-Columbia Symphony Ork-E. Cleva, Cond. (1-10") (Elena Nikolaidi in Song) Col (33)ML-2165: Rossini, Semiramide, "Bel Raggio Lusinghier;" Verdi, Don Carlos, "O Don Fatale;" Verdi, Macbeth, "Sleep Walking Scene"

DEALER DOINGS

Trade Ins

Taking a leaf from the promotion book of several American disk dealers, Bob Stevenson, Toronto, operator of the three Premier Radio Shops, is accepting shellac records in partial exchange for the new long-play releases. The gimmick is said to be tried in Canada for the first time, and Stevenson claims that it has been successful to date and that it is constantly widening the market for the LP disks. The shop ordinarily specializes in jazz recordings.

Tennessee Gripe

"We object wholeheartedly to the proposed 25 per cent tax on records. We agree with our customers that they pay too much for records as it is. Record manufacturers should fight it as a duty to their customers. Another gripe is the varied prices on the different speed albums of the same selections. A clerk now has to go thru reams of paper, remember the color of the label, number of records, size, etc., before he can tell the customer the price. Nothing will hurt the record companies as much as this price confusion."-Jack's Music Shop, Chattanooga.

"Immortal" Praise

"Jazz and the RCA Imperial series are moving up in sales." -Oberby's Music Store, Rice Lake, Wis. . . . "Am running a big promotion on the Immortal Performances series, using a large wall display and running a full-page ad in the local paper. Results have been tremendous." — Pitts, Jamestown, N. Y. . . . "RCA Victor is once again leading the way as it once did. We think that they are responsible for a good share of the action being seen today." Fishkin Bros., Inc., Perth Amboy, N. J. . . . "RCA Victor's new Immortal Performances series is the best thing to hit the record business in years. We are hoping for a continuation of this series in both classical and pops."-Star Music Center, New Brunswick, N. J. . . . "Three cheers for RCA Victor for their Treasury of Immortal Performances. The 45-r.p.m. albums on this series are going great guns."-Melody Shop, Columbus, O.

Phonos Slow?

"In recent advertising the V-M Corporation has stated that they have an intensive campaign for consumer recognition. Yet they are months behind on delivery of changers to those customers who already recognize the quality of their product. They couldn't fill Christmas orders nor orders placed since that time."-Gosden & Evans, Dover, Del.

Adaptor Shortage

"During the past week we have been unable to find any 45 adaptors. Five local Webster - Chicago jobbers report that the factory is not shipping adaptors. We feel it is the esponsibility of the changer manufacturers to furnish them so long as they continue to sell machines that require the adaptors. This can retard the sale of three-speed changers." -Joseph P. Little, Schuster & Little, Charlotte, N. C. . . . "Now that more people are willing to buy the 45-r.p.m. records, it seems that there is a shortage of the adaptors. Ho hum!"-Crawford Priest Music Shop, Shreveport, La.

Best Selling Children's Records

. . . Based on reports received March 7, 8 and 9

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.

1	POSITI	ON	a the c
Weel	ks Las	t This	
	te Wee		
5	1	1.	I TAUT I TAW I PUDDY TAT (One Record)
, a.	:70	Sterile.	Mel Blanc
24	2	2.	TWEETY PIE (One Record)
:C260		111-11	M. Blanc-B. May
2	7	3.	PETER COTTONTAIL (One Record)
			G. Autry
57	3	4.	CINDERELLA (Two Records)
7888	VICTOR	171225	I. Woods and Others
22	4	5.	BOZO ON THE FARM (Two Records)
202	220	0245	P. Colvig-8. May
141	6	6.	LITTLE TOOT (One Record)
-			Don Wilson-The StarlightersCap(78)DAS-80; (45)CASF-3001; (33)HX-3065
22	5	7.	- 1997年 - 19
**	**		B. Boyd
13	11	8.	
27	7	•	Dennis Day
-			M. Blanc-B. May
1	_	9.	HAPPY MOTHER GOOSE (One Record)
			F. Allison
54	13	11.	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)
200	300	0.00	B. Boyd-A. Clyde-R. BrooksCap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
15	9	12.	HOWDY DOODY'S LAUGHING CIRCUS (Two Records)
	9.5	-230	B. SmithV(78)Y-414; (45)WY-414
1	0:-0	13.	PETER COTTONTAIL (One Retord)
-200	-		R. Rogers
6	-	13.	TEDDY BEAR'S PICNIC (One Record)
- 31	13.13	-17670	P. Green
3	10	-15.	LITTLE WHITE DUCK (One Record)
			B. Ives-P. Faith Ork
15	-	15.	
1		10	R. Clooney-P. Faith
1	-	15.	
	2		M. Shiner Dec(78)K-27; (45)1-150

Best Selling Pop Albums

. . . Based on reports received March 7, 8 and 9

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 our 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

Last Week	2 227.07	Boot Solling 331/3 K P W
2	1.	GUYS AND DOLLS Original Cast
1	2.	SOUTH PACIFIC Mary Martin-Ezio PinzaCol(78)MM-850; (33)ML-4180
4	3.	VOICE OF THE XTABAY Yma Sumac
3	4.	CARNEGIE HALL JAZZ CONCERT, Vol. I and II B. Goodman
5	5.	CALL ME MADAM E. Merman-D. Haymes-E. Wilson-G. Jenkins
6	6.	TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds
8	6.	CALL ME MADAM D. Shore and Original Cast
9	8.	OUT OF THIS WORLD Original Cast
10	9.	YOUNG MAN WITH A HORN Doris Day-H. James
6	10.	그 마시트 그림 이렇게 되었다. 하나의 2014년 12 12 12 12 12 12 12 12 12 12 12 12 12
		Best Selling 45 R.P.M.
6 23		STOCKED THE STOCKED ST

			Original data
			Best Selling 45 R.P.M.
	1	1.	TOAST OF NEW ORLEANS (Two Records)
Į.		20241	M. LanzaV(45)WDM-1417
	2	2.	SOUTH PACIFIC (Seven Records)
			M. Martin-E. Pinza
	4	3.	TWO WEEKS WITH LOVE (Three Records)
		0.7	J. PowerlMGM(78)MGM-61; (45)K-61
7	6	4.	GUYS AND DOLLS (Seven Records)
			Original Cast
	5	Э.	VOICE OF THE XTABAY (Four Records) Yma Sumac
	3	6	THREE LITTLE WORDS (Four Records)
	-		Original CastMGM(78)53; (45)K-53
	7	7.	CALL ME MADAM (Six or Four Records)
	100	0.50	E. Merman-D. Haymes-E. Wilson-G. Jenkins
	8	8.	TEA FOR TWO (Four Records)
		000000	Doris Day
r	9	9.	YOUNG MAN WITH A HORN (Four Records)
ĺ.			H. James-Doris Day
P		10.	THEME SONGS (Three Records) A. Shaw-B. Goodman-D. Ellington-C. Barnet-L. Armstrong-L. HamptonV(45)WPT-1
	0	10.	
		10.	E. Williams-H. Keel-Original CastMGM(78)64: (45)K-64

Classical Reviews

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

FAURE: PIANO QUARTET NO. 1 IN C MINOR-Artur Rubinstein and members of the Paganini Quartet (1-10")

Victor (33) LM-52 This is a most welcome new recording of one of the warmest lyrical works in the chamber literature. An early work of Faure and written in the era of the Wagner-Lizst dominance, it is quite remarkably saturated in the romantic and melodic richness associated with a Schumann. Rubinstein and three members of the Paganini Quartet have made a splendid recording of the work. They play with skill, grace and an affectionate warmth. Chamber music buyers, particularly those fond of the romantic era, as well as admirers of Rubinstein will form the base consumer market for the recording.

SCHUBERT: UNFINISHED SYMPHONY-Arturo Toscanini-NBC Symphony Ork (1-10")

RCA Victor LM-54 There is little to be said about this recording other than it combines one of the world's bestknown symphonic works and one of the world's best-known conductors. For those reasons alone, this is a must for disk shelves. Needless to say, the recording is top-flight.

70 MARGARET TRUMAN: AMERICAN SONGS -Robert Shaw Chorale, RCA Victor Ork, Robert Shaw, Cond. (1-10")

> RCA Victor (78) DM-1445, (45) WDM-1445 The Bird; Bunker Hill; Song Over a Child; Go. Congregation, Go; My Love Is Gone To Sea; O'er the Hills, Far Away; I Am the Rose of Sharon; The Death of General Washington; Beneath a Weeping Willow's Shade; My Days Have Been So Wondrous Free.

The rating indicated above was arrived at by starting with a rating of 35 for the integral worth of the recording and then adding to it another 35 for such values as curiosity, pique and gossip-column publicity. The extra 10 points are for the unquestionable "name" power, Miss Truman's voice is trained, but not very; her debits are foggy diction, lack of volume and breadth, uncertainty of pitch, poor breathing and a generally irresolute attack. Mr. Shaw and his professional singers and musicians do right nobly for her. The selections are early American songs of the colonial period, a choice which goes nicely with the White, House aura of the whole business. There should be a good market for this recording, whether the buyers come to admire or to scoff.

(Continued on page 112)



Ready to ship this week

PEE WEE KING'S latest RCA Victor Hits!

he strange little girl

RCA VICTOR 21-0451 (78 rpm) -48-0451 (45 rpm)

This week's New Keleases

.telease 51-11

Ships Coast to Coast, Week of March 18

POPULAR

HUGO WINTERHALTER'S Orchestra and Chorus

**Alice In Wonderland I'll Never Know Why

20-4087-(47-4087)*

MINDY CARSON with The Three Beaus and a Peep and Orchestra conducted by Andrew Ackers

**I'm Late

* Twas Brillig 20-4088-(47-4088) *

FRAN ALLISON with WAYNE KING and his Orchestra

**All in the Golden Afternoon Did You Write a Letter to Your

Sweetheart 20-4089-(47-4089)*

THE THREE SUNS

** March of the Cards The Syncopated Clock

20-4090—(47-4090)*

**From Walt Disney's Alice in Wonderland

COUNTRY

GUY WILLIS and his Oklahoma Wranglers

Shine, Shave, Shower

Look What Thoughts Will Do 21-0442-(48-0442)*

JIMMY MURPHY

Electricity

Mother, Where Is Your Daughter 21-0447-(48-0447)*

JOHNNIE & JACK and their Tennessee

Mountain Boys

I'm Gonna Love You One More Time Take My Ring From Your Finger 21-0448-(48-0448)*

RHYTHM-BLUES

ARTHUR "BIG BOY" CRUDUP

Star Bootlegger

Nobody Wants Me 22-0117-(59-0117)*

POP-SPECIALTY

Jolly Lumberjack Polka

Chime Bells-Vals

25-1191-(51-1191)*

NEW ALBUMS

AL GOODMAN and his Orchestra

The Merry Widow

K-28-(WK-28)*/LK-1020**

*45 r.p.m. cat. nos. **3312 r.p.m. cat. nos.



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

IF/Zing Zing—Zoom Zoom 0

> Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)*

Be My Love ()

Mario Lanza

Oh, What a Face

You're Just in Love

Rhumba Boogie

8

0

Down the Trail of Achin' Hearts

In Your Arms/A Penny a Kiss

There's Been a Change in Me (

Would I Love You 8

A Real Piano Player/The Song's Gotta Come From the Heart 0

Vesti La Giubba 0

St. Patrick's Day Parade 0

......20-4061—(47-4061)* Across the Wide Missouri

(3

Hugo Winterhalter and His Orchestra20-4017-(47-4017)*

The Aba Daba Honeymoon O

Bring Back the Thrill 0

Eddie Fisher and Hugo Winterhalter Ork 20-4016-(47-4016)*



. . indicates "ecords 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

Sing, Everyone, Sing May the Good Lord Bless and Keep You

board, March 10 issue.

10-3724-(49-3724)* Jan Peerce

Billboard Pick, March 10 issue.

Without a Song Perry Como 20-4033--(47-4033)* Billboard Pick, March 3 issue.

consistent with demand.

20-4060-(47-4060)* Disc Jockey Pick and Retailer Pick, Bill-

I Love the Way You Say Goodnight Frankie Carle 20-4057-(47-4057)* Disc Jockey Pick, Billboard, March 3 issue.

THE PRIVICE FORM AT

Lonesome Gal

Dinah Shore

THE WALT DISNEY SONGS FROM ALICE IN WONDERLAND



WOW! Last week we merely mentioned in this column, "watch for RCA Victor's RECORDING SESSION record" (Fran Warren & "Stormy Weather") so what happened? FORTY THOUSAND cards (through which anyone can obtain a copy of this fabulous record) went into the hands of U.S. record dealers! (Aside to record dealers: The Recording Session record's a g-r-e-a-t traffic builder! Who else gives you this kind of support, fellers?)

(Hear the unreleased hits of tomorrow in RCA Victor's suite No. 744, Palmer House, Chicago, when you attend the MOA convention next week).

Walt Disney will be guest star on Wayne Howell's disc jockey show, THE STARS REVIEW THE HITS (approx. 300 stations), when five songs from Disney's ALICE IN WON-DERLAND will be played. (Those sales-minded dealers who are taking the spots before and after this show are selling plenty of records. Dealers: Call your distributors, ask if any spots are still available.)

(MOA conventioneers: There'll be plenty of RCA Victor artists to greet you in RCA Victor's suite No. 744, Palmer House, Chicago, March 19-21. . . . Drop in!)

One of the most sensational record albums ever released will be RCA Victor's QUICK AND THE DEAD . . . it's the fabulous story of the "A" and "H" bombs. In it are the actual voices of Pres. Truman, Gen'l Eisenhower, F.D.R. and other big names of our time. It's in RCAV's April Red Seal release. Two vols, of spellbinding discs.

RCA Victor's next runaway hit (a la "The Thing") will be announced at next week's M.O.A. convention in Chicago, THE FIRST 500 OPS VISIT-ING THE RCAV SUITE (Rm. 2744) WILL BE GIVEN AN ADVANCE COPY OF COMING MILLION REC-ORD SELLER FOR FREE!!!!!

Everybody's been asking what Charlie Grean's next song will be (Grean wrote "The Thing." ya know) . . . Disc jockeys, coin ops and dealers who read next week's column, in this very space, will be first to learn the title of the first release by the author of "The Thing"-since he recuperated from "The Thing."

(Don't forget-Room No. 744-Palmer House-Next Monday, Tuesday and Wednesday—plenty of surprises. . . Everybody's welcome!)

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The stars who make the hits are on

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RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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Annual Juke Box Section

Just For You Two New Releases from that all-time perennial money-maker

TR1220 SMILES **BLUE & BROKEN** HEARTED 45 RPM #4770

TR1222 SLEEPYTIME GAL YOU'RE THE CREAM IN MY COFFEE

45 RPM #4772

4 Great "A" Sides

The Juke Box Smash of the Year on Tempo's

> THEME at 85c (plus tax)

DODDLE

for which was created a sensational dance by ARTHUR MURRAY P 142

45 RPM P 45-142 We have it first and with the

Arthur TODDS Dorothy

who composed this great smash hit

Another From THEME

knyrnmic new recording P130 JEALOUS

45 RPM P 45-130 Rolling and Rocking Across the Country and Making Real Money for the Ops at 85c (plus tax).

And Another From

THEME THE MULCAYS

Jimmy-Mildred-Helen A Really Unusual Harmonica and Organ Combo

P118 STORMY WEATHER FRIENDLY LITTLE VILLAGE85c (plus tax)

And Still Another

THEME

proudly presents the incomparable—the hottest of the

LONDON SEPTET P136 ELMA'S DELIGHT MOON MIST 85c (plus tax)

And for the ultra locations

TEMPO

presents the distinguished European Conductor His 24 Violins His 45 Musicians

ANDREA FILIPPO TR636 LAURA INDIAN SUMMER

TR638 I'LL SEE YOU IN MY DREAMS I'LL GET BY TR1224 MORE THAN YOU

KNOW A KISS IN THE DARK

RECORD CO. OF AMERICA \$540 Sunset Blvd., Hollywood 46, California

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. Altho 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

(45)49-1353 M. Lanza, V(78)10-1561, ASCAP (I'll Never Love You)

P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing-Zoom Zoom)

3. BRING BACK THE THRILL E. Fisher-H. Winterhalter, V(78)20-4016, (45)47-4016 ASCAP (If It Hadn't Been for

4. MY HEART CRIES FOR YOU G. Mitchell-M. Miller, Col(78)39067, (45)4-39067, (3313-39067 ASCAP (Roving Kind)

5. ABA DABA HONEYMOON D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)

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. CALL ME MADAM E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035 4. CALL ME MADAM

WOC-1, (331LOC-1000 5. SOUTH PACIFIC Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

D. Shore and Original Cast, V(78)C-1, (45)

CHICAGO 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 L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

4. TENNESSEE WALTZ P. Page, Mercury(78)5534, (45)5534X45 BM1 (Boogie Woogle Santa Claus)

5. ABA DABA HONEYMOON D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-302B2 ASCAP (Row, Row, Row)

Best Selling Albums

1. TOAST OF NEW ORLEANS M. Lanza, V(78)DM-1417, (45)WDM-1417 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-980, (45)A-980, (33)ML-4180

4. TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D, Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530

5. GUYS AND DOLLS Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

ATLANTA **Best Selling Pop Singles**

1. BE MY LOVE M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'II Never Love You)

P. Como, V(78)20-3997, (45)47-3997 ASCAP

(Zing Zing-Zoom Zoom) 3. ABA DABA HONEYMOON D. Reynolds-C. Carpenter, MGM (78)30282,

(45)K-30232 ASCAP (Row, Row, Row) 4. MY HEART CRIES FOR YOU

G. Mitchell-M. Miller, Col(78)39067, (45) 4-39067, (33)3-39067 ASCAP (Roving Kind) 1. SOUTH PACIFIC 5. IT IS NO SECRET B. Kenny-Song Spinners, Dec(78)27326, (45)

9-27326 BMI (I Hear a Choir)

Best Selling Albums

1. THREE LITTLE WORDS Original Cast, MGM(78)MGM-53, (45)K-53 2. OUT OF THIS WORLD Original Cast, Col(78)MM-980, (45)A-980,

(33)ML-5439 3. SOUTH PACIFIC Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180

GUYS AND DOLLS Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

5. TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530

WASHINGTON, D. C. Best Selling Pop Singles

1. IF 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. TENNESSEE WALTZ

P. Page, Mercury (78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus) 4. MOCKIN' BIRD HILL

ASCAP (I Love You Because) 5. I TAUT I TAW A PUDDY TAT M. Blanc, Cap(78)1360, (45)F-1360 ASCAP (Yosemite Sam)

P. Page, Mercury(78)5595, (45)5595X45

Best Selling Albums

1. CALL ME MADAM E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035

2. VOICE OF THE XTABAY. Yma Sumac, Cap(78)CD-244, (45)CDF-244,

3. CARNEGIE HALL JAZZ CONCERT, VOL. I and

B. Goodman, Col(33)SL-160 4. SOUTH PACIFIC Original Cast, Col(78)MM-850, (45)A-850, (33) ML-4180

5. TOAST OF NEW ORLEANS M. Lanza, V(78)DM-1417, (45)WDM-1417

DALLAS

Best Selling Pop Singles

1. BE MY LOVE M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)

P. Page, Mercury(78)5534, (45)5534X45

BMI (Boogle Woogle Santa Claus) P. Como, V(78)20-3997, (45)47-3997 ASCAP 5. YOUNG MAN WITH A HORN (Zing Zing-Zoom Zoom)

4. MOCKIN' BIRD HILL P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

5. YOU'RE JUST IN LOVE P. Como, V(78)20-3945, (45)47-3945 ASCAP (It's a Lovely Day Today)

Best Selling Albums

1. SOUTH PACIFIC Original Cast, Col(78)MM-850, (45)9-203, 2. TENNESSEE WALTZ (33)ML-4180

2. VOICE OF THE XTABAY Yma Sumac, Col(78)CD-244, (45)CDF-244, 3. BEAUTIFUL BROWN EYES (33)ML-244

3. CALL ME MADAM D. Shore, V(78)C-1, (45)WOC-1, (33)LOC-

4. TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530

5. GUYS AND DOLLS Original Cast, Dec(78)OA-825, (45)9-203, (33)DL-8036

DENVER Best Setting Pop Singles

1. BE MY LOVE M. Lanza, V(78)10-1561, (45)49-1353 ASCAP 3. OUT OF THIS WORLD (I'll Never Love You)

2. ABA DABA HONEYMOON D. Reynolds-C. Carpenter, _MGM(78)30282, 4. VOICE OF THE XTABAY (45)K-30282 ASCAP (Row, Row, Row)

3 MOCKIN' BIRD HILL P. Page, Mercury(78)5595, 145)5595X45 5. GUY LOMBARDO TWIN PIANO, VOL. II ASCAP (I Love You Because) 4. MY HEART CRIES FOR YOU

G. Mitchell-M. Miller, Col(78)39067, (45)4-39067, (33) 3-39067 A5CAP (Roving Kind) 5. MOCKIN' BIRD HILL

L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

Best Selling Albums

Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

2. TOAST OF NEW ORLEANS M. Lanza, V(78)DM-1417, (45)WDM-1417 3. LOMBARDOLAND

G. Lombardo and His Royal Canadians, Dec (78)A-570, (45)9-35, (33)DL-5041 4. VOICE OF THE XTABAY

Yma . Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244 5. YOUNG MAN WITH A HORN Doris Day-H. James, Col(78)C-198, (45)B-

198, (33)CL-6106

DETROIT Best Selling Pop Singles

P. Como, V(78)20-3997, (45)47-3997 ASCAP 3. SOUTH PACIFIC (Zing Zing-Zoom Zoom) 2. BE MY LOVE

(I'll Never Love You) 3. ABA DABA HONEYMOON D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)

M. Lanza, V(78)10-1561, (45)49-1353 ASCAP

P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)

4. WOULD I LOVE YOU

G. Mitchell-M. Miller, Col(78)39190, (45)4-39190, (33)3-39190 ASCAP (Christopher Co-

Best Selling Albums

1. TOAST OF NEW ORLEANS

M. Lanza, V(78)DM-1417, (45)WDM-1417 2. CARNEGIE HALL JAZZ CONCERT VOL. I and

B. Goodman, Col(33)SL-160 3. AL JOLSON, IN SONGS HE MADE FAMOUS A. Joison, Dec(78)A-469, (45)9-9, (33)DL-

4. YOUNG MAN WITH A HORN Doris Day-H. James, Col(78)C-198, (45)B-198, (33)CL-6106

5. ARTHUR MURRAY FAVORITE TANGOS L. Baxter, Cap(78)CD-263, (45)CDF-263, (33)H-263

PHILADELPHIA, PA. Best Selling Pop Singles

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. TENNESSEE WALTZ P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)

4 MY HEART CRIES FOR YOU G. Mitchell-M. Miller, Col(78)39067, (33) 3-39067, (45)4-39067 ASCAP (Roving

5. SPARROW IN THE TREE TOP G. Mitchell-M. Miller, Col(78)39190, (33) 3-39190, (45)4-39190 ASCAP (Christopher

Best Selling Albums

1. GUYS AND DOLLS Original Cast, Dec(78)OA-825, (45)9-203, (33)DL-8036

2. VOICE OF THE XTABAY Yma Sumac, Col(78)CD-244, (45)CDF-244, (33)ML-244 3. SUPPER CLUB FAVORITES

P. Como, V(78)P-237, (45)WP-237 4. SOUTH PACIFIC Original Cast, Col(78)MM-850, (45)A-450, (33)ML-4180

Doris Day-H. James, Coi(78)C-198, (45) 8-198, (33)CL-6106

BOSTON **Best Selling Pop Singles**

1. IF P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing-Zoom Zoom)

P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogle Woogle Santa Claus)

4-39212 BMI (Shotgun Boogle) 4. I APOLOGIZE B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)

R. Clooney, Col(78)39212, (33)3-39212, (45)

5. SPARROW IN THE TREE TOP G. Mitchell-M. Miller, Col(78)39190, (33) 3-39190, (45)4-39190 ASCAP (Christopher

Best Selling Albums

1. GUYS AND DOLLS Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

2. SOUTH PACIFIC Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

Original Cast, Col(78)MM-980, (45)A-980, (33)ML-5439

Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

G. Lombardo, Dec(78)A-753, (45)9-32, (33)

NEW ORLEANS Best Selling Pop Singles

P. Como, V(78120-3997, (45)47-3997 ASCAP (Zing Zing-Zoom Zoom) 2. BE MY LOVE

M. Lanza, V(78)10-1561, (45)49-1353 1. BE MY LOVE ASCAP (I'll Never Love You) 3. YOU'RE JUST IN LOVE

P. Como, V(7B)20-3945, (45)47-3945 ASCAP 2. IF (It's a Lovely Day Today) 4. WOULD I LOVE YOU T. Martin, V(78)20-4056, (45)47-4056

ASCAP (I Apologize) 5. MOCKIN' BIRD HILL L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

Best Selling Albums

1. TOAST OF NEW ORLEANS M. Lanza, V(78)DM-1417, (45)WDM-1417 2. CALL ME MADAM D. Share, V(78)C-1, (45)WOC-1, (33)LOC-

Original Cast, Col(78)MM-850, (45)A-850, 2. CARNEGIE HALL JAZZ CONCERT VOL. I and (33)ML-4180 4. CARUSO

5. GOLDEN AGE OF THE METROPOLITAN L. Bori-E. Calbe-E. Caruso-F. Chaliapin-G. Farrar-A. Galli Curci-M. Journet-J. McCormick-R. Ponselle-E. Rethberg-T. Ruffo-T. 5. SOUTH PACIFIC Schipa-L. Tetrazzini, V(45)WCT-10, (33) LCT-1006

E. Caruso, V(45)WCT-11, (33)LCT-1007

LOS ANGELES, CALIF. Best Selling Pop Singles

1. BE MY LOVE

M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)

P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing-Zoom Zoom) 3. ABA DABA HONEYMOON

D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row) 4. TENNESSEE WALTZ

P. Page, Mercury(78)5534, (45)5534X45 BMI

(Boogie Woogie Santa Claus) 5. MOCKIN' BIRD HILL L. Paul-M. Ford, Cap(78)1373, (45) F-1373 ASCAP (Chicken Reel)

Best Selling Albums

1. SOUTH PACIFIC Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

2. VOICE OF THE XTABAY Yma Sumac, Col(78)CD-244, (45)CDF-244, (33)ML-244

3. GUYS AND DOLLS Origina! Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

4. TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530 5. PRESENTING DICK CONTINO

D. Contino, V(78)2-303, (45)WP-303

ST. LOUIS

Best Selling Pop Singles 1. MOCKIN' BIRD HILL L. Paul-M. Ford, Cap(78)1373, (45)F-1373

ASCAP (Chicken Reel) 2. BE 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, (451K-30282 ASCAP (Row, Row, Row) 4. BEAUTIFUL BROWN EYES R. Clooney, Col(78)39212, (45)4-39212,

(33)3-39212 BMI (Shotgun Boogie) 5. WOULD I LOVE YOU P. Page, Mercury (78) 5571, (45) 5571 X45

ASCAP (Sentimental Music) Best Selling Albums

1. GUYS AND DOLLS Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

CALL ME MADAM D. Shore, V(78)C-1, (45)W0C-1, (33)L0C-3. SOUTH PACIFIC

(33)ML-4180 4. VOICE OF THE XTABAY Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)ML-244 5. MARIO LANZA SINGS SELECTIONS FROM

"THE GREAT CARUSO" M. Lanza, RCA Victor Ork., C. Callinicos, conductor, V(78)DM-1506; (45)WDM-1506; (33)LM-1127

Original Cast, Col(78)MM-850, (45)A-850,

PITTSBURGH

Best Selling Pop Singles

1. BE MY LOVE

M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You) P. Como, V(78)20-3997, (45)47-3997 ASCAP

(Zing Zing-Zoom Zoom) 3. YOU'RE JUST IN LOVE P. Como, V(78)20-3945, (45)47-3945 ASCAP (It's a Lovely Day Today)

4. MY HEART CRIES FOR YOU G. Mitchell-M. Miller, Col(78)39067, (33) 3-39067, (45)4-39067 ASCAP (Roving Kind) 5. MOCKIN' BIRD HILL

L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)

Best Selling Albums 1. TOAST OF NEW ORLEANS M. Lanza, V(78)DM-1417, (45)WDM-1417 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 4. CALL ME MADAM D. Shore, V(78)C-1, (45)W0C-1, (33) LOC-

5. KISS ME, KATE Original Cast, Col(78)C-200, (45)A-200, (33)

Best Selling Pop Singles M. Lanza, V(78)10-1561, (45)49-1353 ASCAP

SEATTLE

(I'll Never Love You) P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing-Zoom Zoom)

3. ROVING KIND G. Mitchell-M. Miller, Col(78)39067, (4514-39067, (33)3-39067 (My Heart Cries for You) 4. MOCKIN' BIRD HILL

L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel) 5. TENNESSEE WALTZ P. Page, Mercury(78)5534, (45)5534X45

BMI (Boogle Woogle Santa Claus) Best Selling Albums

1. TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds, MGM (78)MGM-61, (45)K-61, (33)E-530

B. Goodman, Col(33)SL-160 3. TOAST OF NEW ORLEANS M. Lanza, V(78)DM-1417, (45)WDM-1417 4. LOUIS ARMSTRONG ALL STARS

L. Armstrong, V(78)HJ-14 Original Cast, Cql(78)MM-850, (45)CDF-850, (33)ML-4180

DEALERS!
OPERATORS!
DISC JOCKEYS!

Capitol Buyers Guide

COMING UP FAST!

**	78	45
	rpm	rpm
"ALWAYS YOU," "DESTINATION MOON"	5	
Nat "King" Cole	1401_	_F1401
"CHEW TOBACCO RAG," "LET ME IN" Red Ingle	1431_	F1431
"SHENANDOAH WALTZ," "THE KISSING SONG"		
The Dinning Sisters	1479	F1479

HOT SELLERS!

POPULAR

· Control of	200	
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul_	_1373_	_F1373
"I TAUT I TAW A PUDDY TAT" Mel Blanc	_1360_	F1360
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG LONG DAY" Jimmy Wakely	_1393_	_F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul	_1316_	_F1316
"EASTER PARADE," "LET'S GO TO CHURCH (NEXT SUNDAY MORNING)" Margaret Whiting and Jimmy Wakely	_1382_	_F1382
"JOHN AND MARSHA" Stan Freberg		
"EMMA LOU," "YEARNING (JUST FOR YOU)" Jan Garber	_1392_	_F1392
"YOU AND YOUR BEAUTIFUL EYES," "TONDA WANDA HOY" Dean Martin	_1358_	_F1358
"YEAH YEAH," "ROCK ME TO SLEEP" Peggy Lee	_1428_	_F1428
"YOU ARE THE ONE," "SING YOU SINNERS" Margaret Whiting	_1417_	_F1417
"SOMEBODY STOLE MY GAL," "TILIN TILIN" Buddy Cole	_1403_	_F1403
"SO LONG (IT'S BEEN GOOD TO KNOW YUH)," "THE ROVING KIND" Les Baxter	_1381_	_F1381

WESTERN & FOLK

"THE SHOT GUN BOOGIE" Tennessee Ernie	_1295_	_F1295
"HOT ROD RACE" Ramblin' Jimmie Dolan	_1322_	_F1322
"TULSA TROT" Tex Williams	1398_	_F1398
"STATION DOOR BLUES" Jimmie Skinner	_1413_	_F1413
"YOU'RE ALWAYS BRAND NEW," "MY BUCKET'S		
BEEN FIXED" Tex Ritter	1388_	_F1388



Week ending March 17, 1951

Hot Sellers based on Actual Sales Reports

THE BIG ONE TO WATCH!

JAN GARBER

and His Orchestra

with

PAUL NERO, violin THE HOT CANARY

with Vocal by The Ewing Sisters





coupled with

THAT'S HOW OUR LOVE WILL GROW

Capitol Record No. 1430 on 78 rpm on 45 rpm F 1430

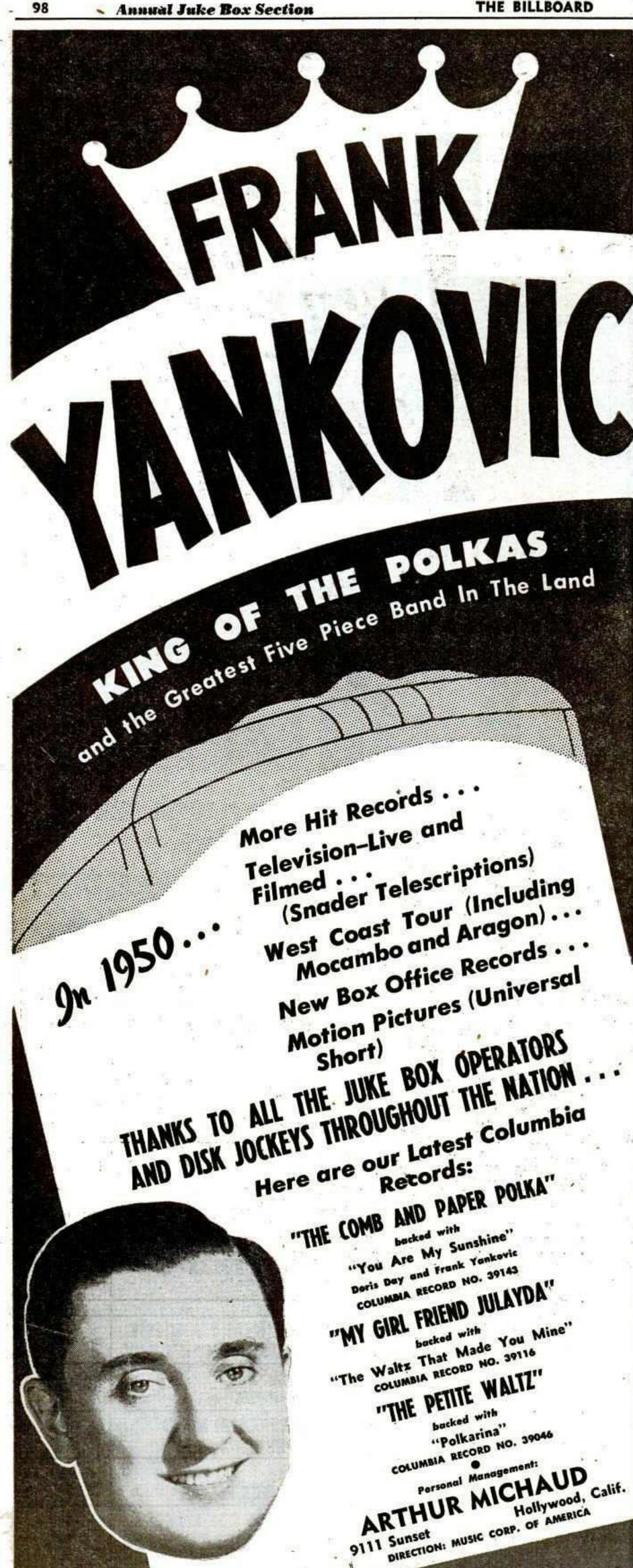
NEW RELEASES ON Capitol

PC II	AR M	78	45
RAY ANTHONY	MY PRAYER === ELEANOR	1438	F1436
MARY MAYO With Orchastre Canducted by AL HAM	MY LOVE AN' MY MULE	1439	F1431
LES BAXTER And His Chance and Crebastre	SPARROW IN THE TREETOP TONIGHT WE'LL GO DANCING	1440	F144
MEL BLANC WITH MADE BY	K-K-K KATY == FLYING SAUCERS	1441	1144
JOHNNY PARKER With Orchastre Conducted by SID FELLER	MY LOVE SERENADE GO TELL YOUR TROUBLES TO SOMEBODY ELSE	1442	F144
C			
MIKE NOVAK	THE ALARM CLOCK POLKA RED HAT POLKA	1443	FI44
WISTIAN S	COUNTRY		
HANK THOMPSON	WHERE IS YOUR HEART TONIGHT THOSE THINGS MONEY CAN'T BUY	1444	F144
EDDIE KIRK	HONEY COSTS MONEY SOWING TEARDROPS	1445	F144
LONZO AND OSCAR	PRETTY LITTLE INDIAN MAID TICKLE THE TOM CAT'S TAIL	1446	F744
LEON CHAPPEL	TELL ME MAMA SLOW DOWN SWEET MAMA	1447	F144
RANDY BLAKE	BEAUTIFUL ISLE OF SOMEWHERE PASS ME NOT, O GENTLE SAVIOUR	1448	n44

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

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THE BILLBOARD Music Popularity Charts

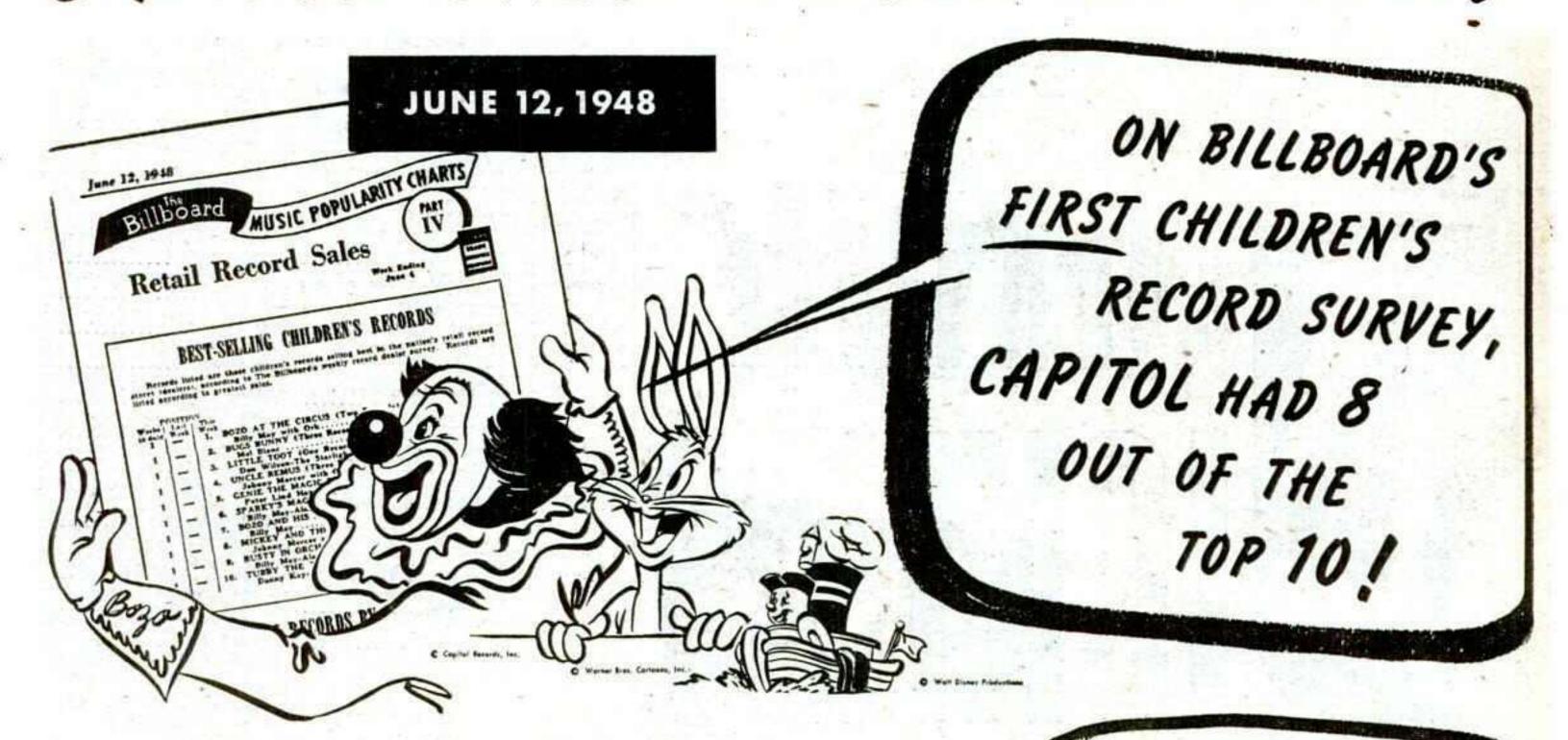
Most Played Juke Box Records

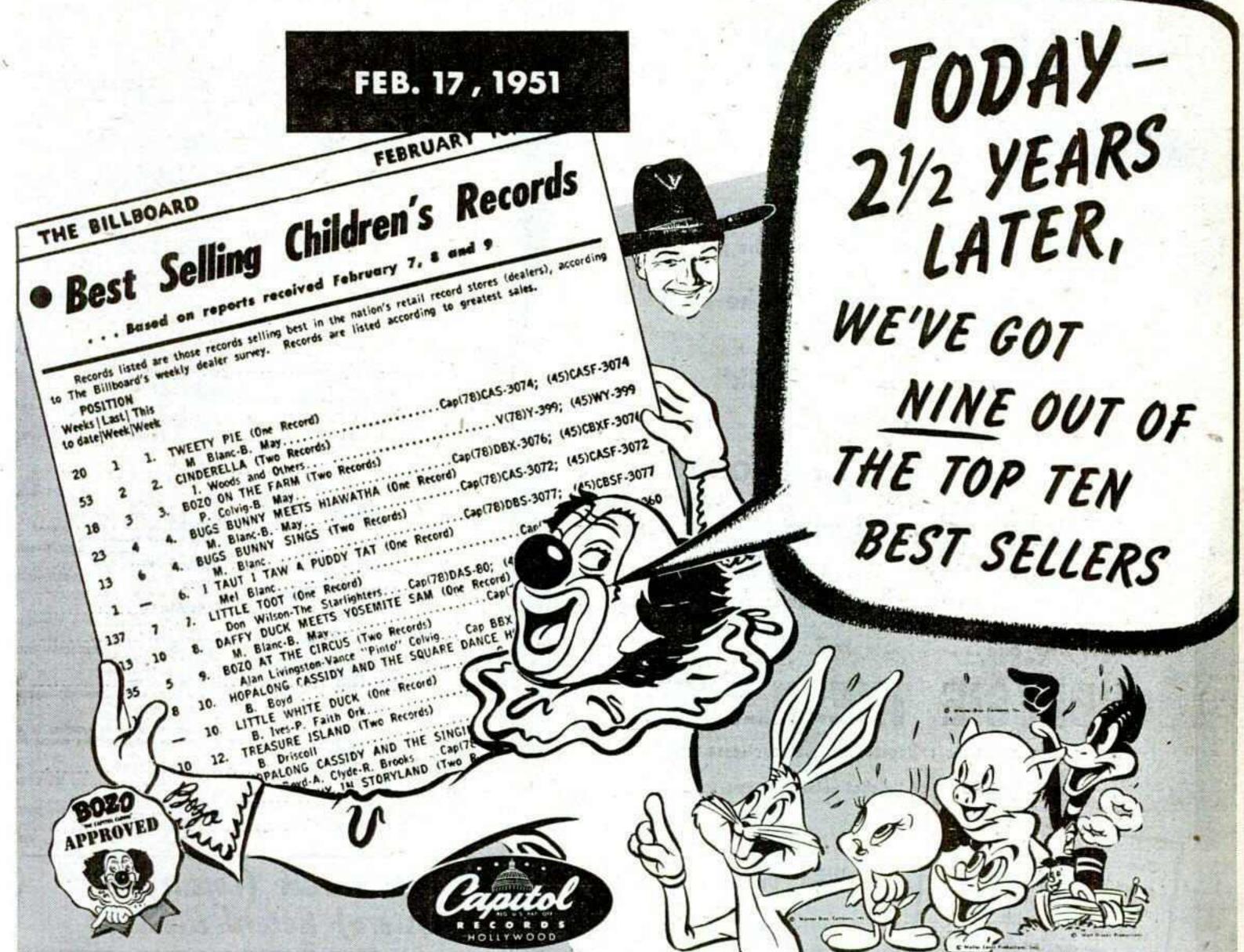
. . . Based on reports received March 7, 8 and 9

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

	Weeks	OSITIO	N This		
	17	e Week	Week	TENNESSEE WALTZP. Page	
	9	3	2	Mercury(78)5534; (45)5534X45—BMI IF P. Como	
	14	2		MY HEART CRIES FOR YOU G. Mitchell-M. Miller	
	10	4	4.	ROVING KIND G. Mitchell-M. Miller	
		13	United to	Col(78)39067; (45)4-39067; (33)3-39067—BMI 'MOCKIN' BIRD HILLL. Paul-M. Ford	
	10	5	110734	SO LONGG. Jenkins-Weavers	
-	10		0.	(Les Baxter, Cap 1381; Red Foley-Ernest Tubb, Dec 46297; R. Marterie Ork, Mer 5570; Lyn Murray, Coral 60366; Seymour Rechtzeit-Sam Medoff Ork, Banner B-2586; Paul Weston, Col 39160; Ken Griffin, Col(33) 3-39142)	
į	5	9	7.	WOULD I LOVE YOUP. Page	
1	11	6	8.	BE MY LOVE	
	11	7	8.	YOU'RE JUST IN LOVE Fontane Sisters-P. Como	
	4	15	8.	MOCKIN' BIRD HILLP. Page	
	3	11	11.	ABA DABA HONEYMOON D. Reynolds-C. Carpenter	
	14	7	12.	TENNESSEE WALTZG. Lombardo	
	13	10	12.	MY HEART CRIES FOR YOUD. Shore	
	6	17	12.	PENNY A KISS, PENNY A HUG D. Shore-T. Martin	
	4	_	15.	PENNY A KISS, PENNY A HUG . E. Howard	
1	3	19	16.	MOCKIN' BIRD HILLPinetoppers	
				SPARROW IN THE TREE TOP G. Mitchell-M. Miller	
			10	B. Crosby-Andrews Sisters, Dec 27477; Lyn Murray, Coral 60401; L. Baxter Ork-L. Doherty, Cap 1440; Art Mooney, MGM 10924) NOVINC VIND	
	0.25			SPARROW IN THE TREE TOP	
	10			MY HEART CRIES FOR YOU . J. Wakely	
	4	29	UMPR	BRING BACK THE THRILL E. Fisher-H. Winterhalter	
	73.03	ie i	TATON	V(78)20-4016; (45)47-4016—ASCAP (Vinni De Campo, London 960; Billy Eckstine, MGM 10903; E. Fisher, V 20-4016; T. Fontaine-L. Douglas Ork, Mer 5575; Mary Mayo-Al Ham,	
	-1	(()	20.	BEAUTIFUL BROWN EYES J. Wakely-L. Baxter Chorus Cap 1350: D. Cherry-D. Terry Ork, Dec 27484) BEAUTIFUL BROWN EYES J. Wakely-L. Baxter Chorus Cap(78)1393; (45)F-1393—BMI	
			T.	(Lisa Kirk, V(45)47-4062, (78)20-4062; Arthur Smith-Del & Dan, MGM 10914; A. Smith & His Dixieliners, 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; Art Mooney, MGM 10924)	
	8	23	23.	SHOTGUN BOOGIE Tennessee Ernie Cap(78)1295; (45)F-1295—BMI (Rosemary Clooney, Col 39212; H. Hawkins, King 932)	
	3	17	24.	PENNY A KISS, PENNY A HUG Andrews Sisters	
	1	-	24.	IT IS NO SECRETB. Kenny-Song Spinners	
	N _{ac}	10		(Ozie Waters-Kentones, Coral 64069; Ernie Lee, Mer 6294; Boots Woodall, Bullet 723; H. "Sugarfoot" Garland, Dec 46281; Joe Allison, Cap 1308; Mariners, Col 39073; K. Kallen-R. Hayes, Mer 5564; Jo Stafford-Paul Weston, Col 39082; E. Britt-R. Allen, V (45) 48-0405; W. Fowler & Oak Ridge Quartet, Bullet 131; H. McAlerney Barth-A. Smith, Singspiration S-3071; Homeland Harmony Quartet, Bibletone 6019)	
	1	-	26.	IF	
	1	-	26.	MY HEART ERIES FOR YOU A. Morgan	
	2			BE MY LOVE	
	1	-	28.	IF G. Lombardo Dec(78)27449; (45)9-27449—ASCAP	
	8	23	30.	I STILL FEEL THE SAME ABOUT YOUGeorgia Gibbs	78.7
			825 Gal	(Dick & Don, Rainbow 4444; E. Young, London 874; Rosemary and Betty Clooney, Col 39185; E. Fitzgerald-Ink Spots, Dec 27419; E. Howard, Mer 5567; Three Suns, V 20-4021; Eve Young-Two Adams, London 962)	1000
	5	26	30.	CHICKEN SONG G. Lombardo Dec(78)27393; (45)9-60353—BMI (Dottie O'Brien-Joe Fingers Carr, Cap 1409)	
	186		-	DE LOUIS	

Everybody's been trying to get into the act, but CAPITOL STILL STEALS THE SHOW!





FOR FAST TURNOVER, STOCK THE BEST SELLERS—CAPITOL BOZO-APPROVED CHILDREN'S ALBUMS



(OLD COLD TATER)

and his COUNTRY BOYS

hank

the Juke Box Operators all over America for the play they gave our records through the year . . .

"Sleepin' at the Foot of the Bed" "Hillbilly Fever" "Walk, Chicken, Walk"

I hope that ...

"I'M LITTLE BUT I'M LOUD"

backed with

"THE BIBLE ON THE TABLE

(and the Flag Upon the Wall)"

Columbia Record No. (78) 20796; (33) 3-20796; (45) 4-20796

and this new one ...

"BESSIE THE HEIFER"

Columbia Record No. (78) 20786; (33) 3-20786; (45) 4-20786

Will make a lot of "nickel noise" for you . . .

Due to previous West Coast commitments, I will be unable to fulfill my fondest wish - being with you at your convention this year.

Featured Star On

WSM "GRAND OLE OPRY" and WSM-TV

Nashville, Tenn.

Personal Manager

WSM Nashville, Tenn.

THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

Based on reports received March 7, 8 and 9

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

	s Last e Week		
14	2	1.	SHOTGUN BOOGIE Tennessee Ernie Cap(78)1295; (45)F-1295—BMI
10	1	2.	THERE'S BEEN A CHANGE IN ME. E. ArnoldV(78)21-0412; (45)48-0412—BMI
3	3	3.	RHUMBA BOOGIE Hank Snow
16	5	4.	You Passed Me ByV(78)21-0431; (45)48-0431—BMI GOLDEN ROCKET Hank Snow Paving the Highway With TearsV(78)21-0400; (45)48-0400—BMI
1	_	5.	MOCKIN' BIRD HILLPinetoppers
37	4	6.	Big Parade PolkaCoral(78)64061; (45)9-64061—ASCAP I'M MOVING ON Hank Snow
1	-	7.	COLD, COLD HEART Hank Williams
11	7	8.	Dear John I LOVE YOU A THOUSAND WAYS Lefty Frizzell If You've Got the Money I've Got the Col(78)20739; (33)3-20739; Time (45)4-20739—BMI
1	_	8.	BEAUTIFUL BROWN EYES J. Wakely-L. Baxter Chorus At the Close of a Long, Long Day Cap(78)1393; (45)F-1393—BML
2	10	10.	DEAR JOHN Hank Williams
2	-	10.	POISON LOVE

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. Tonnessee Frnie !! "Fingers" Carr

1.	TAILOR-MADE WOMAN	Tennessee Ernie-J. "Fingers" Carr
2.	MAY THE GOOD LORD BLESS AND KEEP	OU E. Arnold
3.	IF YOU WANT SOME LOVIN'	

Country & Western Records Most Played by Folk Disk Jockeys

. . . Based on reports received March 7, 8 and 9

..........Dec(78)46296; (45)9---BMI

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes

POSITION Weeks | Last | This to date Week Week

10	1	1.	THERE'S BEEN A CHANGE IN
Walso	153	III RSS	ME E. Arnold
12	2	2.	SHOTGUN BOOGIETennessee Ernie
3	7	3.	RHUMBA BOOGIE Hank Snow
17	5	4.	GOLDEN ROCKET Hank Snow (45)48-0400—BMI
3	6	5.	DOL. Frizzell
19	3	6.	Col(78)20772; (33)3-20772; (45)4-20772—BMI

	19	3	0.	WAYSL. Frizzell
				Col(78)20739; (33)3-20739;
		2.5		(45)4-20739→BMI
i.	5	4	7.	POISON LOVEJohnny & Jack
				V(/8)21-03//; (45)48-03//—BMI
	4	111415	2	I LOVE YOU A THOUSAND

COLD, COLD HEARTMGM(78)10904; (45)K-10904—BMI

10. MAY THE GOOD LORD KEEP

...V(78)21-0425; (45)48-0425—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. IF YOU WANT SOME LOVIN' D. Martin-S. Thompson

3. I WAS SORT OF WONDERING M. Mullican

Advance Folk (Country & Western) Record Releases

Alimony-Maddox Bros. & Rose (New Step) 4 Star | I Always Play a Losin' Hand-Ramblin' Jimmie 1549

Behind the Chapel Wall-Clark & McMullen (Mocking Bird) R. F. D. 5075

Between Two Trees—B. Hicks & His Georgia Crackers (Dream Lives) Acorn A-317 Burpin' the Baby-Cactus Pryor & His Pricklypears (I Married) 4 Star 1550 Glad Rags-J. Bond (Set 'Em) Col 20787 Heartbreak Avenue-Joe Allison (TV Blues) Cap

Dolan (Wine, Women) Cap 1423

I Married the Thing—Cactus Pryor & His Pricklypears (Burpin' the) 4 Star 1550 I'm Going to Take My Time, Lovin' You-D. Whitney (Keeping Secrets) 4 Star 1548 It Is No Secret-B. Carlisle & the Kentucky Colonels (Useless) Athenian 002 If I Could Only Live My Life Over-Leon Payn

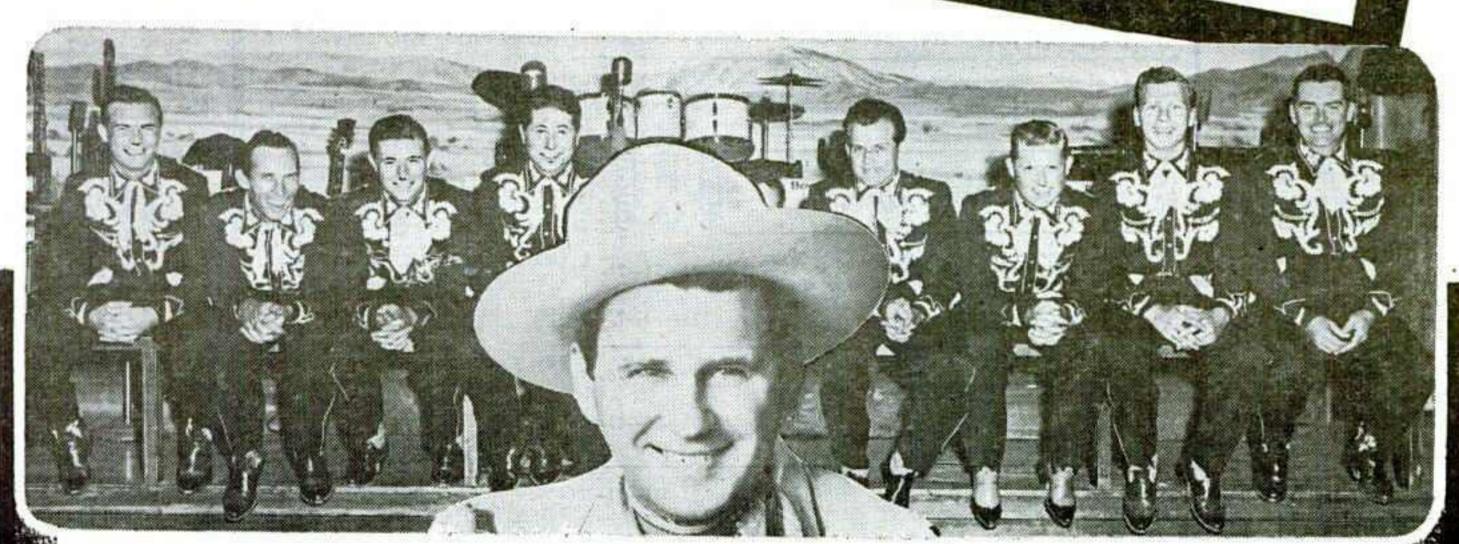
(I Don't) Cap 1405 (Continued on page 102) A TOUR SIZED TO OPS

From

• The Nation's No. 1
• Western Band Leader . . .
• For the all around co-operation and help on the songs:

"TENNESSEE WALTZ"

"BONAPARTE'S RETREAT"



the newest song is . . .

"NO ONE BUT YOU" backed with "WITHIN MY HEART"

Vocal by Redd Stewart

(La Golondrina)
a great standard with a brand new lyric

RCA-Victor Record No. (78) 21-0429; (45) 48-0429

See You At The MOA Convention, Palmer House, Chicago, March 19-21 Watch for . . . "YOU DRIFTED" with "WHISPER WALTZ"

SPECIAL RCA-VICTOR RELEASE—March 10

"STRANGE LITTLE GIRL"

Vocal by Redd Stewart and the Three Little Dickens

Backed with

"CHEW TOBACCO RAG"

Just Concluded Engagement
LYRIC THEATER
Indianapolis, Indiana
14,000 People in

1 Week

Management: J. L. FRANK, c/o Pee Wee King, WAVE-TV, Louisville, Ky.

THE BILLBOARD Music Popularity Charts

Releases

Annual Juke Box Section

Continued from page 100

If I Should Come Back—Cowboy Copas (If You) King 937

If You But Care—Cowboy Copas (If 1) King 937 I'll Be Back-E. Dean (Please Don't) Cap 1424 Keeping Secrets-D. Whitney (I'm Going) 4 Star

Lonesome for You-B. Hass (I'm a) Opera 1022 Look What Thoughts Will Do-Cotton Galyon (I

Overlooked) Mer 6311 Lovers Lane - G. Thompson (Troubles Keep)

Athenian 001 Macking Bird Hill—Clark & McMullen (Behind the)

R. F. D. 5075 New Step It Up and Go-Maddox Bros. & Rose

(Alimony) 4 Star 1549 On the Old Kentucky Shore—B. Monroe (Poison Love) Dec 46298

One Way Street-J. Willard (Someday You'll) Cap 1436

Please Don't Cry-E. Dean (I'll Be) Cap 1424 Paison Love—B. Monroe (On the) Dec 46298 Rockin' and Rollin'-Tommy Scott (You Done) Federal 10003

Running Out of Time-Jimmle Skinner (Station Door) Cap 1412

Set 'Em Up, Joe-J. Bond (Glad Rags) Col 20787 Someday You'll Remember-J. Willard (One Way) Cap 1436 Troubles Keep Hanging 'Round My Door - G.

Thompson (Lovers Lane) Athenian 001

Ist Athenian 002 Vogi, the Doggie-R. Rogers (Katy) V 21-0438

Your Train-Ernie Lee (Crazy Game) Mer 6308

Useless-B. Carlisle & The Brian Ridge Trio (It

Keccrds

NEW RELEASES—JUST OUT! CACTUS PRYOR

(His Best Yet) 1558-My Heart Bawls for You Hog Calling Champ of Arkansas

T. TEXAS TYLER

1555-1 Wish You Had a Heart (To Match Your Pretty Face) To Prove My Love is True

HANK LOCKLIN

1556-I Could Love You, Darling Song of the Whispering Leaves

Maddox Bros. & Rose

1553-How Can You Refuse Him New If We Never Meet Again

TOP TEN SELLERS

CACTUS PRYOR

1550-1 Married the Thing Burping the Baby

Maddox Bros. & Rose

1549-New Slep It Up and Go Pay Me Alimony

HANK LOCKLIN

1545-To Whom It May Concern A Year of Time

DON WHITNEY

1548—Keeping Secrets I'm Gonna Take My Time Lovin'

TERRY PRESTON

1542-Irma

Put Me in Your Pecket

SLIM WATTS

1552-Blue Monday If You Will Only Say You Care

JIMMIE SHORT

1557-Too Good To Be True Why Did You Give Me Your Love

'Texas'' Bill Strength

1554—Frown on the Moon I'm Walking in Heaven

T. TEXAS TYLER

1547—Rag Monkey Song

Cowboy's Prayer

IVORY JOE HUNTER

1551—Big Wig Grieving Blues

Get the original Hokey Pokey by Sun Valley Trio FS-1505

4 STAR

"For the Best in Folk Music"

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

. . . Based on reports received March 7, 8 and 9

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.

10.000000000000000000000000000000000000				
3.47	OSITIO			2,
	s Last e Week		125 2 2	
13	1	1.	SHOTGUN BOOGIE	Cap(78)1295; (45)F-1295—8MI
8	3	2.	THERE'S BEEN A CHANGE IN	
SCE.		11756		E. Arnold
16	5	3.	GOLDEN ROCKET	V(78)21-0412, (45)48-0400—8M
14	6	3.	I LOVE YOU A THOUSAND	
		1	WAYS	Lefty Frizzell
1	=	5.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxler Chorus Cap(78)1393; (45)F-1393—BM!
19	3	6.	IF YOU'VE GOT THE MONEY	A MANAGEMENT AND THE PARTY OF T
	· v	, v	I'VE GOT THE TIME	Lefty Frizzell
12			TENNESSEE WALTZ	P. Page
		Section 1		

Coming Up

7. SHINE, SHAVE, SHOWER Lefty Frizzell

9 7. RHUMBA BOOGIE Hank Snow

... V(78)21-0431, (45)48-0431-BMI

.....V(78)21-0377; (45)48-0377-BMI

(33)3-20772-BMI

Col(78)20772; (45)4-20772;

..... Johnnie & Jack

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.	COLD, COLD HEART	H. Williams
2.	I'LL SAIL MY SHIP ALONE	T. Hill
3.	TAILOR-MADE WOMAN	Tennessee Ernie-J. "Fingers" Carr

Country & Western (Folk) Record Reviews

ARTIST

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

LABEL AND NO.	COMMENT		1		
	ife Over country weeper begets an ordina		117	171	71
I Don't Know Why		19	137	373	74

TUNES

I Don't Know Why Uninspired reading of a prosaic love ballad done in dance tempo.	737374
"LITTLE" JIMMY DICKENS Bossie the Heifer COLUMBIA 20786"Little" Jimmy hands a cute novelty a rhythmic chant.	78807678
Cold Feet The sad plaint of a guy whose wife has cold feet is unfolded by Dickens and the string band. A strong povelty item.	83848383

MOON MULLICAN Short But Sweet KING 931—A danceable ditty with a pop flavor is sung in tempo by	717171
Too Many Irons in the Fire Fine country ballad idea doesn't quite materialize, the Mullican hands it an effective chant.	747474

Steppin' Out Again COLUMBIA 20784—Follow-up to the original "Steppin' Out" is warbled	7878787
with heart by Starr, but the material isn't as strong. The Last Time Starr has a likely hunk of material here, the his chanting isn't up to it or the reverse side.	757575

COWBOY COPAS If You But Care	84848484
KING 937—Copas chants with his usual feeling for the lyrics on a country love ballad of some import. First rate mating of material and vocalist.	
If I Should Come Back Pee Wee King-Redd Stewart opus serves as above-average material for the c & w chanter.	787878

for the c & w chanter.	
CLARK & McMULLEN Behind the Chapel Wall R. F. D. (REGAL) 5075—Backwoods dueting of an ordinary country	656565
Mockin' Bird Hill The pop hit gets an okay down-home reading from the pair.	696969

ROSALIE ALLEN (Black River Riders) Cranberry Kisses and Strawberry Hugs VICTOR 21-0434—New York hillbilly set may go for the pop-style	60625760
ditty, but Miss Allen won't convince the country folks. Station L-O-V-E Signing Off Jenny Lou Carson material has more country flavor, but the Allen chirping is just a little too cityfied here.	66686366

ERNIE LEE (The Southerners)			1		200	-2.41		
Your Train MERCURY 6308—Waltz throbbs	- Th. 2002	7	engaging	90	from	Lee,	as	737373
combo gets train-whistle effects	in back	æ		5				77 77 77 77

Likely bounce ballad is done adequately. Material is better than performance.

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Cindy Walker, the songwriter, and pubber Charlie Adams staged the recent testimonial for Bob mell, formerly with Hank Wil-Wills in Hollywood. . . Lefty liams, working with him. . Frizzell's brother, Rightie, who Grandpa Jones (King) took his works with the Columbia record- wife, Ramona, Mary Klik, one of er's ork, will enter service soon. the "Saddle Sweethearts" and . . . Don Law, of Columbia, has Connie B. Gay on a three-week been in Dallas for the past five tour of Japan, which started weeks. . . . Freddy Clark, of Tex March 5. . . . Roy Acuff and band Daniels' Lazy H Ranch Boys, will tour European service camps WSID, Baltimore, has enlisted soon, under auspices of Moose and is being replaced with Sue lodges of Pennsylvania. . . . Donn Akers. . . . Marge Engler and her Reynolds, Australian yodeler, is Lucky Larks of Toledo, have cut working out of Hollywood. a session for the Buckeye diskery. . . . Sandune Sanders and his Texas Terrors have cut some Romick records, operated by Berry Enterprises, Shelby, O. . . . Mutual Records, Bassett, Va., is making a deal to ink Tommy Magnuss, ex-fiddler with Roy Acuff, now working with his band at WDBJ, Roanoke, Va.

George Faith, Toronto warbler, has inked with London. . . . Dee-Ray Williams, former Wichita, Kan., singer, is stationed at Lackland (Tex.) Army Air Base in the special services department. . . . Doc Williams (Wheeling) has been touring Canadian provinces for the past month. He is exploiting his latest release, "My Old Brown Coat and Me." . . . Hawkshaw Hawkins (King), Lone Pine (Can. Victor) and Gene Hooper will hit the provinces during February and March as a unit. . . . Max Raney, at WHAM, Rochester, N. Y., reports he is doing a daily 15-minute show over WHAM-TV. Raney may turn his country music park, the Bar M Ranch, into a night drive-in next season, with big shows over week-ends. This would enable Raney to use acts during the week also and would be the first all-week folk music park operation on record.

Chet Atkins (Victor) writes that Jimmy Dickens has hired a 6-foot 7-inch sideman, Bill Vester. Atkins cut six sides for Victor recently, with Danny Dill on lyrics. .. Rex Allen (Mercury) has been renewed for another 52 weeks on 64 CBS stations by Phillips Oil Company. . . . Jimmy Wakely (Capitol) goes into the Last Fron-tier, Las Vegas, April 6, for two weeks at \$3,000 per week, as against \$1,650 a week when he played another local spot with his band five years ago. . . . Carl Story (Mercury) has dropped daily shows at WNOX, Knoxville, but is still doing a taped Sunday ayem all-hymn shot over the station. His manager, Charlie Lamb, has purchased Story's Knoxville record shop. The Marshall Family (Columbia) are back in Knoxville, working at WIBK. Jack Shelton, Speedy Krise and Fred Smith are new additions at WNOX.

Rome Johnson, radio and recording folk artist, has signed with Abbey Records, with his first disk, "Spain Upon My Heart," due out this week. Johnson formerly recorded for MGM.

The Maddox Brothers and Rose have inked a five-year management deal with Music Corporation of America. The 4 Star recorders are on a four to six-week tour of the South and Southwest. May 4-17 they do the Last Frontier Hotel, Las Vegas, Nev., at \$3,000 per week. . . . Eddie Zack, WHIM, Providence, reports that he is trying a major promotion February 14, bringing in Hank Snow with the regular Wednesday Night Jamboree. If Snow goes over, other names will be used. He still operates a show and dance Saturday nights at Coats Ballroom, Pawtucket, R. I., featur-ing acts like Joe LaFlip, Pappy Howard, Judy Dell, Yodeling Slim Clark and Slim Carter and Brown

Lefty Frizzell (Columbia) has inked a management pact with Jack Starnes, Beaumont pro-moter. Frizzell reports that he has turned over his first four record release songs to Peer-International, but is not inked to an exclusive writer's pact. He will be on "The Louisiana Hayride" out of KWKH, Shreveport, La., for the next two weeks.

Don Kidwell, Mercury recorder last at WWVA, Wheeling, W. Va.,

reports from Tokyo, where he's doing a tour of service installations, that he has Georgia Trum-

Disk Jockey Doings

Art Nyhus, formerly at WTCM. Traverse City, Mich., has returned to active duty with the marine corps. . . . J. B. Fowler is spinning "The Mailbox Roundup" over WKTM, Mayfield, Ky. . . . Merv Shiner, Decca warbler, is spinning country wax at WSAN, Allentown, Pa. . . . Harry (Mushmouth) O'Connor, formerly at KMAC, San Antonio, was recalled to army service. . . . George Allen, WEBK, Tampa, has moved to WTSP, St. Petersburg, Fla., with Bob Martin replacing him at (Continued on page 105)

GILT EDGE RECORDS

Hot! Get the Originals

HOT ROD RACE NUMBER TWO

I Wish I Was Somebody's Rose GE-5030-also on 45 RPM

I'm Living Alone With an Old Love

GE 5021—also on 45 RPM ART SHIBLEY AND HIS MOUNTAIN DEW BOYS

NEW-JUST OUT!

STEWART FAMILY

5032-RIFLES OR BIBLES I CAN'T, HE CAN ROCKY BILL FORD

5031-I'M A HENPECKED MAN I'LL TRY ALL MY LIFE

BOB GEDDINS CAVALIERS

5033-I'M SO THRED I COULD CRY BOOGIE BOY BOOGIE SLIM RHODES

5034-TIME MARCHES ON **HOT FOOT RAG**

BEST SELLERS

STEWART FAMILY

5025-WHISKEY WIDDER FOUR O'CLOCK IN THE MORNING

ROCKY BILL FORD 5023—BEER DRINKING BLUES

AGGRAVATIN' WOMAN DAYTON HARP

5028-FAST WOMEN, SLOW HORSES AND WINE

MORNING AFTER THE NIGHT BEFORE SLIM RHODES

5026—SIXTY DAYS MEMPHIS BOUNCE

BUCCAROO BILLY 5027-YOU BETTER KNOW IT

FADED LOVE LETTERS **CURLEY COLE**

5029—ANOTHER'S ARMS ARE HOLDING YOU

I'M GONNA ROLL Write-Wire-Phone

GILT EDGE

"TOPS IN COUNTRY RECORDS"

THE BILLBOARD

Music Popularity Charts

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 A

TUNES





78--78--78

LABEL AND NO.	COM	MEN	T	-201	Ė			
Continued from page 104	Vertical St	6.63	×	PARK	(Alah	~	~	216
BIG JOHN GREER-THE RHYTH	M ROC	KERS						

Vity Did You Go? VICTOR 22-0113—Fine slow-rocker blues with a penetrating vocal by male tric, punctuated by bary-sax effects in supporting combo. Could	82828183
get action. For Wedding Tune Greer and a thrush named VI Williams do an okay duet on a sentimental love ballad, reminiscent of "Danny Boy."	72727074

BLOWTOP LYNN & HIS HOUSE WRECKERS Reliefin' Blues VICTOR 50-0110—Shout blues with rocking combo work goes nowhere	63636165
School Boy Blues Okay Slow blues vocal by Melvin Smith with okay combo backing.	64666468
JIMMY McCRACKLIN You Don't Love Me SWING TIME 260—Warbler sings a throaty slow blues to an easy	64646266
Looking for a Woman	757575

Beatful rumboogie blues with effective chanting by McCracklin	,,,,,,
My Consolation SAVOY 778—Brownie tosses off a neat philosophical blues with a succinct lyric and message. It's done in a relaxed, medium-beat, with	808080
effective guitar-and-rhythm backing True Blues Erownie strikes an effective, haunting mood with this down-to-earth slow blues.	777777
TOMMY BROWN ORK	FREEZ, NOWSEN FREEZE SEEDING

REGENT 1030—Stomping good rocker in the past formula—fragmentary	131311
lyrics exhorting everybody to jump, instrumental solos, and a heavy best with lets of bottom. Good territorial item. The House Near the Railroad Track Brown chants another up-tempo rocker with hoarse energy and conviction; band swings hard in back.	82828084
SLAM STEWART TRIO Bassin' the Blues COLUMBIA 39196—Slam gets off snow of his nategied bowed-bass-	55585552

LOYD DIXON-EDDIE WILLIAMS TRIO Brokenhearted	71717073
	48494847
Bassin' the Blues COLUMBIA 39196—Slam gets off some of his patented bowed-bass- with-unison-humming as part of a blues job. Not much general appeal.	55585552

FLOYD DIXON-EDDIE WILLIAMS TRIO Brokenhearted SWING STYLE 261—Dixon gets off an okay lowdown blues with slick trio backing	71717073
Houston Jump Medium boogie novelty finds Dixon chanting the virtues of Houston gals. Nice job, local appeal	707070
CHARLES BROWN-JOHNNY MOORE'S THREE BLAZERS I'll Miss You SWING TIME 253—Side cut when Brown and the Blazers were riding	737373

A memorable blues side by the Brown-Blazers group registers strong.	Asset Induction of the second of the control
PERCY MAYFIELD How Wrong Can a Good Man Be? SWING TIME 262—Mayfield registers with a neat medium-beat blues	757575
Job with a fair lyric. Leary Blues Another blues vocal with feeling, pointed up by effective combo work.	737373

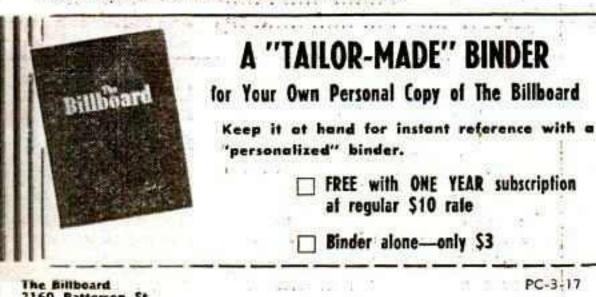
high a few years back. Neat blues ballad job, warmly chanted by

New Orleans Blues

Another blues vocal with feeling, pointed up by effective combo work.	1
LLOYD CLENN	asis nation asis massi
Chica Boo	818083
SWING TIME 254-An invigorating, driving instrumental side by hard-	
hitting group; piano carries the lead with a flying blues solo, rhythm section puts down a toe-tapping rhumba-boogie beat in back.	
Jungle Town Jubilee	72717175

Like flip; a barrelhouse plano go with Latin effects by rhythm trio.	TOWN THE ELECTION OF THE PARTY
STEVE GIBSON-THE ORIGINAL RED CAPS Three Dollars and Ninety-Eight Cents VICTOR 20-4076—Novelty ditty of the "Rag Mop" genre gives the Caps	707070
D-Ya-Eat Yet, Joe? A cute novelty-jingle gets a rhythmic reading from the boys.	717171
JOHN (SCHOOLBOY) PORTER I'll Never Smile Again CHANCE 1101—With plane and drum backing, tener sax man Porter runs thru the familiar ballad in a slow, moody jazz reading with some modern touches.	
	FF FF FF FF

CHANCE 1101—With piano and drum backing, tenor sax man Porter runs thru the familiar ballad in a slow, moody jazz reading with some modern touches.	
Schoolboy's Boogie Less effective is this boogie blues instrumental replete with trite riffs.	555655
CARL VAN MOON Until the Real Thing Comes Along KING 4435—Van Moon, a promising ballad warbler, is below par on the	
For You I Prayed Another week offering by the warbler, here on a so-so ballad.	47474648



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..... ZONE..... STATE.....

FOLK TALENT AND TUNES

THE BILLBOARD

Continued from page 102

WEBK. . . . Bob Manning, KUKI, Ukiah, Calif., is seeking platters from diskeries. He's using standard material from his personal collection of 3,000 rustic disks. ... Happy Wilson, WAPI, Bir-mingham d. j., is not to be confused with Smiley Wilson, the Marietta, Ga., folk band leader.

Jim Hall, WFNS, Burlington, N. C., reports he was high man for collecting money for March of Dimes in his county. He recently used a date on Johnny and Jack. who recently left KWKH, Shreveport, for Raleigh, N. C. . . . Ira Leslie, WVOK, Birmingham, reports that Hank Lively has joined Tommy Reeves' Rocky Mt. Playboys, new at the station. . . . Lee Merritt has joined KTBB, Tyler, Tex., according to Don Jackson of that station.

Pat Cook, KSTL, St. Louis, 15 now airing 45 minutes of a Saturday night square dance which he conducts from Lindy Hall. He also is doing 18 hours per week of record shows. . . . Edgar Clayton, spinner at WLAY, Sheffield, Ala., has cut a series of sides for the Tennessee diskery, the Nashville label.

Clarence Kneeland is starting a new seg at WICH, Norwich, Conn., in addition to his daily shows over WERI, Westerly, R. I. . . . Lee Sutton needs gospel records for his new sacred shows at KMA, Shenandoah, Ia. . . . Will Lenay, WSAI, Cincinnati, reports big kiddie reaction to "Mickey the Chickey" by Kenny

Roberts, Cincy warbler on Coral. . . Peanut Faircloth, WNEX, Macon, Ga., reports that Jimmie Lee and his Georgia Vagabonds, from WBML, Macon, have moved to Faircloth's outlet.

Charlie Walker moves from KIOX, Bay City, Tex., to KMAC, San Antonio. . . . First girl d. j. reported from the New England area is Betty Griben, who has replaced Dick Smith at WMTW, Portland, Me. A former h. b. comedienne, she's doubling at Columbia Hotel, Portland, where she's in her 47th week. . . . Art Burnham, new d. j. at KVLC, Little Rock, is lining up amateur talent shows for the summer.

Charley Ray has replaced Johnny Lyles at KALB, Alexandria, La.... Vernon Wroten has joined WBIP, Booneville, Miss. . . . Joe Milsop, WCPA, Clearfield, Pa., reports good reaction to the special intro material Victor put on Eddy Arnold's latest release. He wants more such gimmicks to pace his show. . . . Tex Waters, KWBU, Corpus Christi, Tex., is promoting a radio correspondence club for his shut-in listeners.

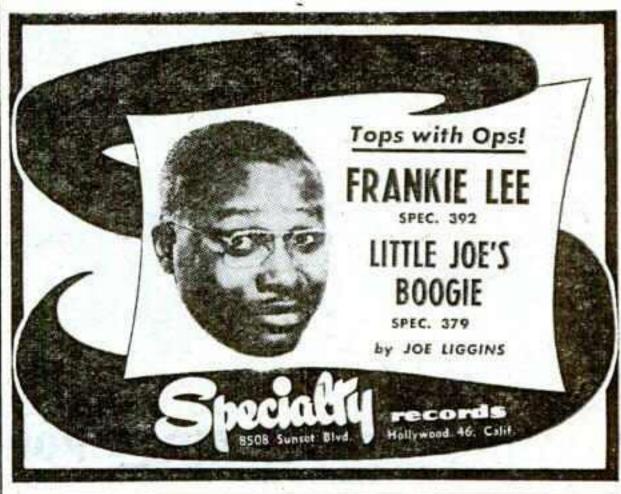
Tommy Sutton, WING, Dayton, O., also is starting shows at WIZE, Springfield, O. . . . Frances Johnston, KCLO, Leavenworth, Kan., emsees the station's Friday night jamboree from a local theater, in addition to her daily 90minute show. . . Bashful Red Britton, KCSB, San Bernardino, Calif., reports Jack Rivers and Texas Jim Lewis have left the city to work a year in Seattle on TV and radio shows.

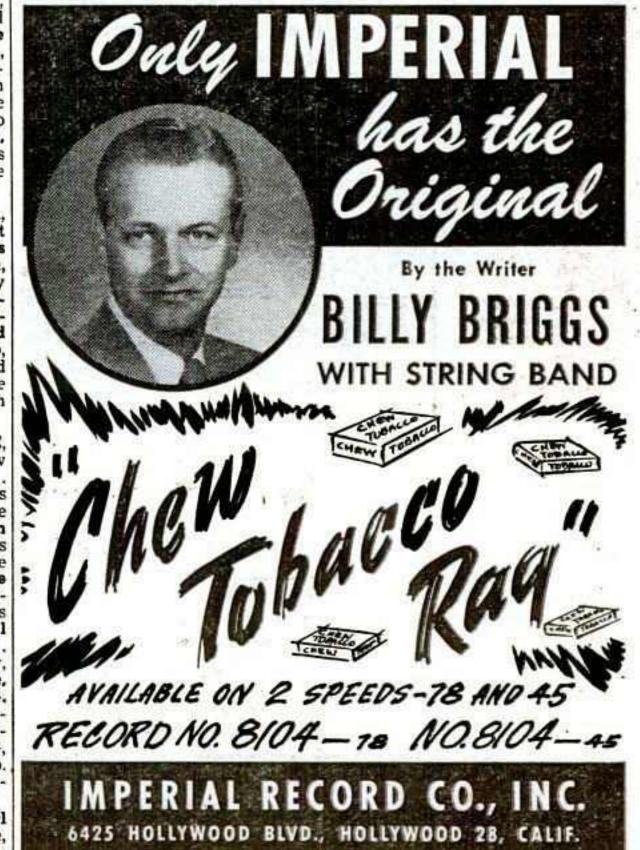
Cracker Jim Brooker, WMIE, Miami, is doing a daily show from a department store. . . Johnny Hicks, KRLD, Dallas, is no longer associated with the "Big D Jamboree." . . . Sheldon Horton, WJSW, Altoona, Pa., is producing a Heart Fund dance and floorshow locally. . . . Little Tex Worrell, KRNO, San Bernarding Calif. has turned over his dino, Calif., has turned over his song, "Veteran of Heart" to Hal Blair's Folk Music pubbery. . . Joe Johnson, WPAQ, Mount Airy, N. C., has added Hack and Clyde, the Johnson Brothers; Willie G. Brooster and Ray Myers, the arm-less musician, to the station's tal-ent roster. . . . Cy Russell, WVCG, Coral Gables, Fla., staged a h. b. concert for a local children's hos-

Tex Ritter and Minnie Pearl did a week at the Hippodrome, Baltimore, early in February. Ritter reports he'll do a dance tour of Northern California and Oregon in April.









GIVE TO DAMON RUNYON CANCER FUND



THE BILLBOARD Music Popularity Charts

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

The Billboard Picks

ON TOP OF OLD SMOKY...... The Weavers-Terry Gilkyson... Here's another old folk waitz that's bound to sweep in this radiant imaginative rendition. MAMAVic Damone WITH THESE HANDS Jo Stafford-Nelson Eddy..... A stirring new ballad is handed a potent go by this new wax couple, who supported by an excellent Paul Weston orking. first-rate material with an enthusiastic effort which could send THE SYNCOPATED CLOCK Leroy Anderson Pops Orchestra A refreshing Anderson original, being issued as a single from his album the diskery, has every earmark of busting popwise in the fashion o "Fiddle-Faddle" and "Sleigh Ride." TOO YOUNG Richard Hayes One of the lovellest and likeliest ballans of the day is warpled with s and winning feering by the upcoming youngster.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week perinot repeated below. Based on a weekly survey among them on what tune disk jockeys think tomo 4. LET ME IN Londo 5. ALWAYS YOU Nat (King) Cole........... Capitol 6. FAITHFUL Columbia 7. LET ME IN Fontane Sisters-Texas Jim Robertson

• The Retailers Pick

PICKS that have appeared for finee consecutive weeks or three times within a six-week per not repeated below. Based on a weekly survey among them on what tune the record retailers 1. LET ME IN Londo 3. OH, WHAT A FACE.....Victor 20 4. BEAUTIFUL BROWN EYES Lisa Kirk Victor 20 7. BRING BACK THE THRILL Don Cherry Decca

The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week ponot repeated below. Based on a weekly survey among them on what the juke box o think tomorrow's hits will be 3. I LOVE THE WAY YOU SAY GOODNIGHT...... Russ Morgan Ork Decca 4. SPARROW IN THE TREE TOP...... Lynn Murray Ork...... Coral 7. LET ME IN..... Paul Weston Ork-Champ Butler. Columbia

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period be repeated below. Based on a weekly survey among them on what the Country & Wester Jackey's think tomorrow's hits will be: 2. CHEW TOBACCO RAG......Kin 6. RAG MONKEY T. Texas Tyler 4 Sta

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The Billboard Annual MUSIC POLL



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Red Foley (Decca)
BEST FOLK RECORD



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Spencer Music, Inc.
Recorded by
Gordon Jenkins &

The Weavers (Decca)
BEST RECORD

I ALMOST LOST MY MIND

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Hill & Range Songs, Inc.

Recorded by
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GUY MITCHELL with MITCH MILLER ORCH. Columbia

Don't Make Love to Mary

(with Mabel on Your Mind) TEX WILLIAMS Capitol

TINY HILL Mercury



American Music, Inc.

S. L. Cross, Pres.; Wally Brady, Prof. Mgr. Hollywood, 9109 Sunset Blvd. New York, 1576 Broadway.

a see and frequency assessed to the

LOVE FLEW **OUT** THE WINDOW' HEART'

> (When Money Walked in the Door) Written by Jack Zero BMI

> > + -

STRAIN **UPON**

Written by Charles Kanter BMI and Dick Flora BMI

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FOR SONG HITS THAT FILL THE TILL

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"If You've Got the Money (I've Got the Time)"

"I Love You a Thousand Ways"

"I Overlooked an Orchid"

"I've Got the Craziest Feeling"

"Look What Thoughts Will Do"

"Shave, Shine and Shower"

Top Standards

"Tico Tico"

"Lazy River"

"Brazil"

"Green Eyes"

"Georgia on My Mind"

"Perfidia"

"Frenesi"

"Maria Elena"

"You Are My Sunshine"

"Besame Mucho"

"Taboo"

"Babalu"

"Deep in the Heart

of Texas"

"Adios"

"Amour"

"It Makes No

Difference Now"

"Rockin' Chair"

Coming Up

1619 Broadway

RALPH S. PEER, President

"Kentucky Waltz"

"You Belong to My Heart" (Solamente Una Vex)

sung by Exio Pinza in the MGM production "Mr. Imperium"

Peer International Corp.

Melody Lane Publications, Inc.

New York 19, N. Y.

BEN SELVIN, Gen. Mgr.

THE BILLBOARD Music Popularity Charts

Record Reviews

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

Records are rated four ways: (1) over-all; (2) as to their How Ratings Are Determined 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

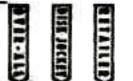
Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement 15; name value, 15; record quality (surface, etc.) 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, 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.

Annual Juke Box Section

TUNES COMMENT



86--87--86--85

84--85--83--85

POPULAR

THE KEYNOTES Norah LONDON 941-Label has a completely new sound in this gang-sing waxing of an English waltz. Vocal group glides thru the lyric accompanied by a hand-winding street organ.

Tipperary Samba 74--76--72--74 (The Four Ramblers)

A hybrid hunk of material is this samba with Irish lyrics. Could be a novelty disk of moderate import.

BING CROSBY (John Scott Trotter Ork) Sentimental Music 77--77--76--78 DECCA 27483-Relaxed slicing of a fine ballad with has been threatening to bust out but hasn't quite made it so far This is Bing, the old crooner, at work. Any Town Is Paris When You're Young Lovely new ballad, rich ork-choral backing and a crooning Crosby 83--85--82--82

makes up a lovely waxing which should do at least a substantial fan business. GEORGE BENSON'S ALL STARS My Heart Cries for You 42--40--45 REGENT 1031—The "all stars" feature a piercing, vibrato-less alto sax

backed by organ. Sax ascends to successively higher key changes in an experiment that doesn't come off. When Day Is Done 40--40--40--40 Same story-a shrill sound without any charm. GEORGE BENSON'S ALL STARS

The Nearness of You REGENT 1032-The virtuoso alto sax solo with organ backing lags here. 67--65--65--72 Begin the Beguine Best of the four sides in the release, this lively "Beguine" at a rattling beguine tempo could get juke play

BING CROSBY-ANDREWS SISTERS Sparrow in the Tree Top 88--88--88 (Vic Schoen Ork) DECCA 27477-Bing and the Andrews romp thru the newest of the yerse and chorus ditties while the Schoen ork cut an effective backing. Should be a strong contender for top honors. Forsaking All Others 82--82--82 Country waltz takes on pop potential via the slick Crosby-Andrews

waxings String backing makes it country material, too. SAMMY KAYE 88--88--88--88 LOUIS ARMSTRONG-VELMA MIDDLETON Pretty Little Bells COLUMBIA 39270-Sammy has a real sparkler in this bounce novelty derived from the "bells-on-her-fingers" nursery rhyme. Vocal by Tony Alamo and group and orking are tops. 85--85--85 I Love You Because Another strong entry here-it's the hit country torcher done in nostalgic

style reminiscent of "Careless Hands." **BUD BREES-ALAN SMALL ORK** 73--74--73--72 My Desire PAVILION 782-Brees does a handsome virile vocal on a pleasant ballad in tango time. Backing is on the skimpy side-full ork appropriately arranged might have made this a sleeper contender 60--60--60 Brees gives this Bizet adaptation a good attempt, but material is stodgy.

You Are the One VICTOR 20-4074-Monroe tackles a new ballad that grows with each listening. He does it with his usual manly conviction, with rich ork A Strawberry Moon A delightful waltz tune that first appeared during the recent disk ban gets a new lease with this solid rendition, done with great charm by FRANKIE CARLE ORK (Jean House-The Satisfiers-Donald Maddux) Around the World 84--84--83--85

VAUGHN MONROE ORK

Sing You Sinners

40

S

VICTOR 20-4075-A sparkling arrangement features the Carle piano and up-to-date, driving brass, as well as a pleasing vocal by Donald Maddux. Tune's the catchy new Benjamin-Weiss rhythm novelty. 71--71--71--71 Where the Red Roses Grow Joan House and group warble a sentimental new bailed for a pleasant THE FONTANE SISTERS-TEXAS IIM ROBERTSON 81--82--79--82 Let Me In VICTOR 20-4077-Victor teams its cellar-voiced country warbler with

the girls for a rousing, spirited gang treatment of the promising movelty. If tune makes the grade, this disk will cop its share. 85--85--84--86 Hurry Home to Me The Fontanes get off a warm, blendful job on a new slow waltz sentimentalizer, utterly simple and winning, with smart piano and organ backing. Could climb. NELLIE LUTCHER

71 74--70--74 I Really Couldn't Love You CAPITOL 1420-Miss Lutcher gets off an okay, comparatively restrained novelty job. Material her own, is rather slight. Pa's Not Home—Ma's Upstairs
Novelty material here is more solid and suitable to the Lutcher didoes. 77--77--77 MARGARET WHITING (Frank DeVol Ork)

CAPITOL 1417-Fine medium time beat treatment of the rhythmic oldie is punctuated with some exceptional vocal group scoring. Deejays should like and could stir up moderate sales 85--86--85--84 You Are the One Maggie fashions an impressive vocal of a new adaptation of a French

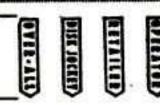
beguine by the writer of "All My Love." An attractive waxing. PEE WEE HUNT ORK 83--84--80--84

Sugar Blues CAPITOL 1418-Hunt comes up with another of his familiar cornball two-beat items built on this sturdy evergreen. The gagged-up clary and tram solos should help move the disk, an amusing item and a likely one for ops.

Carolina in the Morning Pee Wee delivers one of his rare vocals on this brisk Dixie etching

ARTIST LABEL AND NO.

TUNES COMMENT



POPULAR-MICHAEL CARRON-THRILLWOOD ORK

style. Recording sound is inferior

Maggie Is My Sweetheart 63--63--61--65 THRILLWOOD 107-Warbler, with guitar-organ-piano-rhythm backing, does a sprightly, animated job on a bounce novelty tune, melodically reminiscient of "The Thing." My Little Doll 56--56--54--58

Weaker tune, also a bounce item, gets a good rendition.

JOHN WOLOHAN Singing a Song to My Shadow 47--50--40--50 CAVALIER 802-Rather ordinary ballad is done with a next dance

beat by this Coast outfit. Wolohan's Boogie 68--75--65--65 This is a fine big band boogle disking akin to the McKinley-Bradley style of old with Wolohan punching it home in a fluent eight-beat 88

EVELYN KNIGHT-RAY CHARLES SINGERS Beautiful Brown Eyes 86--86--85--86 DECCA 27485-An expert waxing of the tast-stepping falksy item should cop a sizable share of the action. That's How Our Love Will Grow

A dainty new verse-chorus ditty is done with grace and polish by the thrush and chorus. A simple but impressive disk which grows on the listener with each hearing. Could grow slowly into a likely item.

68--69--65--71 BARON ELLIOTT OCTET-JIMMY CONFER Shenandoah Waltz 88--88--88--88 DECCA 27488-A potent slicing of a territorial waitz which may prove to be the sequel to "Tennessee." Confer's warble sells all the way. Strong sleeper possibilities here.

67--67--65--70 Sympathy More in the routine groove is this pleasant treatment of an undistinguished ditty.

JANE TURZEY TRIO 77--80--75--77 I Cried Myself To Sleep DECCA 27479—Heightened by echo chambered recording, a new group provides a handsome slice of a neat torch item with Miss Turzey showing a decided talent with the tonsil.

Pretty Eyed Baby 85--86--85--85 A Mary Lou Williams rtythm item is none up with catchy, ear-attracting gimmicks-echo chamber, handclaps, etc. Treatment borders on r. & b. and could score in that market as well as prove "sleeper" material in the pop field.

JERRY GRAY ORK (Tony Gray) 72--75--68--72 Gospel Train DECCA 27476-Pseudo-spiritual rhythm ditty draws a splendid beat dance disking Tony Gray sings it 87--88--86--87 Yeah! Yeah! Yeah! (Tony Gray-Kitty White) This catchy new rhythm item is handed a superior beat orking which

one of the bigger beat waxings of the season. 52--52--50--54 EDITH PIAF (Robert Chauvigny Ork) 75--79--75--72 Don't Cry COLUMBIA 39211-An excellent Piat ballad with a new English lyric is done affectingly by the popular chanteuse.

should meet full approval of the younger set. If pushed, should be

67--70--68--63 Another Piaf item with a new English lyric is warbled by the French thrush. Neither song nor performance is up to topside. MERVIN SHINER (Jimmy Carroll Ork)

82--83--83--80 Sonny the Bunny DECCA 27482-A likely Easter kigitty on which a large promotion is being lavished draws a lively go by Shiner. Bunny Round-Up Time 74--75--72--74 Another seasonal kiditty, this one with a luliaby idea is warbled well by the country singer. Both sides likely for kid, up and country

85--87--84--84 You're Just in Love DECCA 27481-The hit Berlin "Madam" song is done with magnificent humor by Louis and Veima. Spinners should wear out lots of copies; should score r. & b. as well as pop busine 85--87--84--84 Louis fashions one of his most precious worbles in recent years on this

hit ballad. A disking bound to become a prime collector's item. Should do plenty of current business. HOAGY CARMICHAEL-CASS DALEY

(Matty Matlock's All Stars) 81--82--79--82 The Golden Rocket DECCA 27474—The country people hit is set in a swinging Dixie orking as Hoagy and Miss Daley rock the lynes. Addition of a tag lends a touch of infection which could some the sought-for pop market attention. The Aba Daba Honeymoon - 87--88--86--88

The movie inspired revival hit draws a peppery two-beat treatment which should cop a big share of the action. A real razzmatazzer. FRANK SINATRA (Axel Stordahl Ork) 85--86--84--84 You're the One

COLUMBIA 39213-The theme for his TV show, and a rich and lovely ballad serves as the vehicle for one of Frank's very finest waxings in recent months. His fans, at least, will like. 82--83--82--81 A pretty new ballad is sung with warmth by Sinatra, who apparently

was in good voice for this coupling.

Come in to the RCA-VICTOR M.O.A. SUITE

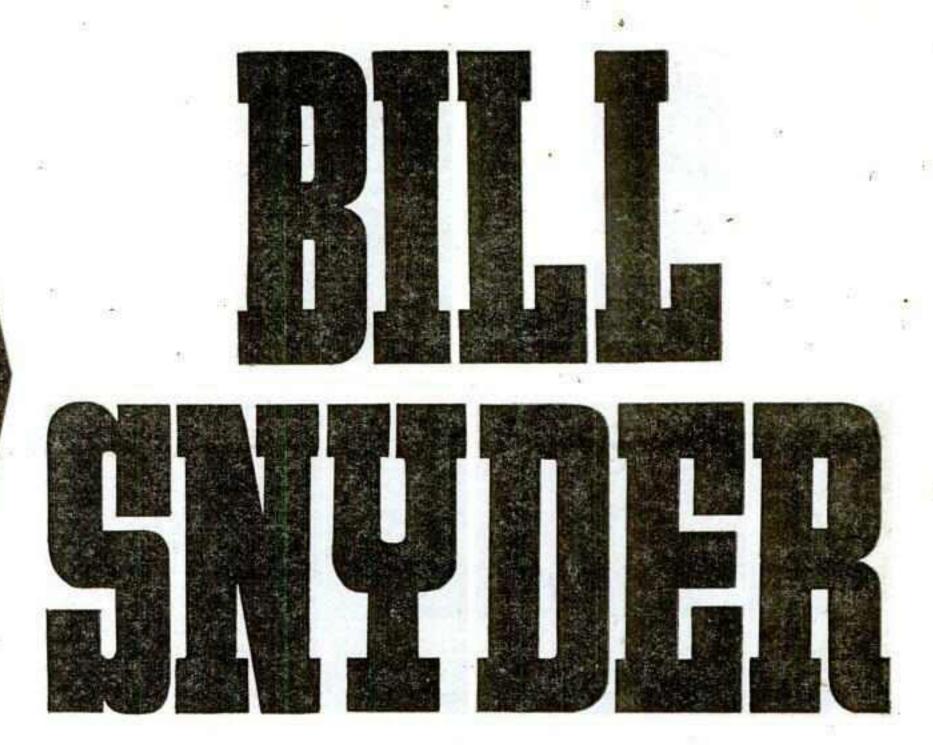
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THE BILLBOARD

Music Popularity Charts

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. records of those manufacturers voluntarily supplying information are listed.

POPULAR

SK 519

Aba Daba Honeymoon, The Helen Kane (Hug) Col | Practicus Memories Bill Kenny (The Vision) Dec

Beautiful Brown Eyes-Art Mooney (Sparrow) MGM

But Does That Make-You Mine-Gene Williams

(Clouds) King 15100 Castles in the Sand-The Mariners (With) Col (33)3-39193

Chante Moi-Toni Arden (So Deep) Col 39208 Chapet of the Roses Don Cherry (Beautiful) Des

Clouds-Gene Williams (But) King 15100 Come Back to Angouleme-A. Shelton-B. Faron

Ork (Don't) London 935 Dah'ling-J. Bushkin Ork (Portrait) Col 39214 Dick's Polka-L. Duchow Ork (Zing Zing) V(45)-51-1187

Do-Do-Melody, The-B. Chapel-L. Douglas Ork (Je T'Adore) Mer 5506 Don't Misunderstand-A. Shelton-B. Faron Ork

(Come) London 935 Don't Turn Around-The R. S. B. Gospel Singers (My Lord) Col 30237 Flyin' Eagle Polka—B. Lee-The Stargazers-P. Scala

Ork (Whose) London 934 Give Me Your Love-J. Viviano Ork (Gopher) V(45)51-1188

Goin' Back to Memphis-J. Shard Ork-Dorothy Ann (You're) Abbey 15038 Gopher Song, The-J. Viviano Ork (Give) V(45)-

Gypsy Heart-Tommy Edwards (Operetta) MGM 10921

Here Comes the Blues-Woody Herman-Billy Eckstine (I Left) MGM 10916 Home Isn't Home Without You-V. Garry-D. Taylor (Rainbow) Skylark SK 519

Hot Canary, The-J. Garber-P. Nero (That's) Cap

How Thoughtful of You-F. Weston Ork (Let) Col 29250 How Ya Sonna Keep 'Em Down on the Farm?-

Uncle Julius and His Boys (We Left) Cap 1422 Hug Me! Kiss Me! Love Me!-Helen Kane (The Aba) Col 39205

I Fell-Johnny Desmond (Too) MGM 10920 Herman (Here) MGM 10916

Love the Way You Say Goodnight-Doris Day (I'II Be) Col(33)39191

I Love You Much Too Much-Gordon Jenkins (Would) Dec 27490 I Want a Wittle Wabbit (The Wabbit Song)-E.

October (Pwuppy) King 15101 If I Were a Blackbird-L. Douglas Ork-S. Farrell (Lovesick) Mer 5593

If It Hadn't Been for You-H. Jerome Ork (Orange) London 979 If It's True-D. Coleman-The Originals (Once)

Belvedere 4002 If You've Got the Money (I've Got the Time)-T. Hill Ork (Mockin') Mer 5552

I'll Be All Smiles Tonight-Trudy Richards (That's) I'll Be Around-D. Day (I Love) Col(33)3-39191

m Crying Just for You Al Joison (In Our) Dec Jolean (1 m Crying) Dec 27410

It's Spring, It's Spring, It's Spring-Harry Wilcox-Karen O'Hara (Tell) Orbit R 523

Je T'Adore—B. Chanel-L. Douglas Ork (Do-Do-Melody) Mercury 5506

Jet-H. Lance-D. Vance Ork (With) Col(33)3-39218 Just Travelin'-B. Winkle-A. Woodbury Trio (September) Keyboard RGR 360-1

Kety Fusion Knight (The Letties Kissing Song, The-Dinning Sisters (Shenandoah) Cap 1429

Let Me in-P. Weston Ork (How) Col 39250 Light in the Window-Mariners (Loving) Col 39219 Little Child Dick Haymes (Operatio) Dec 27473 ollipop Tree. The-Evelyn Knight (Katy) Doc

Lonesome Gal-Paul Weston (Never) Col 39210 Loveliest Night of the Year, The-P. Faith Ork

Col 3-39192 Lovely Is the Night-J. Stafford-P. Weston Ork (San Antonio) Col(33)3-39206

Lovesick Blues-L. Douglas Ork-S. Farrell (If 1) Mer 5593

Loving_Is Believing-Mariners (Light) Col 39219 Lullaby of Broadway-D. Day-N. Luboff-B. Cole

Quartet (Please) Col 39197 Maggie Is My Sweetheart-M. Carron-Thrillwood Ork (My Little) Thrillwood 107

Mama-V. Damone (Operetta) Mer 5444 Mocking Bird Hill-T. Hill Ork (If You've) Mer 5552

My Girl Friend Julayda-F. Yankovic and His Yanks (Waltz) Col(33)3-39116 My Little Doll-M. Carron-Thrillwood Ork (Maggie)

Thrillwood 107 My Lord and I-The R. S. B. Gospel Singers (Don't) Col 30237

Never Let the Sun Set on a Quarrel—Paul Weston (Lonesome) Col 39210

Nickel Ain't Worth a Cent To bardo (Oh, What) Dec 274 No One But You Dick Haymes (There's) Dec

Norah-The Keynotes (Tipperary) London 941 Now the Day is Over Mills Bros. (Will) Dec

Oh What a Face fire Lombardo (A Nickel) Dec Old Carousel, The-Knightingales (The Popcorn)

Skylark SK 521 Once in Awhile-D. Coleman-The Originals (If It's) Belvedere 4002 Operetta-V. Damone (Mama) Mer 5444

Operetta-Tommy Edwards (Gypsy) MGM 10921 Orange Blossoms-H. Jerome (If It) London 379 Please Don't Talk About Me When I'm Gone-D.

Day (Lullaby) Col 39197 lark SK 521 Portrait of Tallulah No. 2-J. Bushkin Ork

(Dah'ling) Col 39214

Tell Me More-Harry Wilcox (It's Spring) Orbit That's How Our Love Will Grow-J. Garber Ork (Hot) Cap 1430

That's How Our Love Will Grow-Trudy Richards-Ray Charles (I'H Be) MGM 10922

There's More Protty Girls Than One Dick Haymes (No One) Dec 27472 Tipperary Samba-The Four Ramblers (Norah)

London 941 Tonight We'll Go Dancing-L. Baxter Ork-L.

Doherty (Sparrow) Cap 1440 Too Young-Johnny Desmond (I Fell) MGM 10930 Until Forever Lan Karsey (And 17 Dec 4820)

Pwuppy for Sale-E. October (I Want) King 15101 Vision of Bernadette, The-Bill Kenny (Precious) Rainbow Romance-Vivien Garry (Home) Skylark Dec 14547 Waltz That Made You Mine-F. Yankovic and His

Yanks (My Girl) Col(33)39116

We Left Our Wives at Home-Uncle Julius and His Boys (How Ya) Cap 1422 Whose Little Sunshine Are You?-B. Lee-The Stargazers-P. Scala Ork (Flyin') London 934

September in the Rain-B. Winkle-A. Woodbury Will There Be Any Stars? Mills Bros. (New) Dec With Love in My Heart-H. Lance-D. Vance Ork Seven Wonders of the World, The-L. Douglas

(Jet) Col 3-39218 With These Hands-The Mariners (Castles) Col (33)3-39193

Would I Love You? Gordon Jenkins († Eore) Dec So Deep My Love-Toni Arden (Chante) Col 39208 Softly and Tenderly-P. Page-R. Allen (Tag) Mer You Are the One-P. Faith Ork (Loveliest) Col

(33)3-39192 You're Gorna Love Somebody Someday-Dorothy

Ann-J. Shard Ork (Goin' Back) Abbey 15038

Zing Zing-Zoom Zoom-L. Duchow Ork (Dick's) Tag Along-P. Page-R. Allen (Softly) Mer 5592 V(45)51-1187

Album and LP Reviews

Said My Right Eye to My Left Eye-L. Douglas

San Antonio Rose-J. Stafford-P. Weston Ork

Shenandoah Waltz-Dinning Sisters (Kissing) Cap

Sparrow in the Tree Top-L. Baxter-L. Doherty

Sparrow in the Tree Top-Art Mooney (Beautiful)

Ork-S. Farfell (Seven) Mer 5594

(Lovely) Col(33)3-39206

(Tonight) Cap 1440

Trio (Just) Keyhoard 360-1

Ork-S. Farrell (Said) Mer 5594

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

POPULAR

POLKAS BY DORSEY-Jimmy Dorsey Ork (1-10")

Columbia (33) CL-6165 Clarinet Polka; Acapulco Polka; Licorice Stick Polka; We're Gonna Have Some Fun Tonight; Barbara Polka; Helena Polka; Laugh Polka; Julida

J. D., who helped bring Dixieland back alive with his "Dixie by Dorsey" album, here takes a fling at revitalizing the polka. Done by his big hand, Dorsey has produced an album which absolutely bubbles over with spirit and vitality. His polka I Left My Hat in Haiti-Billy Eckstine-Woody tempi may be a bit on brisk side but the liberty is taken for a musical point and, in fact, helps sell the package. The polkas in fact allow Dorsey to make prime use of his two-beat style in portions. J. D. gets plenty of his own clary licks in thruout; his style is peculiarly tailor-made for this type of music. One thing is for sure, never have polkas swung like this before. An excellent and different band album which should do okay with Dixie, polka and just plain dance addicts.

> JUKES Superb dance band On singles, every side records; musts for should prove excellent · pop whirlers. nickel grabbers.

LU WATTERS-Lu Watters Yerba Buena Jazz Band (1-10")

Down Home (33) DH-1001 Oh, By Jingo; Aunt Hagar's Blues; High Society; Muskrat Ramble; Alcoholic Blues; Roll, Jordan,

Half dozen of the typical product of this muchpublicized West Coast two-beat outfit comprise this collection. The Yerba Buena unit, a modern day group, dishes up music in the tradition of the beginnings of Dixieland with the banjo and tuba prominent in the projection of the rhythms. Recordings are well-balanced and brilliant, quite an accomplished job for a first LP from a little-known label. Performances are expert and the tunes, for the most part, are familiar two-beat matter. Traditionalists and the general two-beat collector

ROYAL WEDDING—Fred Astaire-Jane 86 Powell, MGM Studio Ork, Johnny Green, cond. (4-10") MGM 70

Happiest Day of My Life; Too Late Now; You're All the World to Me; Open Your Eyes; Every night at Seven; How Could You Believe Me When I Sald I Loved you When You Know I've Been a Liar All My Life; I Left My Hat in Haitl; Sunday Jumps. The newest MGM soundtrack album, from the "Royal Wedding" film, stacks up as a highly salesworthy successor to such predecessors as "Summer Stock," etc. Fred Astaire and Jane Powell make the most of an ear-tickling and diversified score by Burton Lane and Alan Jay Lerner, The crackerjack item is "How Could You Believe Me," etc., now known as "The Liar Song," and being promoted as a single. "Haiti," a sparkling L-A flavored novelty, and the ballad "Too Late Now" are other highlight items. In all, a happy movie package, with Astaire and Miss Powell delivering in fine fettle. The album will get the usual hefty and knowledgeable promotion from the Loew's forces-flickery, waxery and publiery.

JUKES "Liar" and "Haiti" could be profitable.

JOCKS Naturals for spins.

KING OLIVER (Vol. 1)-King Oliver Dixle Syncopaters (1-10")

Brunswick (33) BL-58020 Black Snake Blues; Willie the Weeper; Aunt Hagar's Blues; Speakeasy Blues; Sugar Foot Stomp; Snag It No. 2; Someday, Sweetheart; Too Bad.

Recorded between 1926 and 1928, these slicings are some of the prime landmarks in the waxed history of Jazz. Oliver, of course, was probably the basic inspiration and front-runner for all jazz trumpeting and was in fact responsible for the molding of Louis Armstrong. These records were made at a point in his career which could be considered the twilight. His power, creative ability and authority still were plainly evident. The recordings have been cleaned up considerably in the LP processing and serious jazz collectors

Classical Reviews

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

Continued from page 94

will form the ripest market for the platter.

CANTELOUBE: SONGS OF THE AUVERGNE - FOLK SONGS - Susan Reed, self accompanied and with a chamber group (1-12") Col ML-54368

This is a much-needed replacement set of the lovely French folk songs. Altho Miss Reed sings in Langue d'Oc, the native dialect, the inherent beauty of the folk melodies is readily transmitted to the listener via her obvious understanding and the playing of a first-rate chamber group. Eachanting as the melodies are, it is doubtful whether such esoteric material can attract a big following. Reverse side of the record, however, should interest a much larger group. Such familiar folk songs as "Sweet Betsy From Pike," "My Lagan Love" and "Molly Malone" are sung with consummate skill and a good deal of charm. Credit for the Canteloube transcriptions goes to Sam Feldman. Miss Reed accompanies herself on Irish harp for the

DEBUSSY: CHILDREN'S CORNER SUITE: SCHUMANN: FOREST SCENES, OP. 82 -Robert Casadesus, Piano (1-12") Col ML-4366

The choice of Casadesus to record these two works was an inspiration. Requiring, as they do, much technical skill, the enchanting Debussy and Schumann pieces are in good hands. Casadesus is considered one of the finest Debussy interpreters. "Children's Corner" requires little comment other than it contains the well-known "Golliwog's Cakewalk." Schumann's short, descriptive pieces, however, are not as familiar. It will suffice, perhaps, to point out titles of some of the nine piano Popcorn Man, The-Vivien Garry (The Old) Sky. scenes: "Hunter in Ambush," "Friendly Land-

found feeling for the music.

MAHLER: THE YOUTH'S MAGIC HORN-Lorna Sydney-Alfred Poell, Vienna State Opera Ork, Felix Prohaska, Cond. (2-12")

Vanguard (33) VRS-412-413

would not want to miss this set.

The ordinarily a set of the nature of this one would normally be restricted by the limited appreciation of its content, so much is bound to be said of its magnificent recording and inspired performance that the word-of-mouth alone should account for a sturdy standard sale. Indeed, this is an ideal presentation of art songs, particularly those of the composer Mahler, whose songs are perhaps among the most enduring of those produced in the 20th century. This is a first recording of the Mahler cycle built from the poems in the anthology which gives the group its title; only a few have been recorded at all. Therefore, the whole comes as an added revelation of the composer's lyric and poetic genius. Miss Sydney's mezzo is rick and expressive; baritone Poell is forceful, penetrating and resonant, and Probaska has knitted the whole into one of the finest of recent recordings.

NELSON EDDY: GREAT SONGS OF FAITH Chorus and Ork Cond. by Leon Arnaud (1-10")

Columbia (33) ML-2166

Faure: The Palms; Handel: Holy Art Thou; Bizet: Agnus Dei; Franck: Panis Angelicus; Gounod: There Is a Green Hill Far Away; Weatherly-Adams: The Holy City.

Eddy Offers a diversified program of religious music in a recording that is well-timed for the Easter season. He sings them convincingly and with proper devotion, with full ork and chorus to scape," "Wayside Inn" and the best-known of all, lend depth and body. Properly promoted, the "The Prophet Bird." The planist exhibits a pro- album could do well as a holiday item, for now and for Christmas, too.

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THE BILLBOARD Music Popularity Charts

The Honor Roll of **Popular Songwriters**

By Jack Burton

Annual Juke Box Section

No. 87—RALPH RAINGER

The night of April 30, 1929, when the curtain rose on the premiere of The First Little Show, proved to be Emancipation Day for two disgruntled barristers. Arthur Schwartz, who had composed several songs for the revue, and Ralph Rainger, the rehearsal pianist, both being released from bondage to Blackstone to achieve fame and fortune on Broadway and in Hollywood.

As far as Ralph Rainger is concerned, this opening night of 21 years ago was the big once-in-alifetime break that so many aspiring composers have experienced. The occasion ended a series of frustrations that had hampered him from childhood in his desire to follow a natural bent and become a popular songwriter.

The son of a dealer in carpets and rugs and a native of New wearing rompers. At the age of orchestra made up of such later-

six he began taking music lessons with his two brothers and two sisters largely in the interests of household economy, the piano teacher offering a special reduced family rate. When Rainger was 13 he had advanced so rapidly that his mother gave him a set of adult not to be crossed, Ralph begrudgbooks on musical composition as a Christmas gift.

The opening sentence in the first volume: "A composer is born and not made" both intrigued and challenged Ralph Rainger, who decided he'd show the author that such an affirmation didn't always hold true. Consequently, he spent all his spare time at the piano improvising melodies despite 'the nightly protests of his father, who believed his son was neglecting his studies and had Ralph's report card to prove it.

While attending high school in York's Lower East Side, where he Newark, where the family had Rainger took to music while still dances at \$1 an afternoon with an preme Court bench."

day celebrities as Ted Fio Rita, he ever pleaded. Two weeks later Benny Krueger and Nick Lucas, and in his senior year won a scholarship at Damrosch Institute of Musical Arts. Before the first term was completed, however, Ralph's father, fearing that his son was becoming a slave to the piano rather than its master, called a sudden halt on further advanced musical education and sent Ralph to his uncle, a highly successful physician, for sage and kindly counsel.

"There's no future in music," his uncle told him. "But a professional career-that's different! There's money and security in that."

And since Ralph's uncle was the financial head of the family and ingly took his advice and entered law school, paying his way thru college by driving a truck and working as a farm hand and a door-to-door salesman. His first job, after graduating with honors, was with a law firm at \$25 a week, which was raised to \$50 within a year, but Rainger made more money playing the ukulele with a cafe dance band, and Blackstone ran a poor second to Bach, Beethoven and Irving Berlin in his affections.

"I can't go on with a law career," he finally told his father one night. "I'd rather do what I want to was born October 7, 1901, Ralph moved, Ralph played for student do and starve than sit on the Su-

It was the most successful case

Ralph Rainger was in the orchestra pit of New York's Ambassador Theater, where the musical Queen High was playing.

Every night at the close of the show Rainger bought a sandwich, some chocolate bars and a package of cigarettes at the corner drugstore and returned to the darkened theater, climbing back into the deserted orchestra pit and improvising music until 3 and 4 o'clock in the morning with only the pilot light over the piano to guide his ambitious fingers. But the songs he wrote nobody would buy, and when Queen High closed after 332 performances, Rainger joined Clifton Webb and Mary Hay as a vaudeville accompanist The act got as far as the Palace Theater, Chicago, and then broke up, Webb returning to New York to take a leading role in The First Little Show, and Ralph going along with him as the rehearsal pianist.

The score Arthur Schwartz and Howard Dietz had written for the

production had no song in it for Clifton Webb, who decided to repair the oversight himself. Rainger volunteered to help, and brought several of his songwriting friends to Webbs apartment for post-midnight auditions. Webb, however, liked none of their numbers and, as a last resort, Rainger sat down at the piano and improvised a tune on the spur of the moment.

"That's it!", Webb declared after hearing the first few bars. Howard Dietz liked it, too, and supplied the lyrics. And Moanin' Low, Ralph Rainger's first published song, not only was the smash hit of The First Little Show but the big break that led a year later to a contract in Hollywood. Here, with Leo Robin as a lyricist, Rainger formed one of the great songwriting teams of the cinema capital that challenged Kalmar and Ruby, Gordon and Revel, and Dubin and Warren for hit parade honors with the advent of sound pictures.

(Continued next week)

RALPH RAINGER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Songs in Stage Musicals

1929-THE FIRST LITTLE SHOW

An intimate revue with Fred Allen, Clifton Webb and Libby Holman. Lyrics by Howard Dietz. Harms, Inc. MOANIN' LOW

(Available on the following records: Victor P(27817) in P-118, Lena Horne; Decca 24049 in A-1929, Fingerle and Schutt, dual planos.)

1930-TATTLE TALES

A Broadway revue. Lyrics by Leo Robin. Harms, Inc.

I'LL TAKE AN OPTION ON YOU (Available on Capitol 861, Ray Robbies orchestra.)

Popular Songs

1931—IS THIS THE MUSIC OF LOVE? Lyrics by Sam Coslow. Famous Music Corporation

1940-JUST A WHISTLIN', JUST A-WHITTLIN' AND A-WATCHIN' THE WORLD GO BY

Lyrics by Leo Robin. Crawford Music

(Available on Decca record 23151, Mary

Film Songs and Scores

1930—BE YOURSELF A United Artists' picture with Fanny

> Brice, Harry Green and Robert Armstrong. Lyrics by Billy Rose Robbins Music WHEN A WOMAN LOVES A MAN

1932—THE BIG BROADCAST A Paramount picture with Stuart Erwin,

Bing Crosby, Leila Hyams, Burns and Allen, Kate Smith, Mills Brothers, Boswell Sisters, Arthur Tracy and the orchestras of Vincent Lopez and Cab Calloway. Lyrics by Leo Robin. Famous Music Corporation. PLEASE

(Available on the following Columbia records: 4420-M and 4304, Bing Crosby.) HERE LIES LOVE

1933—BEDTIME STORY

A Paramount picture with Maurice Chevalier. Helen Twelvetrees, Edward Everett Horton, Adrienne Ames and Baby LeRoy. Lyrics by Leo Robin. Famous Music Cor-

poration. MONSIEUR BABY LOOK WHAT I'VE GOT IN A PARK IN PAREE HOME MADE HEAVEN

INTERNATIONAL HOUSE A Paramount picture with Peggy Hopkins Joyce, William C. Fields, Rudy Valee, Stuart Erwin, Burns and Allen, Col. Stoopnagle and Budd, Baby Rose Marie and Cab Calloway. Lyrics by Leo Robin. Famous

Music Corporation. THANK HEAVEN FOR YOU MY BLUEBIRD'S SINGING THE BLUES TORCH SINGER

A Paramount picture with Claudette Colbert, Ricardo Cortez, David Manners, Lyda Roberti and Baby LeRoy. Lyrics by Leo Robin. Famous Music Corporation. DON'T BE A CRY BABY GIVE ME LIBERTY OR GIVE ME LOVE

IT'S A LONG, DARK NIGHT TORCH SINGER THE WAY TO LOVE A Paramount picture with Maurice Cheva-

lier, Ann Dynrak and Edward Everett Horton Lyrics by Leo Robin. Famous Minsic Corporation. I'M A LOVER OF PAREE

IN A ONE-ROOM FLAT IT'S OH, IT'S AH, IT'S WONDERFUL THERE'S A WONDERFUL, LUCKY GUY

CRADLE SONG A Paramount picture with Dorothea Wieck, Evelyn Venable, Sir Guy Standing, Louise Dresser, Georgia Caine and Dickle Moure. Lyrics by Leo Robin. Famous Music Cor-

(Continued next week)

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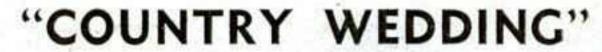
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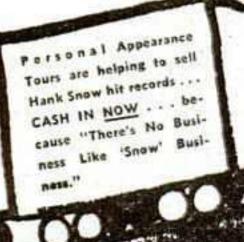
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King Cole Trio . . . Cap 15311

Wayne King . . . V 26329

9. I WONDER, I WONDER, I

MENTAL REASONS

Dinah Shore . . . Col 37188

Ella Fitzgerald . . . Dec 23670

Homer & Jethro . . . King 615

WONDER

(45) F1033

Allan Jones . . . V 10-1541 (45) 10. (I LOVE YOU) FOR SENTI-

1948 1. NOW IS THE HOUR Margaret Whiting . . . Cap 15024 Jerry Wald . . . Commodore 7502 Buddy Clark-Charioteers . . . Col 38115 Horace Heidt Ork . . . Col 38061 Bob Carroll . . . Dec 24378 Bing Crosby . . . Dec 24279 Charlie Kunz . . . London 196 Gracie Fields . . . London 110 Les Paul Trio-Clancy Hayes . . . Mercury 5103 Kate Smith-Jack Miller Ork . . . MGM 10125 Ray Bloch Ork . . . Signature 15178 Charlie Spivak . . . V 20-2704 2. MY HAPPINESS Ronnie Deauville . . . Bullet 1032 Pied Pipers . . . Cap 15094 McKay Trio . . . Continental 1241 Jon & Sondra Steele . . . Coral 60244 (45) 9-60244 Anne Vincent-Tina Laskowska . . . Dana 2017 Ella Fitzgerald . . . Dec 24446 (45) 9-24446 John Laurenz . . . Mercury 5144 Alan Dale . . . Signature 15206 3. YOU CAN'T BE TRUE DEAR Ronnie Deauville-Novelle Harm Trio . . . Bullet 1032 Sportsmen . . . Cap 15077 Marlin Sisters . . . Col 38211 Dick Haymes . . . Dec 24439 Zigry Lane . . . DeLuxe 1171 Ken Griffin . . . Rondo 228 (45) Vera Lynn . . . London 202 Colonial Ork . . . Standard T-136 Will Glahe Ork . . . V 25-1117 Dick James . . . V 20-2944 4. A TREE IN THE MEADOW Margaret Whiting . . . Cap '122 Bill Johnson . . . Col 38279 Monica Lewis-Ames Brothers . . Dec 24411 John Laurenz . . . Mercury 5148 Sam Browne . . . London 123 Paul Fennelly Ork-Reggle Goff . . . MGM 10211 Bob Lester & Country Cousins . . . Rainbow 70015 Joe Loss Ork . . . V 20-2965 5. YOU CALL EVERYBODY DARLIN' Tennessee (Slim) King . . . Apollo 161 Jack Smith . . . Cap 15156 Jerry Wayne . . . Col 38286 Patsy Garrett . . . Continental 1243 Texas Jim Lewis . . . Dec 46138 Andrews Sisters . . . Dec 24490 Bruce Hayes . . . DeLuxe 1178 Anne Vincent . . . Mercury 5155 Art Lund . . . MGM 10258 Al Trace Ork . . . Regent 117 Pee Wee King . . . V 21-0115 (45) 48-0118 Jack Lathrop . . . V 20-3109 6. I'M LOOKING OVER A FOUR LEAF CLOVER Alvino Ray Ork . . . Cap 735 Tiny Hill . . . Col 38100 Arthur Godfrey . . . Col 38081 Cody Fox . . . Col 20403 Maurice Chevaller . . . Dec 40135 Al Jolson . Dec 24681 (45) 9-24681 Russ Morgan-Milt Herth . . . Dec 24319 (45) 9-24319 Frankie Laine . . . Mercury 5105 Uptown String Band . . . Mercury Art Mooney . . . MGM 10119 (45) K10119 Ray Bloch Ork . . . Signature 15177 7. BALLERINA Buddy Clark-Dick Jones Ork . . . Col 38040 Bing Crosby . . . Dec 24278 Enric Madriguera Ork . . . Dec 25265 Mbrton Gould . . . Dec 23202 Jerry Shelton . . . Mer 5075 Jimmy Dorsey Ork . . . MGM 10035 Vaughn Monroe . . . V 20-2433; (45) 47-3257 NATURE BOY Nat (King) Cole . . . Cap 15054 Frank Sinatra . . . Col 38120 Dick Haymes . . . Dec 24439 Art Young-Mantovani Concert Ork . . . London 10013 John Laurenz . . . Mercury 5134 Dick James . . . V 20-2944 MANANA Peggy Lee . . . Cap (45) F15484 Mills Brothers . . . Dec 24333 Edmundo Ros Ork . . . London 187 Pedro Infante . . . Peerless 2043 Chelo Flores . . . V 70-7206 Joe Loss Ork . . . V 20-2819 IT'S MAGIC Doris Day . . . Col 38188 Vic Damone . . . Mercury 5138 Felix King . . . London 325 Buddy Kaye Quintet-Tune Timers .. MGM 10187

10. TWELFTH STREET RAG

Duke Ellington . . . Brunswick 80001 (45) 9-80001

Louis Armstrong . . . Col 35663 Frankie Carle . . . Col 35572 Morton Gould Ork . . . Col 4541-M

Dick Contine . . . Horace Heidt 1016

Pee Wee Hunt : . . Cap 15105

Andy Kirk . . . Dec 18123

Horace Heldt . . . Horace Heldt

Santo & His Dixieland Band .

Mercury 8925 (45) 8925X45

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Red Norvo . . . Cap 10187

Len Cleary . . . Mercury 5013 Arthur Smith . . . MGM 10294 Jack Fina Ork . . . MGM 10251 Edward (Kid) Ory . . . Modern 213 (33) 2010 Eddie (Piano) Miller . . . Rainbow 70033 (45) 45-70033 Jimmy Blade . . . Rondo 111 (45) 45111 (33) RLP-31 Liberace . . . Signature 15240 Kern & Sloop . . . Tempo 978 Shep Fields Ork . . . V 20-2449 1949 1. RIDERS IN THE SKY Foy Willing . . . Cap 40164 Peggy Lee-Jud Conlon Singers . . . Cap 604 Burl Ives . . . Col 38445 (33) 3-38445 Gene Autry . . . Col 20635 (33) 3-20635 Nelson Eddy . . . Col 4584-M Bing Crosby-Ken Darby Singers . . . Dec 24618 Stan Jones . . . Mercury 5320 Derry Falligant . . . MGM 10404 Pedro Vargas . . . V 23-1400 Sons of the Pioneers . . . V 21-0065 (45) 48-0060 Spike Jones . . . V 20-3741 (45) 47-3741 Vaughn Monroe . . . V 20-3411 (45) 47-2902 2. THAT LUCKY OLD SUN Dean Martin . . . Cap 726 Frank Sinatra . . Col 38608 (33) 3-36608 Sarah Vaughan . . . Col 38559 (33) 3-38559 Louis Armstrong . . . Dec 24752 (45) 9-24752 Hot Lips Page . . . Harmony 1077 Frankie Laine . . . Mercury 5316 (33) MGM-25027 Bob Houston . . . MGM 10509 Bill Day . . . Modern 20-711 Vaughn Monroe Ork . . . V 20-3531 (45) 47-3018 3. YOU'RE BREAKING MY HEART Ralph Flanagan Ork . . . Bluebird Jan Garber Ork . . . Cap 719 Buddy Clark . . . Col 38546 (33) 3_38546 Ted Daffan . . . Col 20063 Ink Spots . . . Dec 24693 Phil Brito . . . Harmony 1051 Vic Damone . . . Mercury 5271 (45) 501X45 Russ Case Ork . . . MGM 10478 Bill Harrington . . . Vocalion 55019 4. CRUISING DOWN THE RIVER Jack Smith-Clark Sisters . . . Cap Frankie Carle . . . Col 38411 (33) 3-38411 Ames Brothers . . . Coral 60035 Russ Morgan Ork . . . Dec 24568 (45) 9-24568 Danny Majewski . . . Harmonia 1215 Primo Scala Band . . . London 356 Helen Carroll . . . Mercury 5249 Blue Barron Ork . . . MGM 10346 (45) K10346 Three Suns . . . V 20-3349 (45) 47-3272 5. SOME ENCHANTED EVENING Eve Young . . . Bluebird 31-0009 Al Goodman Ork . . . Bluebird 31-0002 Paul Weston Ork . . . Cap 629 (45) F629 Gordon MacRae . . . Cap 596 (45) F600 Jo Stafford . . . Cap 544 (45) F548 Frank Sinatra . . . Col 38446 (33) 3-38446 Ezio Pinza . . . Col 4578-M Carmen Cavallaro . . Dec 24727 (45) 9-24727 Eadle & Rack . . . Dec 24707 Al Joison . . Dec 24667 Bing Crosby ... Dec 24609 Janette Davis . . . Harmony 1048 Stanley Black Ork . . . London 455 John Laurenz . Mercury 5276 (33) MG-26002 Hugo Winterhalter Ork-Stuart Foster . . . MGM 10399 Al Goodman Ork ... V 28-0435 (45) 52-0022 Ralph Flanagan . . . V 20-3651 (45) 47-3174 Perry Como . . V 20-3402 (45) 47 - 2896Bill Harrington . . . Vocalion 55000 6. AGAIN Charles Brown . . . Aladdin 3066 Mel Torme . . . Cap 15428 Gordon Jenkins Ork . . . Dec 24602 (45) 9-24602 Felix King . . . London 327 Vera Lynn . . . London 310 Vic Damone . . . Mercury 5261 (33) MGM-25028 Art Mooney . . . MGM 10398 Billy Bishop Ork . . . Bullet 1060 Doris Day . . . Col 38467 (33) 1-211 Tommy Dorsey . . . V 20-3427 Bill Harrington . . . Vocalion 55001

7. FOREVER AND EVER

3-38410

Margaret Whiting . . . Cap 15386

Dinah Shore . . . Col 38410 (33)

Russ Morgan Ork . . . Dec 24569

Helen Carroll . . . Mercury 5252

Floyd Dixon . . . Modern 20-725

Fran Allison . . . Rondo 185 (45)

Gracie Fields . . . London 362

Perry Como . . . V 20-3347 (45) Roy Ross . . . Vocalion 55004 8. MULE TRAIN Tennessee Ernie . . . Cap 40258 (45) Woody Herman-Nat "King" Cole ... Cap 787 Gordon MacRae . . . Cap 777 (45) Nelson Eddy . . . Col 38645 (33) 3-38645 Burl Ives . . . Col 38644 (\$3) 3-38644 Gene Autry . . . Col 20651 (33) 3-20651 Val Tino . . . Dana 2059 Buzz Butler . . . Dec 46194 Bing Crosby . . . Dec 24798 Cowboy Copas-Grandpa Jones . . . King 835 Frankie Laine . . . Mercury 5345 Arthur Smith . . . MGM 10557 Syncopators . . . National 9093 Vaughn Monroe . . . V 20-3600 (45) 47-3106 Joe Culpeper . . . Vocalion 55074 Maddox Brothers & Rose . . . Four Star 1399 9. ROOM FULL OF ROSES Jack Searle . . . Bluebird 31-0012 Starlighters-Paul Weston Ork . . . Cap 617 Jerry Wayne . . . Col 38525 (33) 1 - 278George Morgan . . . Col 20594 (33) 3-20594 Sandy Sims . . . Coral 60067 Cass County Boys . . . Dec 46174 Dick Haymes . . . Dec 24632 Phil Brito . . . Harmony 1051 Eddy Howard . . Mercury 5296 (33) MG-25030 Sons of the Pioneers . . V 21-0065 (45) 48-0060 Sammy Kaye . . . V 20-3441 (45) 47-2908 Chuck Foster . . . Vocalion 55013 10. SLIPPING AROUND Margaret Whiting-Jimmy Wakely ... Cap 40224 (45) F40224 Floyd Tillman . . . Col 20581 (33) Ernest Tubb . . . Dec 46173 (45) 9-46173 Texas Jim Robertson . . . V 21-0074 (45) 48-0071 1950 1. GOODNIGHT IRENE Lawrence "Piano Roll" Cook . . . Abbey 15017 (45) 45-15017 Leadbelly . . . Atlantic 917 Eddle Grant . . . Cap 1158 (45) F1158 Jo Stafford . . . Cap 1142 (45) F1142 Joe Allison . . . Cap 1122 (45) Gene Autry . . . Col 38934 (33) 3-38934 Frank Sinatra . . . Col 38892 (45) 4-38892 Jack Shook-Dottie Dillard-Owen Bradley Quintet . .. Coral 64054 Cliff Steward . . . Coral 60266 Harmony Bells . . . Dana 705 Gunter Lee Carr . . . Dec 48167 (45) 9-48167 Lenny Lee . . . Dec 46258 (45) 9-46258 Ernest Tubb-Red Foley . . . Dec 46255 (45) 9-46255 Ted Maksymowicz Ork . . . Dec 45113 (45) 9-45113 Gordon Jenkins Ork-Weavers . . . Dec 27077 (45) 27077 Mighty Man Maxwell . . . Discovery 524 Orioles . . . Jubilee 5037 Moon Mullican . . . King 886 Alexander Brothers . . Mercury Paul Gayten . . . Regal 3281 Dennis Day . . . V 20-3870 (45) 47-3870 2. MONA LISA Frank Culley Ork . . . Atlantic 918 Jimmy Wakely . . . Cap 1151 (45) F1151 Buddy Cole . . . Cap 1104 (45) F1104 Nat (King) Cole . . . Cap 1010 (45) F1010 Leighton Noble Ork . . . Coral 60250 Harry James Col 38768 (33) 3-38768 Harmony Bells . . . Dana 706 Don Cherry-Victor Young Ork . . . Dec 27048 (45) 9-27048 Texas Tyler . . . Four Star 1514 Moon Mullican . . . King 886 Charlie Spivak ... London 619 (45) Alexander Bros. . . . Mercury 5447 (45) 5447X45 Art Lund . . . MGM 10689 Ralph Flanagan . . . V 20-3888 (45) 47-3888 Dennis Day . . . V 20-3753 (45) 47-3753 3. THIRD MAN THEME Alvino Rey . . . Cap 820 (45) F820 Hugo Winterhalter Ork . . Col 38706 (33) 3-38706 Cale Vienna Quartet ...: Col 38665 (33) 3-38665 Art Ryerson Quintet . . . Coral 60168 Owen Bradley Quintet . . . Coral 60159 (45) 9-60159

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Phil Regan . . . Dec 25076

Glenn Miller . . . Dec 25075

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Dinah Washington Mercury 2052 Lennie Tristano Mercury 1062	Sidney Bechet Blue Note 44 Cab Calloway Brunswick 80016
Erroll Garner Mercury 1003 (45)	Jubalaires Cap 70040 Baba Gonzales Cap 60012
Sarah Vaughan MGM 10762 (45) K10762	Margaret Whiting Cap 724 (45)
Dinah Shore V 45-0008	Barclay Allen Cap 15107
Bunny Berigan V 20-1500 & 36208	Johnny Mercer-Pied Pipers Cap 10062
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80139	Dinah Shore Col 37854 Pearl Bailey Col 37570
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Jerry Gray Ork Dec 27177 (45) 9-27177	Billie Holiday Col 30229 Bob Wills Col 20204
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1039 (45) 45-1039 Glenn Miller V20-1753	Lenny Dec Dec 46263 (45) 9-
Ralph Font Ork Apollo 1074	46263 Milton Brown Dec 46001
Tiny Grimes Quintet Atlantic 886	Guy Lombardo Dec 25397 (45) 9-25397
Billy Butterfield Cap 15189	Frank Froba Dec 23601 (45)
Clark Dennis Cap 15075 & 715 Harry James Ork Col 37218	9-23601 Larry Adler Dec 23524
Don Baker Col 37526 Marek Weber Ork Col 36571	Quintet of the Hot Club of France
Vladimir Selinsky String Ork Col 36475	
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Emil Coleman DeLuxe 1010	(45) 8053X45
Wandy Tworek London 5074 Jan August Mercury 5231 (45)	Jerry Byrd Mercury 6291 Ralph Flanagan Rainbow 30404
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49-0526 Xavier Cugat Ork V 25184	Paul Robeson V 24635 SENTIMENTAL JOURNEY
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Ken Griffin Col 38889 (45) 4-	Les Brown Ork Col 37347 (45)
38889 Frankie Carle Col 36692	4-37347 Hank (Sugarfoot) Garland Dec
Lawrence Welk Ork Dec 23759 Dick Lewis Imperial 5045	27426 (45) 9-27426 Ella Fitzgerald-Eddie Heywood
Mid States Four London 673 (45) 30281	
Del Courtney Ork Mercury 5054	Ben Pollack Modern 211 (45)
Jack Fina Ork MGM 10409 Freddie (Schnickelfritz) Fisher Ork	45-123 Don Pablo Ork Rondo 157 (45)
Regent 125 Don Pablo Ork Rondo 158 (45)	45-157 SOUTH
45-158	Pete Daily Cap 7-1233 (45) 6P-
47-3231	Light Crust Doughboys Col
Wayne King Ork V 20-3031	Woody Herman Coral 60119
MARIE Peter Yorke Ork Dec 27107 (45)	"Hot Lips" Page Dec 18128
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Don Byas Savoy 627 Brother Bones-Shadows Tempo	47-2956
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3-38529	Jan Garber Ork Cap 731 (45) F731
Abe Lyman Ork Col 37510 Al Goodman Ork Col 35617	Jo Stafford Col 39056 (45) 4-
Horace Heldt Ork Col 35425 Gene Autry Col 20524	39056 (33) 3-39056 Modernaires Col 38401
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3104

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Frankie Carle . . . Col 37315 Sonny Kendis Ork . . . Col 36395

Eddy Duchin Ork . . . Col 36118

Morton Gould Ork . . . Col 7556-M Andre Kostelanetz Ork . . Col

Morley & Gearhart . . . Col 4521-M

Elliott Lawrence Ork . . . Dec 27123

Roy Eldridge Ork . . . Dec 25440 Delta Rhythm Boys . . . Dec 25395

Edgar Hayes Ork . . . Dec 25106

Hoagy Carmichael . . . Dec 23797

Dick Haymes . . . Dec 23750 (45)

Coleman Hawkins-Freddy Johnson

Dave Bartholmew Ork . . . DeLuxe

Percy Faith Ork . . . Dec 23535

Guy Lombardo . . . Dec 25271

Jerry Gray . . . Dec 24956

Larry Adler . . . Dec 23674

Phil Baker . . . Dec 23500

Dave Apollon . . . Dec 18137

Ted Martin . . . DeLuxe 1014

Jose Melis Ork . . . Mercury 5038 Earl Hines . . . Mercury 1091

Lord Nelson . . . King 4235

104	Martin Mercury 1040 (45)
	Rose Ork MGM 30058 Eckstine MGM 10716
Edgar	Hayes Modern 20-524
Errol	e Fields Savoy 654 Garner Savoy 577 (45)
Dicki 101	e Thompson Ork Signature
Kern	& Sloop Tempo 954
	Venuti Ork Tempo 532 Leibert V 20-3783 (45)
47-	3783
Russ	Case Ork V 20-2828 Beneke Ork V 20-2016
Glen	Beneke Ork V 20-2016 n Miller Ork V 20-1754
Tom	or Steber V 11-9186 my Dorsey-Frank Sinatra-Pied
Pip	oers V 27233 Shaw Ork V 27230
TRIN	G OF PEARLS
Benn	y Goodman Ork Col 38062
Jerry	Gray Ork Dec 27177 (45)
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Cour	ny Mercer Cap 15318 at Basie Col 36709
Rice	Wills Col 20218 Brothers Gang Dec 46069
Clyd	e McCoy Ork Dec 25014 (45) 25014 & Mercury 5118
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(3:	3) 3-37269
Glen	ce Heidt Ork Col 36275 Gray Dec 25135
Dick	Contino Horace Heidt 501-7 d Rose MGM 30124
Mort	on Thal's Three Tops Mod-
	n 1006 e Suns V 20-2359 (45)
47	-2841
Glen	Beneke Ork V 20-2234 n Miller Ork V 20-1753
	TATION iy Cole Cap 20053
Mort	on Gould Ork Col 55033
	er Cugat Ork Col 35923 Stevens Col 4528-M
Carr	nen Cavallaro Dec 25402
	ion Jenkins Ork Dec 24523 Dec 23533
Eddi	e Heywood Dec 23811
Gert	Crosby Dec 23754 rude Niesen Dec 18351
Ted	Martin DeLuxe 1014 Bostic King 4214
Glen	n Osser Ork Mercury (45)
	7X45 gie Stoll-MGM Ork MGM
30	050
Billy	Eckstine MGM 10458 race Signature 15238
Kerr	& Sloop Tempo 942 (33)
	PT-2026 y Como V 20-1919
Arti	Shaw Ork V 27230
	DO JUNCTION Savitt Ork Brunswick 80140
Harr	y James Col 38526 (33)
	38526 c Krupa Col.37530
Ersk	ine Hawkins Coral 60361 5) 9-60361 and V 20-3835
Gler	in Miller Ork V 20-1754
	FTH STREET RAG
Duk	
80	001 (45) 9-80001
Red	Wee Hunt Cap 15105 Norvo Cap 10187
Lou	s Armstrong Col 35663 akie Carle Col 35572
Mor	ton Gould Ork Col 4541-M
And	y Kirk Dec 18123 see Heidt Ork Horace Heidt
50	0-5
	Contino Horace Heidt 1016 to and His Dixieland Band
San	TO THE PARTY AND ADDRESS OF THE PARTY AND ADDR

Len Cleary . . . Mercury 5013 Arthur Smith . . . MGM 10294 Jack Fina Ork . . . MGM 10251 Edward "Kid" Ory. . . . Modern 213 (33) 2010 Eddie "Piano" Miller . . . Rainbow 70033 (45) 45-70033 Jimmy Blade . . . Rondo 111 (45) 45-111 (33) RLP-31 Liberace . . . Signature 15240 Kern & Sloop . . . Tempo 978 Shep Fields Ork . . . V 20-2449 WALTZ YOU SAVED FOR ME, THE Cliffie Stone . . . Cap 48030 (45) 3F-40147 Al Goodman Ork . . . Col 35618 Bob Wills . . . Col 20241 Light Crust Doughboys . . . Col Bing Croeby . . . Dec 25186 (45) 9-25186 Wayne King Ork . . . V 20-2934 (45) 47-2800 and V 27450 WHITE CHRISTMAS Ralph Flanagan Ork . . . Bluebird 30-0009 (45) 54-0004 Statesmen Quartet . . . Cap 40263 Jo Stafford . . . Cap 15200 (45) Wesley Tuttle . . . Cap 1266 (45) F-1266 Gordon Jenkins Ork . . . Cap 1263 (45) F-1263 Ken Griffin . . . Col 38911 Frank Sinatra . . . Col 38257 Harry James . . . Col 37955 Charlie Spivak . . . Col 36649 Andre Kostelanetz Ork . . . Co 7666-M Liberty Ork . . . Continental 1152 Ames Brothers . . . Coral 60113 (45) 9-60113 Sister Rosetta Tharpe . . . Dec 48119; (45) 9-48119 Ernest Tubb . . . Dec 46186 (45) 9-46186 Artie Shaw . . . Dec 27243 (45) 9-27243 Fred Waring . . . Dec 24500 (45) 9-24500 Jesse Crawford . . . Dec 24143 (45) 9-24143 Ethel Smith . . . Dec 24142 (45) 9-24142 Carmen Cavallaro . . . Dec 24141 (45) 9-24141 Ink Spots . . . Dec 24140 (45) 9-24140 Bing Crosby . . . Dec 23778 (45) 9-Guy Lombardo . . . Dec 23738 Jascha Heifetz . . . Dec 23376 (45) 9-23376 Harold Parr . . . Horace Heidt 1010 Charles Spivak Ork . . . Harmony Cowboy Copas . . . King 675 Gracie Fields . . . London 300 (45) 30133 Vic Damone . . . Mercury (45) 5515X45 Eddy Howard . . . Mercury 5216 C. E. Cronham . . . Mercury 1126 (45) 1126X45 Phil Brito . . . MGM 10779 (45) K-10779 Kate Smith . . . MGM 10096 (45) K-10096 Hadda Brooks Trio . . . Modern 20-Ravens . . . National 9062 Monica Lewis . . . Signature 15151 Bobby Doyle . . . Signature 15056 Jack Owens . . . Tower 1261 Dinah Shore . . . V 45-0009 Eddy Arnold . . . V 21-0390 (45) 48-0390 Hugo Winterhalter Ork . . . V 20-3937 (45) 47-3937 Three Suns . . . V 20-3568 (45) 47-Sammy Kaye Ork . . . V 20-2393 (45) 47-2864 Perry Como . . . V 20-1970 (45) 47-2971 Pied Pipers . . . Cap 10072 Robert Maxwell . . . Col 37865 Al Goodman Ork . . . Col 35759 Andre Kostelanetz Ork . . . Col 7455-M Guy Lombardo . . . Dec 23766 (45) 9-23766 Pearl Bailey . . . Harmony 1059 George Olsen . . . Mercury 5222 Eddie "Piano" Miller . . . Rainbow 90011 Kern & Sloop . . . Tempo 934 Freddy Martin . . . V 20-3644 (45) Andre Previn . . . V 20-3619 (45) 47-3125 Vaughn Monroe . . . V 20-3486 (45) 47-2945 Tommy Dorsey-Jack Leonard . . . V 25693 WOODCHOPPER'S BALL Woody Herman Ork . . . Col 37238 and Dec 25079 (45) 9-25079

Records Available on Ten **Top Tunes From 1945-1950**

· Continued from page 117

Hank (Sugarfoot) Garland Dec 46218	*
Victor Young Ork Dec 2704 (45) 9-27048	8
Ernst Naser Dec 24916	
Ethel Smith Dec 24908 (45 9-24908	5)
Guy Lombardo Dec 24839 (45 9-24839	5)
Anton Karas London 536 (45)	5)
Herman Stachow Mercury 53' (45) 5373X45	73
Franz Dietschmann MGM 1059	93
Ben Pollack Modern 203 (45 45-122	
Dave Apollon National 910 (45) 9104X45)4
Zeke Turner Regent 173	- 1
Frank Gottschalk Tempo 47 (45) 4720	70
Louis Arcaraz Ork V 23-520 (45) 51-5207)7
Freddy Martin Ork V 20-379 (45) 47-3797	77
Ray McKinley Ork V 20-3709	9

(45) 47-3242

	Irving Fields Trio V 20-3696 (45) 47-3222
4.	IT ISN'T FAIR
	Benny Goodman Ork Cap 860 (45) F860
	Les Brown Ork Col 38735 (33) 3-38735
	Bill Harrington-Three Beaus and a Peep Coral 60156
	Joe Marine-Waring Pop Ork Dec 24895
	Freddy Miller Ork King 15034
	Dinah Washington Mercury 8169 (33) MG-25060
	Richard Hayes Mercury 5382 (45) 5382X45
	Bill Farrell MGM 10637
	Sammy Kaye Ork V 20-3609
5.	HARBOR LIGHTS
	Ray Anthony Ork Cap 1190 (45) F1190
	Sammy Kaye Ork Col 38968 (45) 4-38963 (33) 3-38963
	Ken Griffin Col 38889 (45) 4-38889 (33) 3-38889
	Stan Jaworski Dana 718
	(Continued on page 137)
	The state of the s

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BILL ELLSWORTH

75 E. Wacker Drive Chicago, Illinois

A NUMBER 1

FOR THE NUMBER 1 SPOT on 1950 JUKE BOX PLAYS...





"GRAND OLE OPRY," WSM, Nashville, Tenn.

FIFTY YEARS OF TOP SONG HITS 1900

Basil Fomeen . . . Dec 24034

"A" YOU'RE ADORABLE (1949) Tony Pastor Ork . . . Col (78) 38449 (33)3-39191 Anne Vincent . . . Mercury 5253 Buddy Kay Quintet . . . MGM 10310 (45) 47-3170 AC-CENT-TCHU-ATE THE POSITIVE (1945)Johnny Mercer . . . Cap (78) 10155 2064-A (45) F15512 ALICE BLUE GOWN (1919) Bing Crosby & Andrews Sisters . . . Dec 23379 80121 (33) BL 58025 ADIOS, MARIQUITA LINDA (1939) Don Pablo Ork . . . Latin American ADIOS MUCHACHOS (1932) 4-Star (78) 1356 Pancho . . . Dec 25071 Xavier Cugat . . . Col 37397 6124 Morton Gould Ork . . . Col 4428-M Andre Kostelanetz Ork . . . Col 35968 Les Baxter . . . Cap 15690 47-2718 Andy Russell . . . Cap 20033 Harry Horlick Ork . . . MGM 30182 Don Pablo Ork . . . Latin American AFTER I SAY I'M SORRY (1926) Marlene Fingerle-Arthur Schutt . . . Dec 24038 (Medley) Dinah Shore . . . Col 37262 Eddie Fisher . . V (78)20-4037 (45) 9-48199 (45) 47-4037 AFTER THE BALL ('90s) Eddie Considine . . . London 251 Guy Lombardo . . . Dec 25342 ALL BY MYSELF (1921) Franz Gottschalk . . . Tempo (78) 472 (45) 4722 Knickerbocker Serenaders . . . Dec 18552 (Medley) AFTER YOU'VE GONE (1918) Art Tatum Trio . . . Brunswick (78) 80141 (45) 9-80141 Ray Benson . . . Dec 24006 (Medley) Nappy Lamare . . . Modern (33) F 15638 M2010 and Modern (78) OJ-101 Bing Crosby-Eddie Condon . . . Dec 24114 ALL MY LOVE (1950) Martha Raye . . . Discovery 503 Roy Eldridge . . . Dec 24417 (45) 9-60290 Al Jolson . . . Dec (78) 24683 (45) 9-24683 F1183 Frankie Carle . . . Col 36333 . Col 36399 Beny Goodman Ork 3-39006 Benny Goodman Sextet . . . Col (33) 3-38918 Gene Krupa Ork . . . Col 38147 Lester Young . . . Aladdin 127 (33) 3-38913 Art Van Damme . . . Cap 570 Cliffie Stone . . . Cap 15316 Tommy Dorsey . . . V 20-2007 Jimmy Dorsey Ork . . . London 344 Ben Light . . . Tempo (78) 624 (45) (45) 9-60290 4712 (33) MTT 2020 (45) 9-27118 AGAIN (1949) 9-27117 Charles Brown . . . Aladdin (78) Al Jolson . . . Dec 23953 3066 (33) AL 702 Doris Day . . . Col (78) 38467 (33) 3-38467 (45) 5455X45 Gordon Jenkins Ork . . . Dec (78) 24602 (45) 9-24602 (33) DL-5307 Felix King . . . London 327 47-3870 Vera Lynn . . . London 310 Vic Damone . . . Mercury (78) 5261 (33) MG-25028 Art Mooney Ork . . . MGM 10398 ALL OF ME (1931) George Floyd . . . Supreme 1531 Tommy Dorsey Ork . . . V 20-3427 Bill Harrington . . . Vocalion 55001 (1910 and 1922) AH! SWEET MYSTERY OF LIFE Jan Garber . . . Coral (78) 60051 (45) 9-60051 (33) CRL 56001 Bing Crosby . . . Dec 23815 Charles Kullman . . . Col 4107-M Col 35587 Robert Merrill . . . V (78) 10-1330 (45) 49-0224 Vaughn Monroe . . . V (78) 20-3639 (45) 47-3162 Jess Crawford . . . V 22333 Mantovani Ork . . . London R10,071 Eugene Conley-Farnon Ork . . London (78) R10,129 (33) LPS 13 AIN'T MISBEHAVIN' (1929) Dinah Washington . . . Mercury 8072 (Medley) James P. Johnson . . . Dec 23594 Marlene Fingerle-Arthur Schutt . . . Dec 24051 (Medley) Modern 20-652 Kay Starr . . . Modern 20-680 Carmen Cavallaro . . . Dec 24552 Louis Armstrong . . . Dec 25355 Benny Goodman Sextet . . . Col Irene Dunne . . . Dec 40017 Harry James Ork . . . Col 36887 Victor Borge . . . Col 36914 Eddy Duchin . . . Col 37517 Al Goodman Ork . . . Col 35759 Fats Waller . . . V 20-1581 Zep Meissner Band . . . MGM 30165 Ben Light . . . Tempo (78) 566 (33) Andre Kostelanetz Ork . . . Col TT 2052 (45) 4708 4268-M AIN'T SHE SWEET? (1927) Frank Sinatra . . . Col 37258 Milt Herth Trio . . . Coral 60079 Dennis Day . . . Cap 10013 Clark Dennis . . . Cap (78) 10013 Bob Hannon-Johnny Ryan . . . Dec (45) F 15487 Sy Oliver Ork . . . Dec (78) 27418 Freddy Martin . . . V (78) 20-3642 (45) 9-27418 (45) 47-3165 Jimmy Lunceford Ork . . . Col 38097 Lee Richardson . . . Apollo 1035 Tiny Hill . . . Mer 5308 Ben Light . . . Tempo (78) 570 (33) AIN'T WE GOT FUN? (1921) MTT 2022 Carmen Cavallaro . . . Dec 24018 ALL THROUGH THE DAY (1946) (Medley) Margaret Whiting . . . Cap 240 Margaret Whiting & Bob Hope . . Frank Sinatra . . . Col 36962 Cap 783 Bing Crosby . . . Dec 23680 ALABAMY BOUND (1925) Dick Haymes, Helen Forrest . . . Dec Basil Fomeen . . . Dec 24033 (Medley) Kern & Sloop . . . Tempo 934 Clyde Hurley . . . RPM 299 James Melton . . . V 11-0224 Eddie Cantor . . . Dec 24597 A. J. Powell Banjo Octette . . . Lon-ALLAH'S HOLIDAY (1916) Jesse Crawford . . . Dec 23666 Kern & Sloop . . . Tempo 962 don 450 Kern & Sloop . . . Tempo (78) 1074 (33) TT 2054 (45) 4592 The Three Suns . . . V 20-3349 ALONG THE ROCKY ROAD TO ALEXANDER'S RAGTIME BAND **DUBLIN** (1915) Roche's Harp & Shamrock Ork . .

Bob Grant . . . Dec 24084 (Medley)

Bing Crosby-Al Joison . . . Dec 40038

String Band with Voc . . . Dec 46072

Andrews Sisters . . . Dec 24424

Al Goodman Ork . . . Col 36449

Bunk Johnson . . . Dec 25132

Dec 12058

Eileen Farrell . . . Dec 23366

Deanna Durbin . . . Dec 23397

Guy Lombardo . . . Dec 23817

Hadda Brooks . . . Modern 20-713

ALWAYS (1925)

Hoosier Hot Shots . . . Col 20292 Johnny Mercer . . . Cap 10064 Miff Mole & Little Molers . . . Col Sammy Kaye . . . V (78) 20-3647 Joe Venuti-Bobby Maxwell . . . Tempo (78) 410 (45) 4526 (33) Ben Pollack . . . Brunswick (78) Ted Straeter . . . Dec 24011 (Medley) Eddie Duchin . . . Col 36744 Carl Journell with Grady Hester . . Betty K . . . Imperial (78) 1124 (45) Pied Pipers . . . Cap 10158 Wayne King . . . V (78) 27459 (45) Ben Light . . . Tempo (78) 604 (33) MTT 2022 ALL ALONE (1911 and 1924) Bob Grant . . . Dec 24028 (Medley) Carmen Cavallaro . . . Dec 24423 Victor Young . . . Dec (78) 27287 (45) 9-27287 (33) DL-5294 Doles Dickens . . . Dec (78) 48199 Al Goodman Ork . . . Col 36452 ALL ALONE MONDAY (1926) Leo Reisman . . . Dec 24177 Glen Gray . . . Coral 60324 Bing Crosby . . . Dec 23649 Big Bill . . . Col 30012 Buddy Clark . . . Col 37085 Herb Kern . . . Tempo 1060 ALL I DO IS DREAM OF YOU (1934) Benny Goodman Trio . . . Cap Jimmy Lunceford . . . Dec 25421 Jack Fina Ork . . . MGM 30117 Harry Babbit . . . Coral (78) 60290 Eddie Grant . . . Cap (78) 1183 (45) Jack Smith . . . Col (78) 39006 (33) Percy Faith Ork . . . Col (78) 38918 Xavier Cugat Ork . . . Col (78) 38913 Dinah Shore . . . Col 37555 Lucienne Delyle . . . Col 4052-F Harry Babbitt . . . Coral (78) 60290 Guy Lombardo . . . Dec (78) 27118 Bing Crosby . . . Dec (78) 27117 (45) Patti Page . . . Mercury (45) 5512X45 Patti Page . . . Mercury (78) 5455 Russ Case Ork . . . MGM 10792 Dennis Day . . . V (78) 20-3870 (45) Jacqueine François . . . Vocalion (78) 560.095 (33) PL-3070 Ray Benson . . . Dec 24057 Jimmy Dorsey . . . Dec 25069 Count Basie . . . Col 36675 Page Cavanaugh Trio . . . V 20-2085 Helen Forrest . . . MGM 10029 Frankie Laine . . . Mer 5048 ALL OR NOTHING AT ALL (1943) Frank Sinatra, Harry James Ork . . Merl Lindsay . . . MGM 10848 ALL OVER NOTHING AT ALL (1922) Bob Grant . . . Dec 24021 (Medley) ALL THE THINGS YOU ARE (1939) Tony Martin . . . Mercury 5052 Hildegarde . . . Dec 23115 Fred Waring . . . Dec 23727 Carmen Cavallaro . . . Dec 23793 Charles Baum . . . Dec 24095 Jerry Gray Ork . . . Dec 24956 Gene Norman's "Just Jazz" . . . Tony Martin . . . Dec 25042 & 25262 Guy Lombardo . . . Dec 25044 Gordon Jenkins Ork . . . Dec (78) 27168 (45) 9-27168 (33) DL-5276

(Medley) Ink Spots . . . Dec 24140 Victor Young . . . Dec (78) 27288 (45) 9-27288 (33) DL 5294 Hal Derwin . . . Cap 15071 Gordon Jenkins . . . Cap F15695 Gordon Jenkins . . . Cap 125 Sammy Kaye . . . V (78) 20-3645 (45) 47-3168 Al Goodman Ork . . . Col 36452 Ziggy Elman Ork . . . MGM 10277 George Hartman . . . Mer 5176 Ben Light , . . Tempo (78) 610 (33) MTT 2020 AM I BLUE (1929) Marlene Fingerle-Arthur Schutt . . . Dec 24051 (Medley) Eddie Duchin . . . Col 36746 AMAPOLA (1941) Nino Martini . . . Col 17202-D Jimmy Dorsey Ork . . . Dec (78) 25120 (45) 9-25120 Bob Grant . . . Dec 24031 (Medley) Nat Brandwynne . . . Dec 24098 (Medley) Alfonso Ortiz Tirado . . . Peerless Bob Stanley Ork . . . Regent (45) 45-519 Comedian Harmonists . . . V 25-0033 Allan Jones . . . V 4552 AMONG MY SOUVENIRS (1927) Jan Garber . . . Coral (78) 60202 (33) CRL 56007 Bing Crosby-Russ Morgan . . . Dec Bob Grant . . . Dec 24043 (Medley) Frank Sinatra . . . Col 37161 AMOR (1944) Xavier Cugat Ork . . . Col 36718 Bing Crosby . . . Dec 23914 Dick Leibert . . . V 20-2029 ANDALUCIA (1932) Marlene Fingerle-Harry Fields . . Dec 18239 Basil Fomeen . . . Dec 24044 (Medley) ANGELA MIA (1928) Basil Fomeen . . . Dec 24044 (Med-Jimmy Dorsey Ork . . . MGM 10316 Vic Damone . . . Mercury (78) 5056 (45) 5034X45 ANNIE DOESN'T LIVE HERE ANY-MORE (1933) Charles Baum . . . Dec 24064 (Medley) ANNIVERSARY SONG (1947) Dinah Shore . . . Col 37234 Bing Crosby . . . Dec (78) 24273 (45) 9-24273 Guy Lombardo Ork . . . Dec 23799 Al Jolson . . . Dec (78) 23714 (45) Ralph Martiere . . . Mercury (33) MG-20010 Kate Smith . . . MGM 10003 Larry Douglas . . . Signature 15075 Vaughn Monroe . . . V (78) 20-3221 (45) 47-2883 ANNIVERSARY WALTZ (1941) Guy Lombardo . . . Dec 23738 Bing Crosby . . . Dec 23716 Kern & Sloop . . . Tempo (78) 980 (33) MTT 2026 Wayne King . . . V 20-2098 ANYTHING GOES (1934) Guy Luypaerts . . . Cap 8-538 Eddie Lemar . . . Cap 20094 Guy Luypaerts . . . Cap ECD 158 Louis Levy Ork . . . London B12005-40002 APRIL IN PARIS (1932) Hildegarde . . . Dec 23161 Charlie Spivak . . . London 652 Carmen Cavallaro . . . Dec 24062 (Medley) Victor Young . . . Dec (78) 27025 (45) 9-27025 (33) DL 5259 Eddy Duchin . . . Col 35703 Paul Weston . . . Cap 10129 APRIL SHOWERS (1921) Al Jolson . . . Dec 23470 Guy Lombardo . . . Dec 23845 Carmen Cavallaro . . . Dec 24019 (Medley) Ray Noble . . . Col 37544 Margaret Whiting . . . Cap 15058 Sammy Kaye . . V 20-2389 Kern & Sloop . . . Tempo 940 Ben Light . . . Tempo 552 (33) TT 2052 AREN'T WE ALL (1929) Marlene Fingerle-Arthur Schutt . . Dec 24048 (Medley) A-TISKET A-TASKET Bob Grant . . . Dec 24086 (Medley) Ella Fitzgerald-Chick Webb . . . Dec Frank Luther . . . Dec 88003 (Med-AREN'T YOU GLAD YOU'RE YOU (1946)Bing Crosby . . . Dec 18720 ARMY AIR CORPS SONG (1942) Bob Crosby Ork . . . Dec 25254 Dick Powell . . . Dec 25253 Fred Waring . . . Dec 18269 Winged Victory Chorus and Orch . . Dec 29132 RCA Victor Band . . . V 27815 AS TIME GOES BY (1943)

Benny Strong Ork . . . Cap 1344

FL-20006

1653

Billie Holiday . . . Commodore (33)

Billie Holiday . . . Commodore 7520

Sammy Kaye . . . Col (78) 39016 (45) 4-39016

Bob Grant . . . Dec 24316 (medley)

Tommy Dorsey . . . Dec (78) 27396

Bob Andrew . . . Hollywood Rhythms

Dooley Wilson . . . Dec 40006

King 15026

BABALU (1941)

Lou Bring . . . Castle 1204

(B)

Tony Martin . . . Mercury (78) 1039 (45) 1039X45 Hollywood Theme Ork . . . Rainbow (45) 45-30502 AT DAWNING (1906) Guy Lombardo . . . Dec 23998 Marcel Laurence . . . Cap 90029 Rise Stevens-Sylvan Shulman Ork . . Col 4439-M Ada Alsop-Farnon Ork . . . London R10,014 AT SUNDOWN (1927) Bob Grant . . . Dec 24042 (Medley) Frankie Froba . . . Dec (78) 27142 (45) 27142 Jimmy Dorsey Ork . . . MGM 10316 Eddie Fisher . . . V (78) 20-4038 (45) 47-4038 AT THE BALALAIKA (1939) Nelson Eddy . . . Col 4439-M Orrin Tucker . . . Col 35332 AT THE CROSSROADS (MALAGUENA) (1942) Billy Butterfield Ork . . . Cap F15475 Laurindo Almeida . . . Cap F-15450 Billy Butterfield Ork . . . Cap 15127 Luis Del Campo . . . Coda 5022 Los Panchos Trio . . . Coda 5012 Emilio Osta . . . Coda (Alb 8) Andre Kostelanetz Ork . . . Col 7603-M Enoch Light Ork . . . Continental Los Rancheros . . . Dec 50026 Evalyn Tyner Trio . . . Dec (78) 27218 (45) 9-27218 Bob Eberly, Jimmy Dorsey Ork . . . Dec (78) 25122 (45) 9-25122 Carmen Cavallaro Ork . . . Dec 24257 Larry Adler & His Harmonica . . . Dec 24137 Dick Contino-Horace Heidt . . . (78) 1018 (45) 45-108 (33) MLP-127 Stanley Black Ork . . . London (45) 30054 David Lewinter Ork . . . Mercury (33) MG-22012 Alfred Newman . . . Mercury (33) MG-20000 Alfred Newman Ork . . . Mercury (78) 5412 (45) 5412X45 Jan August . . . Mercury (78) 5140 (33) MG-25001 Alfred Newman Ork . . . Mer (78) 1176 (45) 1176X45 Nocturnes . . MGM (78) 10835 (45) K10835 Los Jaibos Trio . . . Peerless 3063 Liberace . . . Signature 15240 Anita O'Day . . . Signature 15181 Irving Fields Trio . . . V (78) 26-9031 (45) 51-5010 Nina De Ecija Alonso . . . V 26-9008 Calaveras Trio . . . V 23-0712 The Three Suns . . . V (78) 20-3844 (45) 47-3844 Valdes Miguelito . . . V (78) 20-3631 (45) 47-3145 John Sebastian . . . V (78) 20-2060 (45) 47-3835 Boston "Pops" Ork . . . V 4330 Erno Balogh . . . Continental 4011 Erno Balogh . . . Vox (Alb 172) Bartlett & Robertson . . . Col 17516-D Francisco Cortes . . . Col 379-M Harry Horlick, Decca Concert Ork . . . Dec 29199 First Piano Quartet . . . V (78) 12-0252 (45) 49-0317 Amparo Iturbi . . . V (78) 12-1143 (45) 49-1008 Kostelanetz Ork . . . Col 7603-M Oscar Levant . . . Col 72079-D Oscar Levant . . . Col 71890-D Oscar Levant . . . Col 72079-D Melachrino Ork . . . His Master's Voice B-9637 Gould, Robin Hood Dell Ork . . Col 19015-D Whittemore & Lowe . . . V (78) 11-9759 (45) 49-0139 MALAGUENA (1931) Decca Concert Ork . . . Dec 18086 Larry Adler . . . Dec 24137 Carmen Cavallaro . . . Dec 24257 Jimmy Dorsey . . . Dec 25122 Harry Horlick . . . Dec 29199 Bartlett & Robertson . . . Col 17516-D Cortes . . . Col 979-M Jan August . . . Mercury 5140 Manuel S. Acuna . . . Imperial (78) Miguelito Valdes . . . V (73) 20-3631 (45) 47-3145 ATLANTA G A (1946) Andrews Sisters . . . Dec 18833 AUF WIEDERSEHEN (1915 and 1931) Andre Kostelanetz Ork . . . Col 4341-M Nelson Eddy . . . V 4284 Derry Falligant . . . MGM 10256 John Laurenz . . . Mer 5303 AVALON (1920) Red Nichols . . . Brunswick (78) 80070 (33) BL 58009 Al Jolson . . . Dec (78) 23714 (45) 9-23714 Nat Brandwynne . . . Dec 24012 (Medley) Al Goodman Ork . . . Col 36217 Pied Pipers . . . Cap 10087 Vaughn Monroe . . . V (78) 20-3487 47-2946

Henry King Ork . . . Dec (78) 25488 (45) 9-25488 (33) DL 5271 Betty Reilly . . . Dec 24997 Jan August . . Mercury (78) 5556 (45) 5556X45 Machite & His Ork . . . Mercury (45) 597X45 Jan August . . . Mercury (33) MG-25086 Noel De Selva . . . Pan American 108 Tona La Negra . . . Peerless 2190 Desi Arnaz Ork . . . V (78) 20-2280 (45) 47-2886 BABY FACE (1926) Marlene Fingerle-Arthur Schutt . . . Dec 24036 (Medley) Al Jolson . . . Dec 24681 Henry King . . . Dec 25356 Art Mooney Ork . . . MGM 10156 Harry Cool . . . Mer 5126 Sammy Kaye . . . V 20-2879 BABY, IT'S COLD OUTSIDE (1949) Margaret Whiting & Johnny Mercer . . . Cap (78) 567 (45) F582 Dinah Shore & Buddy Clark . . . Col (78) 38463 (33) 3-38463 Pearl Bailey & Hot Lips Page . . . Harmony 1049 Lynn & Frank Loesser . . . Mercury 5307 Esther Williams & Ricardo Montalban . . . MGM 30197 Homer & Jethro . . . V (78) 21-0078 (45) 43-0075 Don Cornell & Laura Leslie . . . V (78) 20-3448 (45) 47-2914 BACK HOME AGAIN IN INDIANA (1917)Art Hodes . . . Dec 18438 Dick Haymes . . . Dec 23753 Bob Grant Dec 24001 (Medley) Kay Thompson . . . Col 38101 Kern & Sloop . . . Tempo 1084 (33) 2062 (45) 4598 BAIA (1945) Damy Simon . . . Col 6353-X Bing Crosby . . . Dec (78) 23413 (45) 9-23413 Ken Wright . . . Tempo (78) 496 (45) 4762 Les Baxter Trio . . . Discovery (78) 513 (45) 45-513 Ted Heath Ork . . . London 137 Ray Bloch Ork . . . Signature 15204 Ray Bloch Ork . . . Signature 15094 Percy Faith Ork . . . Dec 23872 Charles Wolcott . . . Dec 23342 BALI HA'I (1949) Al Goodman Ork . . . Blue Note (78) 31-0004 (45) 52-0026 Paul Weston Ork . . . Cap (78) 629 (45) F629 Peggy Lee, Dave Barbor Ork . . . Cap (78) 597 (45) F601 Peggy Lee . . . Cap (78) 543 (45) Ezio Pinza . . . Col (78) 38749 (33) 3-38749 Frank Sinatra . . . Col (78) 38446 (33) 3-38446 Juanita Hall . . . Col (78) 4562-M Eadle & Rack . . . Dec 24707 Bing Crosby . . . Dec 24609 Fred Waring Penn. . . (Dec (78) 27294 (45) 9-27294 (33) DL 5293 Stanley Black Ork . . . London (33) LPB-125 Stanley Black Ork . . . London 455 Henry King . . . Mac Gregor 1004 Anne Vincent . . . Mercury (45) 5523X45 Anne Vincent . . . Mercury 5273 Hugo Winterhalter Ork . . . MGM Al Goodman Ork . . . V (78) 28-0435 (45) 52-0022 Perry Como . . . V (78) 20-3402 (45) 472896 Buddy Clark . . . Col 38040 Bing Crosby, Rhythmaires & Trotter Ork . . . Dec 24278 Jerry Shelton & Trio . . . Mercury 5075 Jimmy Dorsey Ork . . . MGM 10035 Vaughn Monroe Ork . . . V (78) 20-2433 (45) 47-3257 Georgia Gibbs . . . Coral 60315 (45) 960315 Danny Kaye . . . Dec 24401 Martha Tilton-Hal Derwin . . . Cap 6-Alarm Six . . . Tempo (33) 2066B The Three Suns . . . V (78) 20-3399 (45) 47-2898 Georgia Gibbs . . . Mercury 5269M Charles Baum . . . Dec 24025 Charles Baum . . . Dec 24024 (Medley) Benay Venuta . . . Mercury 5300 Bob Grant . . . Dec 24070 (Medley) Bob Grant . . . Dec 24069 (Medley)

Calvin Jackson . . Discovery 45-140 Town Criefs . . Castle 1064 Kern & Sloop . . Tempo 906 Erroll Gerner . . Mercury (78) 1682 (45) 1032K45

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BEG YOUR PARDON (1948)

LLING THE NATION!

Francis Craig . . . Bullet 1012 Frankie Carle Ork . . . Col 38036

Russ Morgan Ork . . . Dec 24339

Snooky Lanson . . . Mercury 5109

Art Mooney Ork . . . MGM 10140

ECKSTINE

M-G-M

records

lyric by RUTH POLL

music by PETE RUGULO

Philadelphia String Band . . . Tempo BEGIN THE BEGUINE (1935 and 1939) Larry Adler . . . Dec 23319 Eddie Heywood . . . Dec 23398 Bing Crosby . . . Dec 23972 Nat Brandwynne . . . Dec 24074 (Medley) Les Paul Trio . . . Dec 23444 Tony Martin . . . Dec (78) 25018 (45) 9-25018 (33) DL 5189 Andrews Sisters . . . Dec 25097 Guy Lombardo . . . Dec 25267 Fred Waring . . . Dec (78) 40182 (45) 9-40182 (33) DL 8026 Don Baker . . . Col 37525 Xavier Cugat Ork . . . Col 36850 Andre Kostelanetz Ork . . . Col 4265-M Frank Sinatra . . . Col 37064 Billy Butterfield . . . Cap F15475 Barclay Allen . . . Cap F15442 Guy Luydaerts . . . Cap 8-536 Buddy Cole . . . Cap 20054 Artie Shaw . . . V (78) 27546 (45) Mark Warnow Ork . . . MGM 30037

FONTAINE

Mercury

records

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NEW ULM, MINNESOTA

51-1184(45)

Louis Levy Ork . . . London 12004-Don Pablo Ork . . . Latin-American 1 Ben Light . . . Tempo (78) 564 (33) MTT 2002 (45) 4532 BEI MIR BIST DU SCHOEN (1938) Andrews Sisters . . . Dec 23605 Bob Grant . . . Dec 24086 (Medley) BELL BOTTOM TROUSERS (1944) Guy Lombardo Ork . . . Dec 18683 Four Blues . . . DeLuxe 1000 Big Jim De Noone . . . Fantasy 1433 Charley Drew . . . Gala 2201 Lee Bedford Jr. . . . Imperial (78) 1111 (45) 6111 BELLS OF ST. MARY'S (1917) Jan Garber . . . Cap H-9008 Jesse Crawford . . . Dec 18333 Bing Croeby . . . Dec 18721 Bob Grant . . . Dec 24002 (Medley) Horace Heldt Ork . . . Col 36122 RCA Victor Chorale . . . V (78) 11-9155 (45) 49-0294 Kern & Sloop . . . Tempo 908 BESAME MUCHO (1943) Ed Mond Hall & Swing Sextet . . Brunswick 80125 Morton Gould Ork . . . Col 55034 Xavier Cugat Ork . . . Col 36852 Ray-O-Vacs . . . Dec (78) 48162 (45) 9-48162 Fred Waring . . . Dec (78) 27152 (45) 9-27152 Jan August Ork . . . Mercury (78) 5395 (45) 5395x45 Manuelita Arriola . . . Peerless 1996 Cantor George Wagner . . . Apollo BESS, YOU IS MY WOMAN (1935) Jascha Heifetz . . . Dec 23522 Todd Duncan-Anne Brown . . . Dec 40130 (33) DL 7006 FREE (1027) Bob Grant . . . Dec 24043 (Medley) Ink Spots . . . Dec 24327 Jimmie Lunceford . . . Dec 25289 Ted Lewis . . . Dec (78) 24969 (45) 9-24969 (33) DL 5233

Mark Warnow Ork . . MGM 30040 THE BES! HINGS IN LIFE ARE Dinah Shore . . . Col 37984 June Allyson-Peter Lawford . MGM 30083 Ben Light . . . Tempo (78) 572 (33)

MTT 2000 Mindy Carson . . V (78) 20-4041 (45) 47-4041 BETWEEN THE DEVIL AND THE DEEP BLUE SEA (1931) Carmen Cavallaro . . . Dec 24545 Eddy Duchin . . . Col 36278 Fran Warren . . . V (78) 20-4029

(45) 47-4029 Woody Herman . . . Col 37860 BEWITCHED (1950) Chuck Cabot Ork . . . Atomic 1002 Bill Snyder Ork . . . London 868 Mel Torme . . . Cap (78) 1000 Benny Goodman Ork . . . Col (78) 38821 (33) 3-38821 Doris Day . . . Col (78) 38698 (33)

3-38698 Doris Day . . . Col 38543 Roy Ross Ork . . . Coral 60182 Gordon Jenkins Ork . . . Dec (78) 24983 (45) 9-24983 Benny Goodman Ork . . . Harmony

Cy Walter . . . Liberty 231 Jan August-Harmonicats . . . Mercury (76) 5399 (45) 5399x45 David Rose Ork . . . MGM (78) 30120 (45) K30120 Bill Snyder Ork . . . Tower (78) 1473 (45) 45-1473 Luis Arcaraz Ork . . . V (78) 23-5252 (45) 51-5252

Larry Green Ork . . . V (78) 20-3726 (45) 47-3726 Andre Previn . . . V (78) 20-3617 (45) 47-3123

Ted Straeter . . . Dec 24053 (Medley) Roy Eldridge . . . Dec 24119 Jimmy Dorsey . . . Dec 25069 Carmen Cavallaro . . . Dec 25401 Henry Allen Ork . . . Col 36282 Benny Goodman Trio . . . Col 36761 Morton Gould Ork . . . Col 4446-M Billie Holiday . . . Col 37836 Gene Krupa Trio . . . Col 38124 Morley & Gearhart . . . Col 4521-M Jane Russell . . . Col 37916 Teddy Wilson . . . Col 36634 Buddy Cole . . . Cap 20054 King Cole Trio . . . Cap 20010 Diana Lynn-Paul Weston . . . Cap Diana Lynn-Paul Weston . . . Cap 15354 Gene Norman's "Just Jazz" . . . Modern 20-695 Gordon MacRae-P. Weston . . . Cap Billy May Ork . . . Cap 15622 Tex Beneke . . . V 20-2374 Billy Eckstine . . . MGM 10501 Ziggy Elman Ork . . . MGM 10071 Ben Light . . . Tempo (78) 526 (33) TT 2050 Venuti . . . Tempo 534 Don Pablo Ork . . . Latin American Libby Holman . . . Mercury 5071 BONAPARTE'S RETREAT (1950) Eddie Grant . . . Cap (78) 1158 Kay Starr . . . Cap (78) 936 Phil Napoleon . . . Col (78) 38891 (33) 3-38891 Leon McAuliffe . . . Col (78) 20706 (33) 3-20706 Buz Butler . . . Dec (78) 46209 (45) 9-46209 Margie Day . . . Dot 1020 Tommy Jackson . . . Mercury 6280 Pee Wee King . . . V (78) 21-0111 (45) 48-0114 Gene Krupa Ork . . . V (78) 20-3766 (45) 47-3766 BOO HOO (1937) Roy Ross . . . Dec 24080 (Medley) Guy Lombardo . . . Dec 25381 BOULEVARD OF BROKEN DREAMS (1933)Pat Worth . . . Dart 7003 Dick Haymes . . . Dec (78) 27195 (45) 9-27195 Owen Bradley . . . Coral (78) 45-9-60294 T. Bennett . . Col 38825 BOUQUET OF ROSES (1947) Dick Haymes . . . Dec 24506 Jackie Brown Quartet . . . MGM 10336 Eddy Arnold . . . V (78) 20-2806 (45) 48-0001 BRAZIL (1943) Dinning Sisters . . . Cap 20020 Les Paul . . . Cap F15582 Dinning Sisters . . . Cap (78) 938 Enric Madriguera . . . Cap 15677 Xavier Cugat Ork . . Col 38244 Xavier Cugat Ork . . . Col (78) 36651 (33) 3-36651 Eddy Duchin Ork . . . Col 36400 Morton Gould Ork . . . Col 4426-M Jimmy Dorsey Ork . . . Dec 25122 Carmen Cavallero Ork . . . Dec 23847 Charles Wolcott Ork . . . Dec 23330 Fred Waring . . . Dec 18412 Phil Green . . . Pan American 081 Kern & Sloop . . . Tempo (78) 982 (33) MTT 2024 (Medley) (Medley) (1932)(Medley) (Medley)

Art Van Damme . . . Cap 10165 Miguelito Valdez . . . V (78) 20-3630 (45) 47-3144 Stanley Black Ork . . . London 486 BROADWAY ROSE (1920) Nat Brandwynne . . Dec 24014 BROTHER, CAN YOU SPARE A DIME

Carmen Cavallaro . . Dec 24063 BROWN EYES, WHY ARE YOU BLUE? (1925)

BUT BEAUTIFUL (1948) Frank Sinatra . . . Col 38053 Bing Crosby . . . Dec 24294 Denny Dennis . . . London 142
Frankie Laine . . . Mercury 5096
Art Lund . . . MGM 10126
Ray Bloch Ork . . . Signature 15177

(45) 45160 BUTTON UP YOUR OVERCOAT (1928)Basil Fomeen . . . Dec 24045

(Medley) Rose Murphy . . . Dec (78) 27268 (45) 9-27268 Benny Strong . . . Cap 718 Mindy Carson . . . V (78) 20-4039

BUTTONS & BOWS (1948) Helen O'Connell . . . Coast 8032 Dinah Shore . . . Col 38284 Gene Autry . . . Col 20469 Jeff Clay & Dana Serenaders . . . Dana 2023

Evelyn Knight . . . Dec 24489 Bill Mooney . . . Imperial (78) 1098 (45) 6098 Gracie Fields . . . London 355

Betty Garrett . . . MGM 10244 BY A WATERFALL (1933) Charles Baum . . . Dec 24067 (Medley)

BY HECK (1915) Georges Tzipine . . . Cap F15453 Dorsey Brothers Ork . . . Col 36065

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Dick Jurgens Ork . . . Col 37342 Robert Clary . . . Cap 702 Johnny Mercer . . . Cap 422 Collins & Sandy . . . Avis AV-3 Kern & Sloop . . . Tempo 1072 (33) TT 2054 (45) 4518 CHARLESTON (1923) Bob Crosby Ork . . . Coral (78) 60254 (45) 9-60254 Pee Wee Hunt . . . Cap 673 Spike Jones . . . V (78) 20-3675 (45) 47-3198 Charles Baum . . . Dec 24024 Eddle Condon . . . Dec (78) 27095 (45) 9-27095 CHARLEY MY BOY (1924) Bob Grant . . . Dec 24028 (Medley) Andrews Sisters-Russ Morgan . . Dec 24812 Jimmy Dorsey . . . Col 38649 Lisa Kirk . . . V 20-3591 Louis Prima . . . Mer 5338 Lynn Hoyt-Teddy Phillips Ork . London524 CHARMAINE (1927) Guy Lombardo . . . Dec 23763 Marlene Fingerle-Arthur Schutt ... Dec 24039 (Medley) Jimmie Lunceford . . Dec 25423 Don Baker . . . Col 36626 Frankie Carle . . . Col 36691 Abe Lyman Ork . . . Col 37508 CHATTANOOGA CHOO CHOO (1941) Modernaires . . . Col 36992 Nat Brandwynne . . . Dec 24099 (medley) Glenn Miller Ork . . . V (45) 47-2858 Glenn Miller. . . V 20-2410 CHATTANOOGIE SHOE SHINE BOY (1949) (1950) Chuck Merrill . . Bullet 322 Tommy Duncan . . . Cap (78) 40282 Skitch Henderson Ork . . . Cap (78) 850 Frank Sinatra . . . Col (78) 38708 (33) 3-38708 Leon McAuliffe . . Col (78) 20669 (33) 3-20669 Bill Darnel . Coral 60147 Red Foley . . Dec (78) 46205 (45) 9-46205 . Mercury 5287 Bing Crosby Kern & Sloop . . . Tempo (78) 994 Dec 24863 (33) MTT 2006 (45) 4590 Harry Roy Ork . . . London 203 CANDY (1945) Lalo Guerrero . . . Imperial 405 Johnny Mercer . . . Cap F15513 George Towne Ork . . . London Arthur Godfrey . . . Col (33) CL-(78) 609 (45) 30029 60119 Arthur Godfrey & His Friends . . Dick "Two Ton" Baker . . . Mercury 5369 Col 38763 Miguel Salas . . . Taxco 165 Arthur Godfrey . . . Col (78) 38721 Phil Harris Ork . . . V (78) (33) 3-38721 20-3692 (45) 47-3216 Mary Ellen Quartet & Bob Scott Johnny Bradford & Tony Romano . . MGM 10654 V (78) 20-3685 (45) 47-3208 V (78) 20-3681 CHEEK TO CHEEK (1935) (95) 47-3204 Nat Brandwynne . . . Dec 24075 (Medley) Dick Haymes-Carmen Cavallaro . . (33) 3-20547 Dec 24421 Peter Yorke . . . Dec (78) 27109 (45) 9-27109 (33) DL 5269 Buddy Cole . . . Cap 20135 Alvino Rey Cap 644 Count Basie V (78) 20-3449 48-0218 (45) 47-2915 Ziggy Elman Ork . . . MGM 10421 Kern & Sloop . . . Tempo (78) 1088 (33) 2062 (45) 4700 CHEERFUL LITTLE EARFUL (1930) Russ Morgan . . Dec 23993 CHERRY (1941)

Mindy Carson CANDY KISSES (1949) Johnny Mercer . . . Cap 558 George Morgan . . . Col (78) 20547 Red Foley . . . Dec 46151 Cowboy Copas . . King 777 Eddy Howard Ork . . . Mercury (78) 5272 (33) MG-25030 Bud Hobbs . . . MGM 10366 Elton Britt . . . V (78) 21-0006 (45) Fontane Sisters . . V 20-3429 Jimmy Selph . . . Vocalion 55008 CAN'T HELP LOVIN' DAT MAN (1927) Fred Waring . . . Dec 23729 Ella Fitzgerald . . . Dec 25126 Frances Langford . . . Dec 25261 Lena Horne . . . MGM 30003 & 30200 Mugsy Spanier . . . Brunswick 80158 Patti Page . . . Mercury 5063 CAN'T WE BE FRIENDS (1929) Jess Stacy . . . Cap 1136 Marlene Fingerle-Arthur Schutt . . Dec 24049 CAN'T YOU HEAR ME CALLING, CAROLINE? (1914) Mills Brothers . . . Dec 23625 Jerry Colonna-Paul Weston . . . Cap 173 Pied Pipers Cap F15508 Johnnie Johnston . . . Cap 130

Mer 5233-M

Col (78) 20546

CARELESS (1940) Eddy Howard

CARELESS HANDS (1949)

Bing Crosby . . Dec ' 16

Bob & Jeanne Organ & Ork

Johnny Denis & Ranchers

Leon McAuliffe

(33) 3-2046

Dec 24563

London 428 Melissa Smith Horace Heidt 1002 Eddie Dean Mercury 6170 John Laurenz & Annie Vincent . . Mercury 5245 Arthur Smith MGM 10380 Johnny Desmond . . . MGM 10349 Shorty Long . . V 21-0007 Sammy Kaye Ork . . . V (78) 20-3321 (45) 47-2901 Song Spinners Vocalion 55003 CARIOCA (1933) Bobby Ramos . Aladdin 502 Carmen Cavallaro . . . Dec 23847 Charles Baum . . . Dec 24066 (Medley) Jerry Gray Dec 24912 Les Baxter . . . Discovery 513 Vincent Youmans . . . Col 36426 The Philharmonica Trio . . . Cap F15591 Ben Light . . . Tempo 572 (33) MTT CAROLINA IN THE MORNING (1928)Pee Wee Hunt . . . Cap 1418

Eddie Grant . . . Cap 15644 Bob Grant . . . Dec 24021 (Medley) Al Jolson . . . Dec 24109 Ziggy Elman Ork . . . MGM 10494 Kern & Sloop . . . Tempo 1046 (33) TT 2054 CAROLINA MOON (1928) Guy Lombardo . . . Dec 23761 Basil Fomeen . . . Dec 24044

Ernie Felice Quartet . . . Cap F15445 CASEY JONES (1909) Bibi Osterwald . . . Dec 23443 Kern & Sloop . . . Tempo 1070 (33) TT 2054 (45) 4516

Andre Kostelanetz Ork . . . Col 35785 CATHEDRAL IN THE PINES (1938) Bob Grant . . . Dec 24084 (Medley) CECILIA (1925)

T. Texas Tyler . . . Four Star 1411 Pepperettes . . . Horace Heidt 1022 Beto Villa Ork . . . Ideal 415

Red Norvo Trio . . . Discovery 134

Sammy Benskin . . . Blue Note 522 Jess Stacy . . . Col (33) CL-6147 Harry O. James . . . Col 36683 Fats Pichon . . . DeLuxe 3072 Benny Goodman Ork . . . Harmony 1061

Rex Stewart's Big Seven . . . HRS McKinney's Cotton Pickers . . . V 40-0114 Erskine Hawkins Ork . . . V 20-

CHIAPANECAS (1944) Erv Arluck . . . MacGregor 608 Lira De San Cristobal Coas Xavier Cugat Ork . . . Col 36695

Woody Herman Ork . Dec 25300 Manuel Acuna Ork Imperial 1004 Jayne Walton . Mercury 5002

Noel DeSelva Ork American 134 Noel DeSelva Ork . . . Pan American 038 CHICAGO (1922)

Mugsy Spanier . . . Brunswick 80158 Benny Goodman . . . Cap 733 Bob Grant . Dec 24023 (Medley) Guy Lombardo . . . Dec 24795 Benny Goodman . . Dec 20125 Kern & Sloop . . . Tempo (78) 1078 (45) 4554

CHINA BOY (1922) Jimmy McPartland . . Dec 18042 Bob Grant . . . Dec 24023 (Medley) Benny Goodman Sextet . . Col 36924

Red McKenzie-Eddie Condon's Chicagoans . . . Col 35951 Teddy Wilson . . . Col 36634 Danny Polo . . . London 379 Coleman Hawkins-Babe Russin . . Mer 1098 CHINATOWN, MY CHINATOWN

(1910)Al Joison . . . Dec (78) 24683 (45) 9-24683

Tommy Dorsey . . . V 20-3033 Brother Bones . . . Tempo (78) 668 (45) 4572 Tony Parenti . . . Jazzology 1

CHINESE LULLABY (1919) Ted Straeter . . . Dec 24009 (Medley) Frank Luther . . . Dec 88005 (Medley)

CHLOE (1927) Bob Grant . . . Dec 24040 (Medley) Fred Waring . . . Dec 29220 Don Baker . . . Col 36627

CHONG, HE COME FROM HONG KONG (1919) Ted Straeter . . . Dec 24010 (Medley)

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COUNTRY AND WESTERN RECORDS MOST PLAYED backed BY FOLK DISK JOCKEYS:

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Paul Weston . . . Cap 20082 & 15579

Percy Faith . . . V (78) 20-3525 (45)

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Hank D'Amico Sextet . . . MGM

(Medley)

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Wilbur Evans & Eileen Farrell . . Dec 23409 Bing Crosby . . . Dec (78) 27276 (45) 9-27276 (33) DL 5000 . Jeanette MacDonald . . . V 10-1154 COCKEYED MAYOR OF KAUNAKA-KAI (1935)

Ray Kinney . . . Dec 25445 Clara Inter . . . Dec 25033 Harry Owens . . . Col 37551 COCKTAILS FOR TWO (1934) Bob Grant . . . Dec 24071 (Medley) Carmen Cavallaro . . . Dec 24184 Art Tatum . . . Dec 25202 Slim Green . . . Dec 48050 Spike Jones . . . V 20-2092

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★ Joe Liggins

★ Jimmy Witherspoon

★ Percy Mayfield

★ Jimmy Grissom

★ Lynn Hope

★ Little Willie Littlefield

★ Camille Howard

★ Lillie Greenwood

★ Ray Charles

★ Lowell Fulson

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COLLEGIATE (1925) Basil Fomeen . . . Dec 24033 (Medley) COME, JOSEPHINE, IN MY FLYING MACHINE (1910)

COME RAIN OR COME SHINE (1946) Margaret Whiting . . . Cap 879 Ruby Hill . . . Cap 10055 Sarah Vaughn . . . Col 38898 Dinah Shore . . . Col 36971 Dick Haymes & Helen Forrest . . Dec 23548

Marie Greene . . . Signature 15041 COME TAKE A TRIP IN MY AIRSHIP (1904)

COME TO THE MARDI GRAS (1948) Euric Madriguera . . . Cap 15679 Xavier Cugat Ork . . . Col 37556

. . . Dec 24156 Fernando Alvares . . . Signature 15145 COMIN' IN ON A WING AND A PRAYER (1943) Bob Grant . . . 24314 THE CONTINENTAL (1934) Eddle Grant . . . Cap 15646 Bob Grant . . . Dec 24069 (Medley) Artle Shaw . . . Dec (78) 27056 (45) 9-27056 (33) DL 5286 Tommy Dorsey . . . V (78) 20-3450 (45) 47-2917 George Shearing Quintet . . . MGM Ben Light . . . Tempo (78) 570 (33) TT 2050

COOL WATER (1947) Oklahoma Roundup Gang . . . Apollo

Tex Ritter . . . Cap 48026

Sons of the Pioneers . . . Dec (78) 46027 (45) 9-46027 Denver Darling . . . DeLuxe 5014 Cactus Pryor . . . Four Star 1442

Foy Willing . . . Mercury 6148 Kate Smith . . . MGM 30059 Derry Falligant . . . MGM 10256 Four Tunes . . . V (78) 20-3967 (45)

neers . . . V 20-2923 Sons of the Pioneers . . . V 20-2076

Pee Wee Hunt . . . Cap 1319 Bud Freeman . . . Dec 18064 . . London 604-30023

COWBOY SERENADE (1942) (1943) Gene Autry . . . Col (78) 20651 (33) 3-20651

CRUISING DOWN THE RIVER (1949) 38411 (33) 3-38411

CRYIN FOR THE CAROLINES (1930) Ted Straeter . . . Dec 24055 (Medley) CUANTO LE GUSTA (1947)

Pappy Howard . . . Bullet 633 Ozzie Waters . . . Coast 2012 Bob and Randall Atcher and Bonnie Blue Eyes . . . Col 20354 (37815) Sleepy McDaniel . . . D. C. Records Sam Browne . . . London 311 Vaughn Monroe-Sons of the Pio-COPENHAGEN (1924) Ambrose Ork . . . London 247 Teresa Brewer-Dixieland All Stars CRINOLINE DAYS (1922) Bob Grant . . . Dec 24020 (Medley) Bill Mooney & His Cactus Twisters . . . Imperial 1144 Frankie Carle Ork . . . Col (78) Ames Brothers . . . Coral 60035 Russ Morgan Ork . . . Dec (78) 24568 (45) 9-24568 Folkrafters . . . Folkraft 1096 Danny Majewski Ork . . . Harmonia Primo Scala Band . . . London 356 Erv Arluck . . . Mac Gregor 608 Helen Carroll . . . Mercury 5249 Blue Barron Ork . . . MGM (78) * 10346 (45) K10346 Three Suns . . . V (78) 20-3349 (45) 47-3272 (1949)Tennessee Ernie . . . Cap 40280 Bill Darnel . . . Carol 60163 Mervin Shiner . . . Dec 46220 Joe Marine . . . Dec 24895 Terry Gilkyson . . . Four Star 1430 Duke Bowman . . . King 853 Fernando Rosas . . . Coast 7036 Xavier Cugat Ork . . . Col 38239 CUBAN LOVE SONG (1931)

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Miguel Salas . . . V (78) 23-1561
(45) 51-5060

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Ray Benson . . Dec 24057 (Medley)
CUDDLE UP A LITTLE CLOSER,
LOVEY MINE (1908)

Guy Lombardo . . . Dec 25405 Ted Lewis . . . Dec 24968 Sammy Kaye . . . V (78) 20-3180 (45) 47-2810 CURSE OF AN ACHING HEART

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Red McKenzie Mound City Blowers
. . . Col 36281 4572 Harry Roy Ork . . . London 332 Paul Weston . . . Cap 15572 Lisa Kirk . . . V (78) 20-4030 (45) Bunk Johnson . . . V 40-0128 Jan August . . . Mercury 5176 Little Sans and Lee . . . Apollo 1070 Andy Russell . . . Cap 10112 Betty Garrett . . . MGM 30102 Coleman Hawkins . . . Mercury 1111 Charie Barnet . . . Apollo 1070 Jo Stafford . . . Cap 914
DEAR HEARTS AND GENTLE
PEOPLE (1950) Bee Kalmus . . . Apollo 1124 Lonesome Gal . . . King 36807 DON'T BRING LULU (1925) Ralph Flanagan Ork . . . Blue Note (78) 30-0016 (45) 54-0011 Butch Stone . . . Cap 699 Basil Fomeen . . . Dec 24032 Eddie Kirk . . . Cap 40260 Gordon MacRae . . . Cap 777 (Medley) DON'T CRY, JOE (1949) Benny Strong Ork . . . Cap 757 Dinah Shore . . . Col (78) 38605 (33) Ralph Flanagan Ork . . . Blue Note (78) 30-0007 (45) 54-0002 Frank Sinatra . . . Col (78) 38555 Bing Crosby . . . Dec 24833
Bing Crosby . . . Dec 24798
Buddy Greco . . . London 558
Patti Page . . . Mercury 5336
Dennis Day V (78) 20-3596 (45) (33) 3-38555 Gordon Jenkins Ork . . . Dec 24728 Rosemary Clooney . . . Harmony 1071 Charlie Spivak Ork . . . London 513 Johnny Desmond . . . MGM 10518 Juanita Hall . . . V (78) 20-3557 (45) DEAR OLD PAL OF MINE (1918) 47-3050 Ray Benson . . . 24007 (Mediey)
Buddy Clark . . . Col 36701
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Don Pablo Ork . . . Latin American Bill Harrington . . . Vocalion 55058 DON'T FENCE ME IN (1944) (1945) Gene Autry . . . Col 20129 Bing Crosby-Andrews Sisters . . . Dec 23484 Louis Levy Ork . . . London 12005 Roy Rogers . . . V (78) 20-3073 (45) DEARIE (1905) Ethel Merman-Ray Bolger . . . Dec Guy Lombardo . . . Dec 24899 Jo Stafford-Gordon MacRae . . DON'T GET AROUND MUCH ANYMORE (1943) Al Hibbler-Duke Ellington Ork . . . Col (78) 38464 (33) 3-38464 DEEP IN MY HEART, DEAR (1924) Dennis Day . . . V 78) 20-4053 (45) Ink Spots . . . Dec 18503 Bob Grant . . . Dec 24315 (Medley) Duke Ellington Ork . . . V (45) Lauritz Melchior-Jane Wilson-Victor 47-2955 Young . . . Dec (78) 40165 (33) Duke Ellington Ork . . . V 26610 DON'T SIT UNDER THE APPLE TREE Lois Butler, Lee Sweetland . . . Cap (1942)Bob Grant . . . Dec 24312 (Medley) Francis Scott . . . Cap 15688 Glenn Miller . . . (Medley) DON'T SWEETHEART ME (1944) Marek Weber Ork . . . Col 37490 Maggie Teyte . . . London R 10057 DEEP IN THE HEART OF TEXAS Ozzie Waters . . . Coast 2003 Tex Grande . . . DeLuxe 5005 DOWN AMONG THE SHELTERING Bob Grant . . . Dec 24313 PALMS (1916) Dick Kuhn . . . Coral 60013 Eddie Condon . . . Dec 24219 Jan Garber . . . Cap 925 Marlene Fingerle-Arthur Schutt . . . Dec 24051 (Medley) Al Joison-Mills Brothers . . . Dec 24534 Boswell Sisters . . . Col 36522 Earl Hines . . . Col 35877 Jackie Brown Quartet . . . MGM John Laurenz . . . Mercury 5161 DEEP PURPLE (1935 and 1939) Art Tatum Trio . . . Brunswick 80141 (45) 9-80141 (33) BL 58013 Snooky Lanson . . . Mercury 5181 Sammy Kaye . . . V (78) 20-3181 (45) Basil Fomeen . . . Dec 24089 (Med-47-2811 Elliot Lawrence . . . Dec (78) 27126 (45) 9-27126 (33) DL 5274

Kitty Carlisle-Wilbur Evans . . . Dec 23335 Marlene Fingerle-Arthur Schutt . . . Dec 24039 (Medley) Dennis Morgan . . . Col 4455-M Al Goodman Ork . . . Col 36555 Andre Kostelanetz Ork . . . Col Al Goodman . . . V (78) 45-0048 (45) 52-0006 **DIANE** (1928) Francis Scott . . . Cap 15685 Bob Grant . . . Dec 24042 (Medley) Don Baker . . . Col 36636 Frankie Carle . . . Col 36690 Orval Baggie Hardiman . . . Mercury Don Pablo Ork . . . Latin American Billy Daniels . . . Apollo 1077 DID I REMEMBER? (1936) Marlene Fingerle-Arthur Schutt . . . Dec 24079 (Medley) Andy Russell . . . Cap 10111 DID YOU EVER SEE A DREAM WALKING? (1933) Charles Baum . . . Dec 24067 (Med-Bing Crosby . . . Col 4532-M Jack Fina Ork . . . MGM 30118 Snooky Lanson-Smith Ork . . . London 555 David Allen . . . Discovery (78) 518 DIGA DIGA DOO (1928) Frank DeVol . . . Cap 8-28013 Basil Fomeen . . . Dec 24046 (Med-Sonny Kendis Ork . . . Col 36396 Ted Weems . . . Mercury 5185 DINAH (1925) Red Nichols . . . Brunswick (78) 8006 (33) BL 58008 Basil Fomeen . . . Dec 24032 (Med-Danny Kaye . . . Col 36585 Danny Kaye . . . Col 36194 Jimmy Lunceford Ork . . . Col 36054 Jan Garber . . . Cap 804 Goodman Quartet . . . V 25398 DO-DO-DO (1926) Mel Torme . . . Cap 1177 Louis Levy Ork . . . London B12010-DO I WORRY? (1940) Russ Morgan . . . Dec (78) 27160 (45) 9-27160 Ink Spots . . . Dec 23633 DOCTOR, LAWYER, INDIAN CHIEF Betty Hutton . . . Cap 15230 Hoagy Carmichael . . . Dec 23862 DOIN' WHAT COMES NATURALLY Betsy Gay . . . Cap 1017 Dinah Shore, Spade Cooley Ork . . . Col 36976 Jimmy Dorsey Ork . . . Dec 25487 Ethel Merman . . . Dec 23584 Betty Hutton . . . MGM 30229 Marie Greene . . . Signature 15053 THE DOLL DANCE (1927) Orrin Hostetter . . . Cap 90031 Guy Lombardo . . . Dec 23768 Frankie Carle . . . Dec 25146 Hank "Sugarfoot" Garland . . . Dec (78) 27426 (45) 9-27426 Brother Bones . . . Tempo 668 (45) Ernie Andrews . . . Aladdin 185 DON'T BLAME ME (1933)

Ben Light . . . Tempo (78) 592 (33) MTT 2000A DESERT SONG (1926) Lee Sweetland . . . Cap 10105

Larry Clinton . . . V 20- 2399 David Rose Ork . . . MGM 30164

Sam Browne-The Squadronaires . . . London 311 DOWN BY THE OLD MILL STREAM (1910)Bing Crosby . . . Dec (78) 25492 (45) 9-25492 Sportsmen Quartet . . . Cap 10194 Frank Froeba . . . Dec 23602
Jimmy Lunceford . . . Dec 25422
Abe Lyman Ork . . . Col 37509
Frank Novak . . . Col 20278
Henri Rene . . . V 20-3110 The Wayfarers . . . London 263 Jan August . . . Mercury (78) 5497

(45) 5497X45

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226 (45) 45226

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Carmen Cavallaro . . . Dec 18851

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Isham Jones . . . Cap F15594

Andy Russell . . . Cap 4-17036

Jack Fina Ork . . . MGM 30119

Vaughn Monroe . . . V 20-1649 Andrea Filippo . . . Tempo (33)

Frankie Froba . . . Dec (78) 27030

Ray Anthony . . . Cap 819 & F15467

I'LL SEE YOU IN MY DREAMS

Bing Crosby . . . Dec 24721

Eddy Duchin . . . Col 36744

(1924)

2068-A

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(Medley)

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(1936)

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INDIAN LOVE SONGS) (1903) Hollywood Studio Ork . . . Cap F15491 Mantovani Ork . . . London R10.078 KEEP THE HOME FIRES BURNING Buddy Clark . . . Col 36703 KENTUCKY (1944) Karl & Harty . . . Col 20414 Turner Brothers . . . Radio Artist 201

American Legion Band . . . Dec 23923 Goldman Band . . . V 27438 Bob Grant . . . Dec 24020 (Medley) Marcel Laurence . . . Cap 90025 Gordon MacRae . . . Cap 704 & Anne Shelton-Robertson Ork . . . Vaughn Monroe . . . V (78) 20-3485 KISS ME AGAIN (1905 and 1915) Deanna Durbin . . . Dec 23867 Kate Smith-Jack Miller Ork . . Dorothy Kirsten . . . V 11-9268 (45) Vaughn Monroe . . . V (78) 20-3640 Don Pablo Ork . . . Latin American Frankie Laine . . . Mercury (78) Bob Grant . . . Dec 24022 (Medley) Marvin Ash . . . Cap 15436 Freddie Slack . . . Cap 4-20032 Jack Fina . . . Mercury 5047 Ray Benson . . . Dec 24006 (Medley) Henry King . . . Dec 25081 Xavier Cugat Ork . . . Col C-74 Bob Grant . . . Dec 24020 (Medley) Dick Haymes-Carmen Cavallaro . . . Al Goodman Ork . . . Col 36449 Kern & Sloop . . . Tempo (78) 1086 Ted Straeter . . . Dec 24055 (Medley) L'AMOUR TOUJOURS L'AMOUR LAST NIGHT ON THE BACK PORCH LAUGHING ON THE OUTSIDE (1946) Harry Sukman . . . Artist 3000-A Paul Weston Ork . . . Cap F15454 Paul Weston Ork . . . Cap 15012 Sammy Davis, Jr. . . . Cap 943 Dardanelle . . . Col (33) CL-6142 Calvin Jackson . . . Discovery 45-110 Charles Magnante . . . Col (33) CL-Bernie Leighton . . . Col (33) CL-Woody Herman Ork . . . Col 36785 Morton Gould Ork . . . Col 4446-M Elliot Lawrence Ork . . . Dec (78) Calvin Jackson . . . Discovery (78) Dave Brubeck Trio . . Fantasy 505 Charlie Parker . . . Mercury (78) David Rose Ork . . . MGM 30018 Hollywood Theme Ork . . . Rainbow Erroll Garner . . . Savoy (33) MG-Johnny Bothwell . . . Signature Andrea Filippo Ork . . . Tempo (78) Tony Martin, Dream Girls . . . V Ben Light . . . Tempo (78) 596 (33) Benny Goodman . . . Cap 20124 LET A SMILE BE YOUR UMBRELLA Don Cornell . . . V (78) 20-4042 Bob Grant ... Dec 24040 (Medley) LET IT SNOW, LET IT SNOW, LET IT Frank Sinatra . . . Col (78) 39069 Ray Block Ork . . . Signature 15152 Vaughn Monroe Ork . . . V 20-1759 LET ME CALL YOU SWEETHEART Robert Hamilton Ork . . . Imperial (78) FD 34 (45) FD 45-34 (Med-Cliffie Stone . . . Cap 3F-40149 Harry Horlich Ork . . . MGM 30110 Tommy Dorsey . . . V 20-2904 LET THE REST OF THE WORLD GO BY (1919) Dick Haymes . . . Dec 23753 Robert Hamilton Ork . . . Imperial (78) FD 34 (45) FD 45-34 Ted Straeter . . . Dec 24009 (Medley)

B12005-40002 LET'S FALL IN LOVE (1933) Fred Waring . . . Dec 23939 Charles Baum . . . Dec 24066 (Medley) Fran Warren . . . V (78) 20-4029 (45) 47-4029 Andy Russell . . . Cap 20034 LET'S GET LOST (1943) Frank DeVol . . . Cap (78) 8-28012 (45)6F-28012 LET'S GO BACK AND KISS THE GIRLS (1948) Korn Kobblers . . . MGM 10022 LET'S PUT OUT THE LIGHTS AND GO TO SLEEP (1932) Carmen Cavallaro . . . Dec 24063 (Medley) Bing Crosby . . . Col 4530 Jane Russell . . . Col 37917 LIFE IS JUST A BOWL OF CHERRIES (1931)Ray Benson . . . Dec 24059 (Medley) Ethel Merman . . . Dec 24454 LIGHTS OUT (1936) Tommy Douglas . . . Cap 865 Louis Castellucci . . . Cap 765 & F510 Jan Garber . . . Cap 525 & 10144 Marlene Fingerle-Arthur Schutt . . . Dec 24077 (Medley) Columbia Military Band . . . Col 35729 LINDA (1948) Paul Weston Ork-Matt Dennis . . . Cap 362 Ray Noble-Buddy Clark . . . Col 37215 Gordon Jenkins Ork . . . 23864 Hollywood Rhythm-aires . . . Hollywood Rhythm 1551 Larry Douglas Ork . . . Signature 15106 Thomas Myers . . . Tri Color 564 LINGER A WHILE (1923) Russ Morgan . . . Dec 25107 Hadda Brooks . . . Modern 20-769 Clark Dennis . . . Cap 458 LITTLE BIRD TOLD ME, A (1949) Jerry Wayne & Janette Davis . . . Col (78) 38386 (33) 3-38386 Evelyn Knight Ork . . . Dec 24514 Wayfarers . . . London 389 Paula Watson . . . Supreme 1507 Rose Murphy . . . V 20-3320 A LITTLE BIT OF HEAVEN (1914) Felix Knight-Russ Morgan . . . Dec 23488 Phil Regan . . . Dec 23801 John Carter . . . Col 4277-M Harry James Ork . . . Col 35979 Christopher Lynch . . . Col 4507-M Kate Smith . . . Col 37137 THE LITTLE HOUSE UPON THE HILL (1915)McNulty Family . . . Dec 12208 LITTLE MAN YOU'VE HAD A BUSY DAY (1934) Bob Grant . . . Dec 24069 (Medley) LITTLE OLD LADY (1937) Hoagy Carmichael . . . Dec 23943 Roy Ross . . . Dec 24083 (Medley) LITTLE ON THE LONELY SIDE, A (1945)LITTLE STREET WHERE OLD FRIENDS MEET (1932) Al Morgan Ork . . . London 503 THE LITTLE WHITE HOUSE AT THE END OF HONEYMOON LANE (1926) Granados Trio . . . Dec 23189 Marlene Fingerle-Arthur Schutt . . . Dec 24038 (Medley) LITTLE WHITE LIES (1930) Dick Haymes-Four Hits & A Miss . Dec 24480 Red Norvo Trio . . . Discovery 145 Dinah Shore . . . Col 38114 Tommy Dorsey . . . V 27521 Steve Gibson . . Mercury 8085 LONESOME AND SORRY (1926) Marlene Fingerle-Arthur Schutt . . . Dec 24039 (Medley) LONG AGO AND FAR AWAY (1944) Erroll Garner . . . Col (33) CL-6139 Andre Kostelanetz Ork . . . Col (78) 7454-M Gordon Jenkins . . . Dec (78) 27165 (45) 9-27165 Guy Lombardo Ork . . . Dec 25044 Fred Waring . . Dec (78) 23729 (45) 9-23729 Bing Crosby-Jerome Kern . . . Dec Phil Moore . . . Discovery (45) 45-125 Alfred Newman Ork . . . Mercury (45) 523X45 Al Goodman Ork . . . V (78) 20-1851 (45) 47-3151 LOOK FOR THE SILVER LINING (1920)Fred Waring . . . Dec 23730 Harry Horlich . . . Dec 23776 Nat Brandwynne . . . Dec 24013 (Medley) Connee Boswell . . . Dec 25055 Margaret Whiting . . . Cap F17 .46 & F15502 Judy Garland . . . MGM 30002 & 30212 Vaughn Monroe . . . V (78) 20-3485 (45) 47-2944 LOUISE (1929) Maurice Chevalier . . . V (78) 25-1090 (45) 51-0005 Frankie Carle . . . Col 36692 Georgie Stoll-MGM Studio Ork . . . MGM 30051 LOUISIANA HAYRIDE (1932) Carmen Cavallaro . . . Dec 24061 (Medley) LOVE IN BLOOM (1934) Bob Grant . . . Dec 24068 (Medley) LOVE IS THE SWEETEST THING Red Nichols . . . Cap F15517 Charles Baum . . . Dec 24066 (Medley) LOVE ME AND THE WORLD IS MINE (1906) Bartlesville Barflies . . . Dec 25412 (Medley) LOVE NEST (1920) Ben Light . . . Tempo (78) 592 (33) Frank Novak . . . Col 20346 MTT 2000-A Frankie Masters Ork . . . MGM 10062 Nat Brandwynne . . . Dec 24015 LET'S BE BUDDIES (1940) (Medley) Ethel Merman . . . Dec 23199 Frankie Carle . . . Col 36332 LET'S DO IT (1928) Freddy Kaye Quintet . . . MGM 10443 Mary Martin . . . Dec 23148 LOVE SENDS A LITTLE GIFT OF Basil Fomeen . . . Dec 24045



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on 78 rpm No. 1388 on 45 rpm No. F1388

backed by "MY BUCKET'S BEEN FIXED"



(1915)

Blue Sky Boys . . . V 20-2296

Hank Penny . . . King 698

KENTUCKY BABE ('90s)

Jimmie & Leon Short . . . Dec 46077

Bing Crosby-Fred Waring . . Dec

(Medley)

ROSES (1919)

Tommy Dorsey . . . V 27782

Fred Waring . . , Dec 25286

Paul Weston . . . Cap 20024

Russ Case . . . V 20-2831

TT 2050 (45) 4538

(45) 47-4036

MY BUDDY (1922)

Cap 15270

38353

Jimmie Lunceford . . . Dec 25289 Benny Goodman Ork . . . Col 37091

Woody Herman Ork . . . Col 37860 Kendis & Ork . . . Col 36397

Roy Milton . . . Specialty SP 522

The Squadronaires . . . London 124

Eddie Fisher . . V (78) 20-4036

Ben Light . . . Tempo (78) 682 (33)

Bob Grant . . . Dec 24022 (Medley)

Buddy Clark . . . Col 36703 Eddie Fisher . . . V (78) 20-4038 (45)

Harry James Ork . . . Col 37520

MY DARLING, MY DARLING (1948)

Doria Day-Buddy Clark . . Col

Gracie Fields . . . London 369

Sonny Kendis . . . Col 36398

Jo Stafford-Gordon MacRae

Bill Mooney and His Cactus Twisters . . . Imperial 1144 Vaughn Monroe . . . V (78) 20-1967 (45) 47-2835

MY FOOLISH HEART (1950) Margaret Whiting . . . Cap (78) 934 (45) F934 Hugo Winterhalter Ork . . . Col (78) 38697 (33) 3-38697 Gordon Jenkins Ork . . . Dec (78) 24830 (45) 9-24830

Richard Hayes . . . Mercury 5362 Billy Eckstine . . . MGM (78) 10623 (45) K10623 Dodo Marmarosa . . . Savoy 756 Mindy Carson . . . V (78) 20-3681

(45) 47-3204 MY GAL SAL (1905) Mills Brothers . . . Dec 23624 Bill Mooney . . . Imperial (78) 1115

Mills Brothers . . . Dec (78) 24762 (45) 9-24762 Frank Novak . . . Col 20340 Ben Light . . . Tempo (78) 574 (33)

Guy Lombardo . . . Dec 25341

(45) 6115

Frankie Carle . . . V (78) 20-3731 (45) 47-3731

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'CRAZY BONE RAG" 'ST. LOUIS TICKLE" 1012

'HULA BLUES" "I GET THE BLUES WHEN IT RAIMS"

JIM WILSON with Ann Carr 1025

"OLD HOME TOWN" "IF I SHOULD NEED YOU"

WES BRITT at the Organ with Rhyfhmasters 1038 "EASY MELODY" "RED SAILS IN THE SUNSET"

FOLK & WESTERN

ANDY WILSON

1021 "FADED LOVE" "THIS SIDE OF HEAVEN"

1029 "YOU COUNT ALL MY MISTAKES" "DON'T EVER SAY YOU LOVE ME"

BILLY SCOTT DEAR DADDY UNCLE SAM" "WHEN I WAS JUST THIRTEEN"

BIG JEFF and the Radio Playboys 1004

"JUKE BOX BOOGIE" "YOU TALK IN YOUR SLEEP"

BOB LAMM 1017 "NO TEARS FOR YOU" "I'M GONNA LOCK MY HEART"

1028 "I HOPE I DON'T LIVE LONG ENOUGH TO LOSE YOU" "CORNS A-POPPIN"

RHYTHM & BLUES

MARGIE DAY & GRIFFIN BROTHERS

1019 'LITTLE RED ROOSTER" "BLUES ALL ALONE"

STREET WALKIN' DADDY" "RIFFIN WITH GRIFFIN"

1024 BONAPARTE'S RETREAT" HOT PEPPER"

GRIFFIN BROTHERS' ORCHESTRA 1020 "BLUES WITH A BEAT"

CECIL GANT 1030 "CINDY LOU" "WAITING FOR MY TRAIN" 1016 "CRYIN" TO MYSELF" "NOBODY WANTS YOU"

"GRIFF'S BOOGIE"

SPIRITUALS

FAIRFIELD FOUR

"I DON'T KNOW WHY I HAVE TO CRY WHEN I MOVE IN THE ROOM"

1003 "TREE OF LEVEL"

1022

"I'LL TELL THE WORLD" "IN THE UPPER ROOM" 1011

"IN THE WILDERNESS" "LET ME TELL YOU ABOUT JESUS" 1006

"SAVIOR, DON'T PASS ME BY" "JESUS MET THE WOMAN AT THE WELL" "DEAR LORD, LOOK DOWN UPON ME"

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THE BILLBOARD MY HAPPINESS (1948) Ronnie Deauville . . . Bullet 1032 Pied Pipers . . . Cap 15094 McKay Trio . . . Continental 1241 Jon and Sondra Steele . . . Coral (78) 60244 (45) 9-60244 Anne Vincent and Tina Laskowska . . . Dana 2017 Ella Fitzgerald . . . Dec (78) 24446 (45) 9-24446 John Laurenz . . . Mercury 5144 Alan Dale . . . Signature 15206 MY HEART SINGS (All of a Sudden)

Fred Waring . . . Dec (78) 24501 (45)

Kathryn Grayson . . . MGM 30073

Dick Foran-Julie Warren . . . Dec

Bob Grant . . . Dec 24041 (Medley) Guy Lombardo . . . Dec 24523

Richard Rodgers Ork . . . Col 35379

Wladimir Selinsky Ork . . . Col 36476

Margaret Whiting-Frank DeVol . .

MY HEART STOOD STILL (1927)

Hildegarde . . . Dec 23348

Hildegarde . . . Dec 23133

Fred Feibel . . . Col 36437

Dennis Day . . . Cap 10016

Tempo (78) 414 (45) 4528

Deanne Durbin . . . Dec 23867

Fred Waring . . . Dec (78) 27153

Margaret Whiting . . . Cap 15222

Harry Owens . . . Dec 23616

Harry Owens . . . Dec 25224

Les Paul . . . Dec 23682

KEALAKEKUA (1934)

Al Jolson . . . Dec 23614

MY MAMMY (1921)

(45) 47-4036

(Medley)

MY MAN (1921)

(Medley)

MY ISLE OF GOLDEN DREAMS

Dinah Shore . . . V (78) 20-4047 (45)

Ted Straeter . . . Dec 24009 (Medley)

Bing Crosby . . . Dec 25023 Ray Kinney . . . V 20-2194 MY LITTLE GRASS SHACK IN

Dorothy Lamour . . . Dec 23322

Carmen Cavallaro . . . Dec 24016

Carmen Cavallaro . . . Dec 24016

Teddy Wilson Ork . . . Col 36113

MY MELANCHOLY BABY (1912 and

Billie Holiday . . . Dec 24638

Dinah Shore . . . V 20-1544

Elvira Rios . . . Dec 21195

Phil Baker . . . Dec 23502

Bing Crosby . . . Dec 25366

Paul Weston . . . Cap 15049 MY MOTHER'S ROSARY (1915)

Phil Regan . . . Dec 25332 Al Jolson . . Dec 24971 Flat Foot Four . . . Col 35796 MY ROMANCE (1935)

Eddle Condon . . . Dec 24218

Harry James Ork . . . Col 36434

Tommy Dorsey . . . Dec (78) 27266

Dinah Shore-Frank Sinatra . . . Col

Margaret Whiting . . . Cap 20114

Carmen Castillo . . . Dec 18237

Paul Weston . . . Cap 10123

Carol Bruce . . . Dec 18431

Henry King . . Dec 25085

Xavier Cugat . . . Col 37541

MY SHAWL (Ombo) (1945)

Frank Sinatra . . . Col 36842

Percy Faith Ork . . . Col (33) CL-

Frank Sinatra-Xavier Cugat . .

Xavier Cugat Ork . . . Col 37541

Henry King Ork . . . Dec 25085

Carmen Castillo . . . Dec 18237

MY SWEETIE WENT AWAY (1923)

Dennis Day . . . Col (78) 20-2451

Nat "King" Cole and Trio . . . Cap

Herb Jeffries . . . Mercury (33)

John Laurenz . . . Mercury 5134 Dick James . . . V 20-2944

Francis Craig Ork . . . Bullet 1001

Dick (Two Ton) Baker ... Mercury

NEGRA CONSENTIDA (My Pet Bru-

Elliot Lawrence Ork . . . Col 37838

Andrews Sisters . . . Dec 24171

June Hutton . . . Dec 27064

Charles Baum . . . Dec 24026

MY WILD IRISH ROSE ('90s)

Ork . . . Col 35493

(45) 47-2933

NATURE BOY (1948)

(45) F15509

15054

MG-25091

NEAR YOU (1947)

Phil Regan . . Dec 23801

Frank Froeba . . . Dec 24235

Dick Haymes . . . Dec 24439

Art Young . . . London 10013

Juan Vicari Ork . . . Harmonia 3005 Jan August . . . Mercury (33) MG

Carol Bruce . . . Dec 18431

Xavier Cugat . . . V 27441 MY SISTER AND I (1941)

THE MOON ('90s)

18552 (Medley)

(Medley)

. Dec 23261

(45) 47-2953

(45) 9-27266

MY SHAWL (1935)

Col 36842

25086

Eddle Fisher . . . V (78) 20-4036

Guy Lombardo . . . Dec 24396

3660 (45) 47-3183

9-24501

Cap 20115

MY HERO (1909)

MY IDEAL (1930)

(1919)

47-4047

(45) 9-27153

Humberto Herraras . . . Atlantic 130 Henry King . . . Black and White Eddie Le Baron Ork . . . Dec 25203 Juan Florer & Cariocas-Joe Carioca Four Star 1015 Ben Light . . . Tempo (78) 684 (33) 2060 (45) 4714 Chucho Mendoza Ork . . . Ideal 186 Julio Flores . . . Ideal 181 Jose Bethancourt Ork . . . Musicraft Guayaca Trio . . . Peerless 2902 Kern & Sloop . . . Tempo 948 NEVERTHELESS (1950) Ray Anthony . . . Cap (78) 1190 (45) F1190 Frank Sinatra . . . Col (78) 39044 (45) 4-39044 (33) 3-38982 Mills Brothers . . . Dec (78) 27253 (45) 9-27253

Paul Weston Ork . . . Col (78) 38982 Leo Reisman . . . Dec 24175 Teddy Phillips Ork . . . London 773 Frankle Laine . . . Mercury (78) 5495 (45) 5495X45

Frankie Laine . . . Mercury 5301 Fred Astaire, Red Skelton, Anita Ellis . . . MGM (78) 30240 (33) Ray McKinley Ork . . . V (78) 20-K30240 Monica Lewis . . . MGM 10772 Ralph Flanagan . . . V (78) 20-

Joe Venuti-Bobby Maxwell . . 3904 (45) 47-3904 MY HEART TELLS ME (1943) (1944) Andre Previn . . . V (78) 20-3838 Johnny Otis-Mel Walker . . . Savoy (45) 47-3838 NIGHT AND DAY (1932) Red Norvo Trio . . . Discovery 135 Bing Crosby . . . Dec 18887 & 23972

Quintet of the Hot Club of France Harry Horlick . . . Dec 25068 Rise, Stevens-Nelson Eddy-Robert . . . Dec 23067 Armbruster Ork . . . Col 4406-M Ruby Newman . . . Dec 23618 Fred Waring . . . Dec 23696 Columbia Concert Ork-Oscar Straus, Carmen Cavallaro . . . Dec 25041 Cond. . . . Col 36290 Ralph Flanagan . . . V (78) 30-0006 and 24062 (Medley) (45) 54-0001

1168

Con Baker . . . Col 36627 Eddy Duchin . . . Col 36541 Eddy Duchin Ork . . . Col 36110 Fred Felbel . . . Col 36439 Benny Goodman . . . Col 35410 Billie Holiday . . . Col 38044 Andre Kostelanetz Ork . . . Col 4290-M

Jan August . . . Mercury (78) 1967. (45) 1057X45 Robert Mazwell . . . Col 37868 Claude Thornhill Ork . . . Col 37055 Buddy Cole . . . Cap 20055 Starlighters-Paul Weston . . Cap 15114

Mantovanl Ork . . . London 111 Louis Levy Concert Ork . . . London B12004-40001 Coleman Hawkins . . . Mercury 1057 Tony Martin . . . V (78) 20-2740 (45) 47-2789 Les Baxter . . . Discovery 45-504 NIGHTINGALE, THE (1942) Johnny Hartman Ork . . Apollo

Jo Stafford . . . Cap (78) 10123 (45) F20166 Percy Faith . . . Col (33) CL-6131 Xavier Cugat . . . Col 36559 Beatrice Kay . . . Col 35458 Bob Atcher . . . Col (78) 20006 Madcaps . . . London (78) 786 (45)

NIGHTS OF GLADNESS (1913) Quintet of the Hot Club of France Ruby Newman . . . Dec 29242 (Medley) Betty K . . . Imperial (78) 1124 (45)

NOBODY KNOWS (1919) Ted Straeter . . . Dec 24010 (Medley) Benny Goodman . . . V (78) 25473 Eddie Condon . . . Dec 24217 Lawrence Welk . . . Dec 23759 MY MOONLIGHT MADONNA (1933) NOBODY'S SWEETHEART NOW Charles Baum . . . Dec 24065 (Med-(1924)

Eddie Condon . . . Dec 18040 Guy Lombardo . . . Dec 25381 Red McKenzie & Condon's Chicagoans . . . Col 35952 Little Sans & Lee . . . Apollo 1148 NOLA (1916)

Ted Weems ... Dec 25105 Charles Magnante . . . Col 36088 Rawicz & Landauer . . . Col 340-M Barclay Allen . . . Cap 15130 The Three Suns . . . V (78) 20-2817 (45) 47-2758 Jan August . . Mercury 5288

Kern & Sloop . . . Tempo (78) 978 (33) MTT 2006 (45) 4588 NO, NO, NORA (1923) Charles Baum . . Dec 24027 (Medley)

NOW IS THE HOUR (1947) TGE IU Margaret Whiting . . . Cap 15024 Jerry Wald Ork . . . Commodore Buddy Clark & Charloteers . . Col 38115 Bing Crosby . . . Dec 24279 Charlie Kunz . . . London 196 Gracie Fields . . . London 110 Les Paul Trio . . . Mercury 5103 Rate Smith . . . MGM 10125
Ray Bloch Ork . . . Signature 15178
Charlie Spivak Ork . . . V 20-2704
OBJECT OF MY AFFECTIONS. THE

Nat Brandwynne . . . Dec 24096 MY SWEETHEART'S THE MAN IN (1934)Bob Grant . . . Dec 24069 (Medley) Boswell Sisters . . . Col 36523 OCEANA ROLL (1911) Knickerbocker Serenaders . . . Dec Beatrice Kay-Ray Bloch Ork ... Col 35457

OH, FRENCHY (1918) Ray Benson . . . Dec 24004 (Medley) OH, GEE; OH, GOSH; OH, GOLLY I'M IN LOVE (1923) Eddie Cantor . . . Dec 23986 Charles Baum . . . Dec 24027 (Medley)

Morton Downey-Nat Brandwynne OH, HOW I HATE TO GET UP IN THE MORNING (1918) Irving Berlin & Soldier Chorus . Dec 18477 Ray Benson . . . Dec 24004 (Medley) Nat "King" Cole and Trio . . . Cap OH, HOW I MISS YOU TONIGHT

John Laurenz . . . Mercury 5115 George Mitchell Choir . . . London OH JOHNNY, OH JOHNNY, OH!

(1940)Joe Lewis . . . Intro (78) 7001#50 Bill Mooney Ork . . . Imperial (78) 1099 (45) 6099 Bob Grant . . . Dec 24003 (Medley) Basil Fomeen . . . Dec 24988 (Medley)

Bonnie Baker . . . Col 35228 OH, KATHARINA (1924) Bob Grant . . . Dec 2 .30 (Medley) Carmen Cavallaro . . . Dec 24881

Teddy Phillips Ork . . . London 60 Tommy Tucker Ork . . . MGM 1061 OH, LOOK AT ME NOW (1941) Joe Bushkin . . . Atlantic (33) 16 OH WHAT A BEAUTIFUL MORNII (1943)Frank Sinatra . . . Col 36682 Andre Kostelanetz Ork . . . O 7417-M Nelson Eddy . . . Col 4314-M Jimmy Dorsey Ork . . . Dec 2546 Carmen Cavallaro . . . Dec (7 24728; (45) 9-24728 Fred Waring Pennsylvanians . Dec (78) 24540 (45) 9-24540 an (78) 27296 (45) 9-27296 Alfred Drake . . . Dec (78) 2328 (45) 9-23283 Bing Crosby . . . Dec 18564 an (78) 27275 (45) 9-27275 Raiph Flanagan . . . V (78) 20-365 (45) 47-3176 Boston "Pops" Ork . . . V (78) 10 1530 (45) 49-0944 John Charles Thomas . . . V (78 10-1177 (45) 49-0971 Los Angeles Philharmonic Ork . Dec 23357-8 OH, WHAT A PAL WAS MARY (1919 Ted Straeter . . . Dec 24008 (Medley OH, WHAT IT SEEMED TO BE (1946 Prankle Carle Ork . . . Col (78 36892 (33) 3-36892 Dick Haymes, Helen Forrest . Dec 23481 Kern & Sloop . . . Tempo (78) 92 (45) 4586 OH WHY, OH WHY, DID I EVE LEAVE WYOMING (1948) Jerry Colonna Wesley Tuttle, Meri Travis . . . Cap 330 OH! YOU BEAUTIFUL DOLL (1911 Henry King . . . Dec 25356 Frankie Novak . . . Col 20348 Claude Thornhill Ork . . . Col "59 Bob Wills . . Col 20305 Mr. Jones & His Bones . . . London Tony Martin . . . V (78) 20-356 (45) 47-3054 Chuck Poster . . . Mercury 3027 OLD MAN RIVER (1927) Dick Haymes & Gordon Jenkins . Dec 40151 Horace Henderson . . . Dec 18172 Bing Croeby . . . Dec 23678 & 2525 Bob Grant . . . Dec 24041 (Medley Roy Milton . . . Specialty SP 386 Fred Waring . . . Dec 29191 Bix Beiderbecke Gang . . . Col 3566 Al Goodman Ork . . . Col 35757 Harry James Ork . . . Col 36023 Paul Robeson . . . Col 17517-1 Frank Sinatra . . . Col 55037 Robert Weede . . . Col 17293-D Robert Maxwell . . . Col 3-7865 Caleb Peterson . . . MGM 30004 Jan August . . . Mercury 1058 OLD SPINNING WHEEL (1934) Charles Baum . . . Dec 24064 (Medley) OLE BUTTERMILK SKY (1946) Kay Kyser Ork . . . Col 37073 noagy Carmichael . . . Dec 2376 ON A SLOW BOAT TO CHINA (1947) Kay Kyser Ork . . . Col 38301 Eddy Howard Ork . . . Mercury 5210 Snooky Lanson Ork . . . Mercury 5191

MARCH 17, 1951

Art Lund Ork . . . MGM 10269 ON A SUNDAY AFTERNOON (1902) Knickerbocker Serenaders . . . Dec 18549 (Medley) ONE ALONE (1926) Wilbur Evans . . . Dec 23333 Don Baker . . . Col 36625

Fred Feibel . . . Col 36440 Al Goodman Ork . . . Col 36555 Dennis Morgan . . . Col 4456-M Al Goodman . . . V (78) 45-0046 (45) 52-0004 Ben Light . . . Tempo (78) 620 (33) MTT 2020 THE ONE ROSE THAT'S LEFT IN

MY HEART (1937) Dorothy Lamour . . . Dec 23323 Roy Ross . . . Dec 24081 (Medley) Paradise Island Trio . . . Dec 25157 Bing Crosby . . Dec 25367

Gene Autry . . . Col 20281 ONLY A ROSE (1925) Jesse Crawford . . . Dec 23665 Basil Fomeen . . . Dec 24032 (Medley) ON MIAMI SHORE (1919)

Ted Straeter . . . Dec 24008 (Medley) ON MOONLIGHT BAY (1912) Mills Brothers . . . Dec 23626

Glenn Miller . . . Dec 25075 Gene Kelly . . . MGM 30137 ON THE ATCHISON, TOPEKA, AND SANTA FE (1945) Johnny Mercer . . . Cap (45) F15514 Johnny Mercer . . . Cap 10156

Judy Garland . . . Dec 23458 Judy Garland . . . Dec 23436 ON THE GOOD SHIP LOLLIPOP (1935)Nat Brandwynne . . . Dec 24075

ON THE ROAD TO MANDALAY (1907)

Fred Waring . . . Dec 24651 ON THE SUNNY SIDE OF THE STREET (1930) Liddy Howard . . . Mercury 512X45 Frankie Laine . . . Mercury (78) 1027 (45) 1027X45

Judy Garland . . . Dec 18524 Eddle Heywood . . . Dec 23534 Bing Crosby-Lionel Hampton . . Dec 23843 Ted Straeter . . . Dec 24054 (Medley)

Harry Richman . . . Dec 24390 Rice Brothers Gang . . . Dec 46069 The Charloteers . . . Col 37914 Benny Goodman Sextet . . . Col 37514 Ted Lewis Ork . . . Col 36300

Jay McShann . . . Cap 10039 Ella Mae Morse . . . Cap 487 Jo Stafford-Paul Weston . . . Cap Jack Parnell Quartette . . . London 162

Tommy Dorsey . . . V 20-2005 Ben Light . . . Tempo 574 Coleman Hawkins . . . Mercury 1109 ON TREASURE ISLAND (1935) Nat Brandwynne Dec 24073 (Medley)

Bing Crosby . . . Dec 25380 Marlene Fingerie & Arthur Schutt . . . Dec 24039

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Russ Morgan . . . Dec 24449 Nancy Donovan . . . DeLuxe 1165 Lonnie Johnson . . . King 4263 Reggie Goff . . . London 354 Freddy Martin . . . V 20-3350 SO YOU'RE THE ONE (1941) SOFTLY AS A MORNING SUNRISE (1928)Decca Concert Ork . 1 . Dec 23155 Don Baker . . . Col 36627 Nelson Eddy . . . Col 4240-M SOLITUDE (1934) Billy Holiday . . . Dec 28853 Bob Grant . . . Dec 24071 (Medley) Dorsey Brothers . . . Dec 29238 . . Duke Ellington Ork . . : Got 36427 Morton Gould Ork . . . Col 4448-M Ernie Felice . . . Cap 486 Capitol Jazzman . . . Cap 10010 Charlie Ventura . . . V. (78) 20-3670 (45) 47-3193 SOME ENCHANTED EVENING (1949) Eve Young . . . Bluebird 31-0009 Al Goodman . . . Bluebird 31-0002 Paul Weston . . . Cap (78) 629 (45) Gordon MacRae . . . Cap (78) 596 (45) F600 Jo Stafford . . . Cap (78) 544 (45) Frank Sinatra . . . Col (78) . 38446 (33) 3-38446 Ezio Pinza . . . Col 4578-M . . . Ezio Pinza . . . Col 4559-M. . . . Carmen Cavallaro . . Dec (78) 24727 (33) DL 5032 Eadle & Rack Duo Pianos Dec 24707 Al Joison . . . Dec (78) 24667 Bing Crosby . . . Dec 24609 (45) Janette Davis . . . Harmony 1048 Stanley Black . . . London (33) LPB-125 Stanley Black . . . London 455 Fred Waring . . . Dec (78) - 27294 (45) 9-27294 (33) DL 5293 ... John Laurenz . . . Mercury 5276: Hugo Winterhalter . . MGM 10399 Al Goodman . V (78) 2800435 (45) 52-0022 : Ralph Flanagan . . . V (78) 20-3651 (45) 47-3174 Perry Como . . . V (78) 20-2402 (45) 47-2896 Bill Harrington . . Vocalion 55000 SOME OF THESE DAYS (1910) Sophie Tucker Dec 24289 Bing Crosby Col 4421-M Sophie Tucker-Ted Lewis Ork ... Col 36300 Kern & Sloop Tempo 956 SOME SUNDAY MORNING (1946) Dick Haymes & Helen Forrest Dec 23434 SOMEBODY LOVES ME (1924) Benny Carter-Coleman Hawkins Dec 18256 Dec 23430 Eddie Condon Bing Crosby Dec 25410 Frankle Carle Col 36331 Eddy Duchin Ork . Col 36078 Woody Herman & The Four Chips Col 37820 Col Andre Kostelanetz Ork 4291-M Billy Butterfield Cap 20026 Peggy Lee-Dave Barbour -/. Cap 10085 Prul Weston Cap 20082 Dinah Shore V (78) 20-1514 SOMEBODY STOLE MY GAL Dec 24021 (Medley) Bob Grant The Beacon Four Dec 25413 Ted Lewis Ork Col 36301 Frank Novak ... Col 20349 Ben Light . . . Tempo (78) 606 (33) MTT 2022 SOMEDAY I'LL FIND YOU (1931) Ray Benson . Dec 24057 (Medley) SOMEDAY, SOMEWHERE (1945) SOMETHING TO REMEMBER YOU BY (1930) Tommy Dorsey . . . Dec (78) 27430 (45) 9-27430 (33) DL 5317 Dick Haymes-Helen Forrest Dec 23944 Ted Straeter . . . Dec 24053 (Medley) Buddy Clark ... Col 37909 SOMETIMES I'M HAPPY (1925 and 1927) Bob Grant . . . Dec 24043 Eddy Duchin . . . Col 36746 Al Casey . . Cap 10034 Cap 20051 Jo Stafford . Lena Horne . . . MGM 10264 Trenier Twins ... Mercury 1093 Larry Green V (78) 20-3665 (45) 47-3188 Erroll Garner . . . Mercury (78) 1102 (45) 1102X45 SOMEWHERE A VOICE IS CALLING (1911) Rise Stevens . . . Col 4439-M Jack Teagarden Ork . . . Col 35450 Tommy Dorsey V 20-2006 SONATA (1948) Claude Thornhill . Col 37219 Tony Martin . . . Mercury (78) 5029 (45) 5029X35 Kern & Sloop, Hammond & Novachord . . . Tempo 990 SONG IS YOU, THE (1932) Dick Haymes Dec 40151 Fred Waring . . . Dec 23727 Carmen, Cavallaro . . . Dec 24062 (Medley) Buddy Cole . . . Cap 20056 Lauritz Melchoir . . . MGM 36112 Cy Walters . . . Apollo 1135 SONG OF LOVE (1921) Andre Kostelanetz Ork . . . Col 4341-M Carmen Cavallaro . . . Dec 24019 (Medley) SONG OF THE ISLANDS (1929) Les Paul Trio . . . Dec 23683 Hal Aloma . . . Dec 23905 Guy Lombardo . . . Dec 24867 Bing Crosby . . . Dec 25009 SUNDAY KIND OF LOVE (1948) Lena Machado ... Dec 25175 Paul Carson . . . Tempo (78) 490 (45) 4756 Moana Serenaders . . . Dec 25184 Harry Owens . . . Dec 25224 Ray Kinney . . . V 20-2192 SONG OF THE VAGABONDS (1925) Jimmy Dorsey . . . Mercury 10023 SUNDAY, MONDAY OR ALWAYS John Raitt . . . Dec 23576 Ted Heath Ork . . . London 471 David Rose Ork . . . MGM 30196 Al Goodman . . . V (78) 20-2038 (45) 52-0057 SUNFLOWER (1949) SONNY BOY (1928) Al Jolson . . . Dec 23614 Basil Fomeen . . . Dec 24044 (Medley) SOON (1930) Ella Fitzgerald . . . Dec (78) 27371 (45) 9-27371 (33) DL 5300

Hazel Scott . . . Col 37996 Andre Kostelanetz Ork . . . Col 4309-M SOPHISTICATED LADY (1933) Buddy Cole . . . Cap 20135 SOUTH AMERICA TAKE IT AWAY (1946) Xavier Cugat . . . Col 37051 Bing Crosby & Andrews Sisters . . Dec 23569 Lehman Engel-Betty Garrett . . . Dec 23562 Monica Lewis . . . Signature 15055 SOUTH OF THE BORDER (1939) Basil Fromeen . . . Dec 24090 (Medley) Tony Martin . . . Dec 25476 SPEAK LOW (1943) Guy Lombardo . . . Dec 25267 SPRING, BEAUTIFUL SPRING (1907) Ringling Bros. & Barnum & Bailey's Band-Evans, Cond. . . . Col 36169 STARDUST (1929) Elliot Lawrence . . . Dec (78) 27123 (33) DL 5274 Roy Eldridge . . . Dec 25440 Jerry Gray . . . Dec 24956 Bing Crosby . . . Brunswick (78) 80056 (45) 9-80056 Jack Pleis . . . London (78) 898 (45) 45-898 Coleman Hawkins . . . Dec 18251 Elvira Rios . . . Dec 21195 Howard McGhee . . . Aladdin 115 Percy Faith . . . Dec 23535 Dick Haymes . . . Dec 23750 Hoagy Carmichael . . . Dec 23797 Larry Adler . . . Dec 23674 Carmen Cavallaro . . . Dec 24060 (Medley) Edgar Hayes . . . Dec 25106 Howard McGhee . . . Score 4003 Guy Lombardo . . . Dec 25271 Bing Crosby . . . Dec 25285 Delta Rhythm Boys . Dec 25395 Louis Armstrong Ork . . . Col 37808 Victor Borge . . Col 38182 Frankie Carle . Col 37315 Eddy Duchin Ork . . . Col 36118 Eddy Howard-Teddy Wilson Ork . Col 37992 Joe Venuti . . . Tempo (33) MTT 2008 Artie Shaw . . V (78) 27547 (45) 47-2785 Sonny Kendis Ork . Col 36395 Fred Lowery .Col 37862 Morley & Gearhart . Col 4521-M Buddy Cole . . . Cap 20055 Billy Butterfield . Cap 15189 V (78) 20-3648 Tex Beneke (45) 47-3171 Tommy Dorsey Ork V 27520 David Rose Ork . . MGM 30058 Earl Hines . . Mercury 1091 Don Pablo Ork Latin American Kern & Sloop Tempo 954 Bob Crosby Coral (78) 60217 (45) 9-60217 STARS AND STRIPES FOREVER (90's) Russ Morgan Dec 2547 (Medley) Fred Waring Dec 18485 American Legion Band Dec 23920 Col 35907 Goldman Band Band of His Majesty's Irish Guards London (33) LPB 16 The Goldman Band V 27438 STARS FELL ON ALABAMA (1933) Eddie Condon Dec 23719 Woody Herman Ork Col 37197 Jack Teagarden Cap 10027 STARS IN MY EYES (1936) Don Pablo Ork Latir American STAY AS SWEET AS YOU ARE (1934) Carmen Cavallaro 24955 (33) DL 5199 Bob Grant Dec 24068 (Medley) STEAMBOAT BILL (1910) Beatrice Kay-Paul Aron Ork Col 36941 STORMY WEATHER (1933) Fran Warren V (78) 20-4027 (45) 47-4027 Fred Waring ... Dec 23938 Charles Baum .. Dec 24067 (Med-Ben Light . Tempo (78) 568 (33) MTT 2020 Guy Lombardo . . . Dec 24531 (45) 9-24531 Eddy Duchin Col 36118 Duke Ellington Ork Col 35556 Morton Gould Col 4449-M Morley & Gearhart Col 4523-M Ethel Waters Col 36329 Capitol International Jazzman Cap 283 Peggy Lee-Dave Barbour . Cap 10119 STRANGE FRUIT (1940) Josh White Dec 23654 Josh White Mercury 1115 STRIKE UP THE BAND COMES A SAILOR (1900) Frank Luther Dec 24466 (Med-Beatrice Kay-Ray Bloch Ork . . Col 35457 STUMBLING (1922) Bob Grant Dec 24022 (Medley) . Dec (78) 24925 Guy Lombardo (45) 9-24925 (33) DL 5193 Russ Morgan . . Dec 25107 Frankle Carle . . Col 35571 Sonny Kendis Ork . . Col 36397 Ernie Felice Quintet . Cap 453 The Three Suns . V (78) 20-2815 (45) 47-2756 Kern & Sloop . . . Tempo (78) 1054 (33) MTT 2006 (45) 4550 SUNBONNET SUE (1908) Bob Wills Texas Playboys . . . Col 20227 Lyn Duddy Swing Choir . . . MGM

30191

(1943)

Cap 15405

3-20579

(33) 3- 38391

Jo Stafford . . . Cap 388

37219 (33) CL-6050

Claude Thornhill . . . Col (78)

Ella Fitzgerald . . . Dec 23866 Jubalaires . . . King 4163

Bob Grant . . . Dec 24316 Bing Crosby . . . Dec 18561

Jack Smith . . . Cap 15394

Frankie Laine . . . Mercury 5018

Deuce Spriggens-Tex Williams . . .

Frank Sinatra . . . Col (78) 38391

Gene Autry . . . Col (78) 20579 (33)

THE BILLBOARD THE BILLEOAPD Russ Morgan . . . Dec (78) 24568 | S'WONDERFUL (1927) (45)9-24568 Sam Browne . . . London 394 Dick "Two Ton" Baker . . . Mercury Jack Kilty . . . MGM 10339 Jack Fulton . . . Tower 1454 Ray McKinley . . . V (45) 47-2872 Ray McKinley . . . V 20-3334 SUNNY SIDE UP (1929) Marlene Fingerle-Arthur Schutt . . Dec 24048 (Medley) SUNRISE SERENADE (1939) Basil Fomeen . . . Dec 24091 (Med-Ken Wright . . . Tempo (78) 496 (45) 4762 Glen Gray . . . Dec 25135 Frankie Carle . . . Col 35570 Frankie Carle . . . Col 37269 Frankie Carle . . . Col 37539 Horace Heldt . . . Col 36275 Glenn Miller . . . V 20-1753 SUNSHINE OF YOUR SMILE, THE (1915)Kate Smith . . . Col 36047 SURREY WITH THE FRINGE ON TOP, THE (1943) Fred Waring . . . Dec (78) 27291 (45) 9-27291 (33) DL 5292 Andre Kostelanetz . . . Col 7417-M Morton Gould . . . Col 4449-M Nelson Eddy . . . Col 4314-M Alfred Drake . . . Dec 23284 Ralph Flanagan . . . V (78). 20-3652 (45) 47-3175 SWANEE (1919) Louis Levy . . . London 12011 Eddie Condon . . . Dec 23433 Al Jolson . . . Dec 23470 Ted Straeter . . . Dec 24010 SWEET ADELINE (1903) Mills Brothers . . . Dec 23623 The Commuters . . . Dec 25411 SWEET AND LOVELY (1931) Fred Waring . . Dec 18632 Eddie Heywood . . . Dec 23813 Ray Benson . . Dec 24059 (Medley) Frankle Carle . . . Col 36334 Benny Goodman . . . Cap 15020 John Laurenz-Ralph Martieri . . . Mercury 5226 Castle 1004 Jan Garber . . SWEET GEORGIA BROWN (1926) Muggsy Spanier . . Mercury 5460 Jimmie Noone . . . Dec 18440 Gene Norman's "Just Jazz" . . Modern 20-611 Guy Lombardo . . . Dec 24555 Bing Crosby . . . Col 4530-M John Kirby Ork . . . Col 36001 Erskine Hawkins . . V 20-2286 Brother Bones ... Tempo (78) 652 (45) 4564 SWEET HAWAIIAN MOONLIGHT (1918) Dec 23685 Les Paul Ray Kinney ... Dec 25028 SVEETHEART OF SIGMA CHI (1912 and 1928) Carmen Cavallaro ... Dec 18853 Guy Lombardo . Dec 23761 Ted Lewis Dec 23919 Bing Crosby Dec 25228 . Col 4500-M Charles Kullman Cap 762 Starlighters V (78) 10-1313 Robert Merrill (45) 49-0277 Tex Beneke V 20-2337 Don Pablo Ork Latin American 51 Tempo (78) 1020 Kern & Sloop (33) MTT 2004 SWEETHEARTS (1913) Dec 23815 Bing Crosby Harry Horlick Dec 25053 Al Goodman V (78) 45-0024 (45) 52-0061 SWEETHEARTS ON PARADE (1928) Dec 24045 (Med-Basil Fomeen ley) Louis Armstrong Dec 25440 SWEET LADY (1921) Carmen Cavallaro Dec 24019 (Medley) SWEET LEILANI (1937) Dec 23683 Les Paul Trio Roy Ross Dec 24082 (Medley) Dec 24867 Guy Lombardo Dec 25011 Bing Crosby Cap 20004 Harry Owens Ray Kinney V 20-2193 SWELT ROSIE O'GRADY ('90's) Phil Regan . . Dec 3596 and 25482 Hildegarde-Guy Lombardo 23550 SWEET SUE (1928) Basil Fomeen Dec 24047 (Medley) Jimmie Lunceford ... Dec 25422 David Rose Ork MGM 30018 Benny Goodman V 25473 Vic Damone Mercury 1050 SWINGIN' DOWN THE LANE (1923) Charles Baum . Dec 24026 (Medley) Bing Crosby Dec 24515 Frankie Carle Col 36332 Primo Scala Band London 401 Tempo (78) 1082 Kern & Sloop . . (45) 4596 (33) 2062 SWINGING ON A STAR (1944) Freddie Slack Cap 160 Guy Lombardo . . . Dec 24544 Bing Crosby Dec 18597

TANGO OF ROSES (1940) Eddie Condon . . . Dec 23430 Carmen Cavallaro . . . Dec 23881 Bob Grant ... Dec 24041 Weber Ork . . . Col 36573 Paul Smith Quartet . . . Discovery Leo Reisman . . . V 20-1493 137 Don Pablo Ork . . . Latin American Charlie Ventura . . . Imperial IM 3002 TEA FOR TWO (1924) Ernie Andrews . . . Aladdin 193 Buddy Cole . . . Cap 814 Louis Levy Concert Ork . . . Lon-(45) 1038X45 don B12011-40003 Coleman Hawkins . . . Mercury 1145 SYLVIA (1914) Paul Robeson . . . Col 17518-D Dec 25046 Robert Merrill . . . V (78) 10-1331 Don Baker . . . Col 37524 (45) 49-0225 SYMPHONY (1946) Benny Goodman . . . Col 36874 Jean Sablon . . . Dec 40002 Marlene Dietrich . . . Dec 23456 Col 37528 Bing Crosby . . . Dec 18735 Homer & Jethro . . . King 623 Erroll Garner . . . Mercury 2040 Kern & Sloop-Hammond & Nova-(45) 47-3186 chord . . . Tempo 908 Mercury 1130 TAKE ME BACK TO NEW YORK TOWN (1907) Knickerbocker Serenaders . . . Dec 18550 (Medley) TAKE ME OUT TO THE BALL GAME (1908)Andrews Sisters-Dan Dailey Dec 24605 TT 2050 (45) 4704 Hoosier Hot Shots . . . Col 20432 TEASING (1904) Gene Kelly-Betty Garrett . . . MGM Woodhull's Old Tyme Masters . . V (78) 28-0439 (45) 48-0156 TALK OF THE TOWN (1933) (Medley) Fletcher Henderson . . Dec 18253 Glen Gray . . . Dec 25136 NIGHT (1935) Coleman Hawkins . . . Cap 15254 Jan Savitt . . . Castle 1125 (Medley) TAMMANY (1905) Knickerbocker Serenaders . . . Dec TEN LITTLE FINGERS AND TEN 18551 (Medley) LITTLE TOES (1921)

Harmonicats . . . Mercury 5353 Tony Martin . . . Mercury (78) 1038 Willie Smith . . . Mercury 8101 Bob Grant . . . Dec 24029 (Medley) Bing Crosby-Connee Boswell . . . Meyer Davis Ork . . . Col 36425 Fred Feibe . . . Col 36437 Andre Kostalanetz Ork . . . Col Dinah Shore-Frank Sinatra . . . Barclay Allen . . . Cap 15273 Larry Green . . . V (78) 20-3663 Norman Granz-Bud Freeman . . . Don Pablo Ork . . . Latin American C. H. Driggs . . . Castle 1185 Ralph Font . . . Apollo 1126 Venuti . . . Tempo 536 (33) MTT Ben Light . . . Tempo (78) 520 (33) Marion Morgan . . . Dec 27121 Beatrice Kay . . . Col 35808 TELL ME LITTLE GYPSY (1920) Nat Brandwynne . . . Dec 24015 TELL ME THAT YOU LOVE ME TO-Nat Brandwynne . . . Dec 24073

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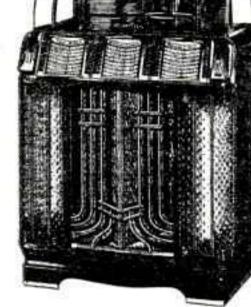
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THE BILLBOARD Carmen Cavallaro . . . Dec 24018 | THERE'LL BE SOME CHANGES MADE (Medley) TENNESSEE WALTZ (1950) Les Paul . . . Cap (78) 1316 (45) F1316 Jo Stafford . . . Col (78) 39129 Sammy Kaye . . . Col (78) 39113 (45) 4-39113 (33) 3-39113 Jo Stafford . . . Col (78) 39065 (45) 6-916 (33) 1-916 Roy Acuff . . . Col (78) 20551 (33) 3-20551 Erskine Hawkins . . . Coral (78) 60313 (45) 9-60313 Stan Jaworski . . . Dana 718 Jimmie & Leon Short . . . Dec (78) 46122 (45) 9-46122 Guy Lombardo . . . Dec (78) 27336 (45) 9-27336 Cowboy Copas & Ruby Wright . . King 919 Cowboy Copas . . . King 696 Anita O'Day . . . London (78) 867 (45) 45-867 Patti Page . . . Mercury (78) 5534 (45) 5534X45 Tommy Tucker . . . Mercury (78) 10864 (45) K10864 Milt Larkin . . . Regal 3303 Pee Wee King . . . V (78) 21-0407 (45) 48-0407 Spike Jones . . . V (78) 20-4011 (45) 47-4011 Fontane Sisters . . . V 20-3979 (45) 47-3979

Wayne King . . . V 20-3434 Pee Wee King . . . V (78) 20-2680 (45) 48-0003 THANKS A MILLION (1935) Dec 24072 Nat Brandwynne (Medley) THANKS FOR THE MEMORY (1938)

Bob Grant . . . Dec 24087 (Medley) David Rose . . . V 20-1511 THAT CERTAIN PARTY (1925)

Benny Strong . . . Cap 729 Dean Martin-Jerry Lewis . . . Cap 15249 THAT LUCKY OLD SUN (1949) Dean Martin . . . Cap 726

(33) 3-38608 Sarah Vaughn . . . Col (78) 38559 (33) 3-38559 Ralph Ford . . . Crystallette 612 Louis Armstrong . . . Dec (78) 24752 (45) 9-24752

Frank Sinatra . . . Col (78) 28608

Hot Lips Page . . . Harmony 1077 Frankie Laine . . . Mercury (78) 5316 (33) MG-25027 Bob Houston . . MGM 10509 Bill Day-Ebonaires . . Modern 20-711 Vaughn Monroe . . . V (78) 20-3531

(45) 47-3018 Chuck Foster . . . Vocalion 55035 THAT MYSTERIOUS RAG (1911)

Harry Roy Ork . . . London 446 THAT OLD BLACK MAGIC (1943) Billy Daniels . . . Apollo 1101 Mel Powell . . . Cap 15056

Hal McIntyre . . . Col (33) CL-6124 Fred Waring . . . Dec (78) 40173 (45) 9-40173 Bob Grant . . . Dec 24316 Larry Adler & His Harmonica . .

Jimmy Savo . . . Dec 23415 Judy Garland . . . Dec 18540 Beryl Davis . . . London 154 Tony Martin . . . Mercury (78) 5489 (45) 5489X45 Tony Martin . . . Mercury (78) 1038 (45) 1039X45

Johnny Guarnieri Trio . . . Savoy Spike Jones . . . V (45) 47-3287 Dizzy Gillespie . . . V (78) 20-3481 (45) 47-2940

Masked Spooner . . . V 20-3333 Spike Jones and His City Slickers . . . V 20-1895 Glenn Miller . . . V 20-1560

Whittemore & Lowe Due Pianoists . . V 10-1366 THAT OLD FEELING (1937) Kay Thompson-Sy Oliver . . Dec (78) 27130 (45) 9-27130 Roy Ross . . . Dec 24080 (Medley) Count Basie Ork . . Col 36795

Peggy Lee . . . Cap 10012 Don Cornell . . . V (78) 20-4042 (45) 47-4042 Gail Meredith . . . Apollo 1093

THAT OLD GANG OF MINE (1923 and 1929) Charles Baum . . . Dec 24026

(Medley) Frank Froeba . . . Dec 24236 Perry Como-Ted Weems . . Dec Mariene Fingerle-Arthur Schutt . .

Dec 24050 (Medley) Buddy Clark . . . Col 36704 Frank Novak . . . 20275 P. Como . . . V (78) 20-4035 (45)

Harmonicats . . . London 515-30002 Freddy Hall-Parlay Trio . . . London Four Vagabonds . . . Apollo 1076

THAT TUMBLE DOWN SHACK IN ATHOLONE (1918) Felix Knight-Russ Morgan . . . Dec Phil Regan . . . Dec 3595

THAT'S FOR ME (1945) Jo Stafford . . . Cap 213 Bing Crosby . . . Dec (78) 11027 (45) 9-11027 (33) DL 6014 Dick Haymes . . . Dec 18706

THAT'S MY WEAKNESS (1928) Basil Fomeen . . . Dec 24047 (Medley)

Russ Morgan . . . Dec 24692 Benny Strong . . . Cap 718 THAT'S WHERE I CAME IN (1948) Jack Fina . . . Mercury 5021 Larry Douglas . . . Signature 15108 Perry Como . . . V 20-2117 THAT'S WHY DARKIES WERE

BORN (1931) Ray Benson . . . Dec 24059 (Medley) THERE ARE SUCH THINGS (1943) Bob Grant . . . Dec 24317 Billy Eckstine . . . National 9096 THEY'RE EITHER TOO YOUNG OR

TOO OLD (1943) THERE I'VE SAID IT AGAIN (1945) Vaughn Monroe . . . V 20-2388 THERE MUST BE A WAY (1945)

Lehman Engel . . . V 45-0015 Eddle Fisher . . . V (78) 20-3901 Art Hodes & Chicagoans . . . Blue (45) 47-3901 Andre Previn . . . V (78) 20-3836 Frank Teschemacher, Chicago (45) 47-3836 Rhythm Kings . . . Brunswick THIRD MAN THEME, THE (1950) Alvino Rey . . . Cap (78) 820 (45) Peggy Lee, Frank DeVol Ork . . . Hugo Winterhalter . . . Col (78) Benny Goodman Ork . . . Col 35210 38706 (33) 3-38706 Dinah Shore . . . Col 37263 Cafe Vienna Quartet . . . Col (78) Boswell Sisters . . . Col 36521 38665 (33) 3-38665 Eddie Condon & Chicagoans . . . Dec Art Ryerson Quintet . . . Coral 60168 Pee Wee Russell & Rhythmakers . . . Owen Bradley Quintet . . . Coral (78) 60159 (45) 9-60159 Ambrose Haley . . . Mercury 6067 Hank (Sugarfoot) Garland . . . Dec Vaughn Monroe . . . V 20-2607 "Fats" Waller V 20-2216 Victor Young . . . Dec (78) 27048 Bunny Berigan Ork . . . V 26244 Peggy Lee . . . Cap 15001 Tony Parenti . . . Jazzology 3 (45) 9-27048 Ernest Naser, Zither . . . Dec 24916 Ethel Smith, Organ . . . Dec (78) THERE'S A GIRL IN THE HEART OF 24908 (45) 9-24908 Guy Lombardo and His Royal Ca-Frank Novak . . . Col 20346 THERE'S A GOLD MINE IN THE SKY nadians . . . Dec (78) 24839 (45) Charlie Kunz . . . London (33) LPS-Bob Grant . . . Dec 24084 (Medley) Anton Karas, Zither . . . London (78) 536 (45) 30005 THERE'S A LONG, LONG TRAIL Herman Stachow . . . Mercury (78) 5373 (45) 5373X45 Byron Wolfe's Ork . . . Dec 25062 Franz Dietschmann . . . MGM 10593 Ben Pollack . . . Modern (78) 203 (33) 2009 THERE'S A RAINBOW ROUND MY Dave Apollon . . . National (78) 9104 (45) 9104X45 Al Joison . . . Dec 24400 THERE'S A STAR-SPANGLED BAN-Zeke Turner . . . Regent 173 Franz Gottschalk . . . Tempo (78) NER WAVING SOMEWHERE 470 (45) 4720 Louis Arcaraz . . . V (78) 23-5207 Bob Grant . . . Dec 24314 (Medley) (45) 51-5207 Curt Massey . . . London 790 THERE'S NO TOMORROW (1950) Hugo Winterhalter . . . Col (78) Alan Dale . . . Harmony 1078

(1941) (1923) (1947)

Cap 15001

HRS 1001

(1915)

(1942)

(Medley)

MARYLAND (1913)

Bing Crosby . , . Dec 25001

Buddy Clark . . . Col 36702

Jack Boles . . . MGM 10794

Carl Ravazza . . . Dec 24782

Lester Young . . . Aladdin 124

Benny Goodman . . . Col 37512

John Laurenz . . . Mercury 5134

Erroll Garner . . . Apollo 798 Ben Light . . . Tempo (78) 524 (33)

THEY DIDN'T BELIEVE ME (1914)

(45) 9-27167 (33) DL 5276

Al Goodman Ork . . . Col 35760

Vic Damone . . Mercury A-1052 THEY GO WILD, SIMPLY WILD

Bob Grant . . . Dec 24001 (Medley) THEY SAY IT'S WONDERFUL (1946)

Ray Anthony . . . Cap (78) 1020

Peter Yorke . . . Dec (79) 27108 (45)

Ethel Merman & Ray Middleton

Betty Hutton & Howard Keel . . .

Bobby Doyle . . Signature 15021 Kern & Sloop, Hammond & Nova-

Al Goodman . . . V 46-0001 Marion Bell . . . V (78) 20-2805 (45)

Allan Jones . . . V (78) 10-1541 (45)

Arthur Godfrey . . . Col (78) 39068

Ames Brothers . . . Coral (78) 60333

Danny Kaye . . . Dec (78) 27350

Teresa Brewer . . . London (78) 873

Dick (Two Ton) Baker . . . Mercury

Tommy Tucker . . . MGM 10864 (45)

June Carter . . . V (78) 21-0411 (45)

Steve Gibson . . . V (78) 20-3986

Phil Harris . . . V (78) 20-3968 (45)

Art Morton . . . Cap (78) 1106 (45)

Sarah Vaughan . . . Col (78) 38925

Kay Kyser . . . Col (78) 36106 (33)

Martha Tilton . . . Coral (78) 60279

Don Cherry . . . Dec (78) 27128 (45)

Bobby Byrne . . . Coral 60298

Leo Reisman . . . Dec 24178

(78) 5548 (45) 5548X45

Savoy 625

Gordon MacRae . . . MGM 10734

chord . . Tempo 930

Dec (78) 23586 (45) 9-23586

Dec 18829

Jewel 3003

* Mercury (78)

Rise Stevens . Col 4539-M

9-27108 (33) DL 5269

Bing Crosby . . . Dec 18946

5410 (45) 5410X45

MGM (45) K30229

Cap (78) 1096

Col 36975

Dick Haymes . . . Dec 23751 Irene Dunne . . . Dec 40018

Dinah Shore . . Col 37263

Johnny Mercer . . . Cap 129

Benny Goodman . . . V 20-1557

Gail Meredith . . . Apollo 1093

Jean Sablon . . . Col 4174-M

Frank Sinatra . . . Col 36919

Teddy Wilson . . . Col 36632

Red Ingle . . . Cap 451

Jean Sablon . . . Dec 40009

Elton Britt . . . V 20-3093

Elton Britt . . . V 20-2131

38636 (33) 3-38636

ME OF YOU (1936)

(45) 47-3078

(Medley)

TT 2050

49-0634

Mercury A-1099

Andy Russell

(45) F1096

(45) F1020

Frank Sinatra

Bing Crosby

Bob Graham

Eileen Barton

MGM 30228

Don Byas

49-1167

THING, THE (1950)

(45) 4-39068

(45) 9-60333

(45) 9-27350

(45) 45-873

(45) 47-3986

THINKING OF YOU (1950)

Kay Kyser . . . Col 36225

47-3968

F1106

3-36106

9-27128

24178

(45) 9-60279

(45) K30239

OVER ME (1917)

SHOULDER (1928)

Lord Essex . . . King 4184

Freddy Martin . . . V (78) 20-3797 (45) 47-3797 Ray McKinley . . . V (78) 20-3709 (45) 47-3242 Irving Pields . . . V (78) 20-3698 (45) 47-3222 THIS IS ALWAYS (1946)

Dick Balou . . . Continental 1194 Charlie Parker . . . Dial 1019 Charlie Spivak . . . London 554 THIS IS THE ARMY, MR. JONES Tony Martin . . . V (78) 20-3582 "Andre Kostelanetz . . . Col 7655-M All Soldier Ork . . . Dec 18474 THESE FOOLISH THINGS REMIND THIS LOVE OF MINE (1941) Bing Crosby . . . Dec 18829 Nat Brandwynne . . . Dec 24074

Lee Richardson . . . Apollo 1158 Helen Humes . . . Discovery (78) 520 (45) 45-520 THOU SWELL (1927) Hildegarde . . . Dec 23133 Vivienne Segal-Dick Foran . . . Dec 23312 Dick Foran-Julie Warren . . . Dec

23314 Connecticut Yankee Ork . . . Dec 23312 Bob Grant . . . Dec 24041 (Medley) Guy Lombardo . . . Dec 24522 Bix Belderbeck Gang . . . Col 35665 Richard Rodgers Ork . . . Col 35379 Margaret Whiting . . . Cap 20116 Louis Levy Concert Ork . . . London B 12013

June Allyson . . . MGM 30170 Ray McKinley . . V (78) 20-3668 Gordon Jenkins . . . Dec (78) 27167 (45) 47-3185 THREE LITTLE FISHES (1939) Basil Fomeen . . Dec 24090

(Medley) THREE LITTLE WORDS (1930) Felix King Ork . . . London 350 Mario Lanzo . . . V (78) 12-1027 (45) Gene Krupa . . . Dec 18114 Charlle Spivak . . . London (78) 763 (45) 30182 Georgie Auld Ork . . . Discovery 102 Kathryn Grayson . . . MGM 30210 Coleman Hawkins-Babe Russen . . .

Hazel Scott . . . Dec 18341 Ted Straeter . . . Dec 24054 (Medley) Quintet of the Hot Club of France . . . Dec 23264

Ben Light . . . Tempo (78) 1216 (45) Leo Reisman . . Dec 24175 Ethel Smith . . . Dec 24750

Ziggy Elman Ork . . . MGM 10047 TICO TICO (1944) Les Brown , , , Col (33) C1-6123 Xavier Cugat . . . Col 38244 Xavier Cugat . . . Col 36780

Andrews Sisters . Dec 25098 Carmen Miranda . . . Dec 23910 Percy Faith . . . Dec 23871 Ethel Smith . . . Dec 23353 Charles Wolcott . . . Dec 23318 Les Baxter Trio . . . Discovery (78) 504 (45) 45-504

Edmundo Ros London (33) LPB-155 David LeWinter . . . Mercury 5476 Betty Hutton & Howard Keel . N. JAPhil Green & Cuban Caballeros . . .

Pan American 082 Durango Trio . . . Peerless 2096 Juan S. Garrido . . . Peerless 2048 Irving Fields . . . V (45) 47-3290 Al Goodman . . V (78) 28-0403 52-0012

Irving Fields . . . 26-9012 Doris Stockton . . V 20-3104 Desi Arnaz . . V 20-2281 TIGER RAG (1917)

Lawrence Welk . . Mercury 5529 Len Cleary . Mercury 5714 Bob Grant . . . Dec 24000 (Medley) Art Tatum . . . Dec 25201 Benny Goodman Sextet . . Col-36922 Kid Ory . . . Modern 212 (33) M 2010

Andre Kostelanetz Ork . . . Col 35783 Ted Lewis Ork . . . Col 36301 Kid Ory Band . . . Col 37274 Cliffie Stone . . . Cap 378 A. J. Powell Banjo Octette . .

London 450 Benny Goodman Trio . . . V 40-0106 Kern & Sloop . . . Tempo 1022 (33) MTT 2006 (45) 4548 TILL THE CLOUDS ROLL BY (1917)

Bing Crosby . . . Dec 23678 Lennie Hayton-MGM Studio Ork . . . MGM 30001 TILL THE END OF TIME (1945) Les Brown . . . Col 36828

Dick Haymes . . . Dec 18699 Perry Como . . . V (78) 20-3299 (45) 47-2887 Perry Como . . . V 20-1709

TILL WE MEET AGAIN (1918) Frankie Laine . . . Mercury (78) 1180 (45) 1180X45

Dick Haymes-Helen Forrest . . . Dec 23944 Ray Benson . . . Dec 24007 (Medley) Eddy Duchin . . . Col 36743 Al Goodman Ork . . . Col 35620

Frank Novak . . . Col 20348 Kate Smith . . . MGM 10338 Bert Kamar-Harry Ruby . . . Dec Anne Vincent . Mercury 5190 TIME ON MY HANDS (1930)

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Ben Light . . . Tempo 602

NELLIE (1905)

(Medley)

LEE (1912)

Beatrice Kay

IN (1945)

Jo Stafford . . . Cap 20049

FD 34 (45) FD 45-34

Cy Walter . . Apollo 1063

7443-M (33) ML-4150

23791 (45) 9-23791

150-51 (33) LPS-63

40092 or Dec 29150

ORLEANS (1922)

(45) 4732

Jimmie Noone . . . Dec 18440

His Master's Voice C-3710 Philadelphia Ork of Los Angeles-

Wallenstein, conductor . . . Dec

Bob Grant . . . Dec 24021 (Medley)

Brother Bones . . . Tempo (78) 696

. . Col 20241

WILLIE (1906)

18549 (Medley)

(1930)

(1931)

Col 20203

47-2715

(Medley)

36723

Al Jolson

Dec 24106

(45) 47-3819

(Medley)

10216

Phil Baker . . . Dec 23503

MARCH 17. 1958 AM Ted Straeter . . . Dec 24053 (Medley) Count Basie Ork . . . Col 36685 Meyer Davis Ork . . . Col 36426 Eddy Duchin . . . Col 35703 Benny Goodman . . . Col 36180 Andre Kostelanetz . . . Col 4290-M Kate Smith . . . Col 36674 Paul Weston . . . Cap 10130 Merriman . . . V 11-8813 Kern & Sloop . . . Tempo 508 TIME WAITS FOR NO ONE (1944) Continental 1149 TIP TOE THRU THE TULIPS WITH ME (1929) Marlene Fingerle-Arthur Schutt . . . LA VIE EN ROSE (1950) Dec 24048 (Medley) Nick Lucas . . . Cap 15242 TISHMONGO BLUES (1918) Bunk Johnson . . . Dec 25131 TO EACH HIS OWN (1946) Modernaires & Paula Kelly . . . Col Ink Spots . . . Dec (78) 23615 (45) 9-23615 Eddy Howard . . . Mercury 5219 Tony Martin . . . Mercury (78) 5033 (33) MG-25094 Don Byas Quartette . . . Savoy 640 Kern & Sloop, Hammond & Novacord . . . Tempo (78) 962 (33) MTT 2024 TOGETHER (1927) Dick Haymes-Helen Forrest . . . Dec 23349 Victor Young . . . Dec 23367 Clark Dennis . . . Cap 10086 Paul Smith . . . Discovery 45-120 Mindy Carson . . . V (78) 20-4039 (45) 47-4039 TONIGHT WE LOVE (Tch Piano Concerto No. 1) (1942) Rise Stevens . . . Col 4548-M Tony Martin . . . Dec 25273 Jack Fina . . . Mercury (33) MG-Nat Brandwynne . . . Dec 24098 Jack Fins . . . Mercury (78) 1023 (45) 1023X45 TOO MANY IRONS IN THE FIRE (1945)Modernaires & Paula Kelly . . . Col 37147 Mills Brothers . . . Dec 23638 TOO MANY TIMES (1948) . 5 41 Billy Walker . . . Cap (78) 941 (45) TOO-RA-LOO-RA-LOO-RAL (1918) Bing Crosby . . . Dec 18704 WABASH BLUES (1921) Bing Crosby . . . Dec 23789 Phil Regan . . . 23802 Kate Smith . . . Col 37139 Dennis Day . . . V (78) 20-1803 (45) TOOT TOOT TOOTSIE (1922)
Bob Grant . . . Dec 24023 (Medley) Al Jolson . . . Dec 24108 Mel Blanc . . . Cap 780 WAGON WHEELS (1934) Art Mooney Ork . . . MGM 10535 Marion Hutton . . . MGM 10548 Tony Martin . . . V (78) 20-3556 (45) 47-3049 Ben Light . . . Tempo (78) 1204 (38) 2060 (45) 4514 TOUCH OF YOUR HANDS, THE (1933)Kitty Carlisle-Alfred Drake . . . Dec WAIT AND SEE (1919) 23574 Andre Kostelanetz Ork ... Col 4291-M Hal Derwin . . . Cap 10074 TOYLAND (1903) Kenny Baker . . . Dec 23491 Andre Kostelanetz Ork . . Col 7364-M TOY MAKER'S DREAM (1928) Song Spinners, The . . . MGM S-7 TRAIL OF THE LONESOME PINE (1913)Russ Morgan . . . Dec 24196 TREE IN THE MEADOW, A (1947) Margaret Whiting . . . Cap 15122 Bill Johnson . . . Col 38279 John Laurenz . . . Mercury 5148 Sam Browne . . . London 123
Paul Fennelly-Reggie Goff . . . MGM Bob Lester & Country Cousins . . . Rainbow 70015 Joe Loss . . . V 20-2965 TROLLEY SONG, THE (1944) Don Baker . . . Continental 1154 Judy Garland . . . Dec 23361 Jay C. Flippin . . . Tempo 1010 TWILIGHT TIME (1945) Les Brown . . . Col 37347 Roy Eldridge . . . Dec 23383 Dick Contino-Horace Heidt (78) 501-2 (45) 45-501-2 Elmer Bleck Hammond . . . Hollywood Rhythms 1501 Three Suns . . . V (78) 20-2934 (45) 47-2800 Three Suns . . . V (78) 20-2356 (45) TWO CIGARETTES IN THE DARK (1934)Bob Grant . . . Dec 24071 (Medley) TWO HEARTS IN THREE-QUARTER TIME (1930) Ted Straeter . . . Dec 24052 (Medley) Robert Stolz . . . Dec 24162 Ruby Newman . . . Dec 29242 Frank DeVol . . . Cap 20112 TZENA, TZENA, TZENA (1950) WANG-WANG BLUES (1921) Mitch Miller . . . Col (33) CL-6150 Mitch Miller . . . Col (78) 38885 (33) 3-38885 Walt Soler . : . Col 12473-F Richard Tucker . . . Col 8270-F George Gates . . . Coral 60262 Ted Maksymowicz . . . Dec (78) 45109 WARSAW CONCERTO (1942) (45) 9-45109 Gorden Jenkins . . . Dec (78) 27077 (45) 9-27077 Weavers . . . Dec 27053 Vic Damone . . . Mercury (78) 5454 (45) 5454X45 Ralph Flanagan . . . V (78) 20-3847 (45) 47-3847 UKULELE LADY (1925) Clara Inter . . . Dec 25031 UMBRELLA MAN (1938) Basil Fomeen . . . Dec 24088 (Medley) UNDERNEATH THE HARLEM MOON Carmen Cavallaro . . . Dec 24062 VALENCIA (1925) Keynotes . . . London 806 Mariene Fingerle and Arthur Schutt . . Dec 24037 (Medley) Guy Lombardo . . . Dec 25270 VARSITY DRAG, THE (1927) WAY DOWN YONDER IN NEW Bob Grant . . . Dec 24043 (Medley)

June Allyson-Peter Lawford . . .

Spike Jones . . . V (78) 20-3677 VERY THOUGHT OF YOU (1939) Guy Lombardo . . . Dec 18626-23996 Bob Grant . . . Dec 24071 (Medley) Carmen Cavallaro . . . Dec 24184 Mills Brothers . . . Dec 25284 Ray Noble . . . Col 37542
Andy Russell . . . Cap 10114
Ray Noble . . . V 20-2950
Ben Light . . . Tempo (78) 560 (33)
MTT 2002 (45) 4706 Lee Richardson . . . Apollo 1012 Buddy Cole . . . Cap (78) 1171 (45) Jo Stafford . . . Cap (78) 1153 (45) Paul Weston Ork . . . Cap (78) 1153 Paul Weston Ork . . . Cap (78) 890 Edith Piaf . . . Col (78) 38912 Harry James Ork . . . Col (78) 38768 Edith Piaf Ork . . . Col (78) 4053-F Edith Piaf Ork . . . Col 4014-F Connie Haines Ork . . . Coral 60260 Owen Bradley . . . Coral (78) 60241 Guy Lombardo Ork . . . Dec (78) Louis Armstrong Ork . . . Dec (78) Bing Crosby . . . Dec (78) 27111 Victor Young Ork . . . Dec (78) 24816 (45) 9-24816 Beto Villa Ork . . . Ideal 410 Bennie Green . . . Jubilee 5032 Clippers, Los . . . London 18011 Macklin Marrow Ork . . . MGM Ralph Flanagan Ork . . . V (78) Tony Martin Ork . . . V (78) 20-3819 Melachrino Strings . . . V (78) 20-Jacqueline Francois . . . Voxlin (78) Owen Bradley . . . Coral (78) 60314 (45) 9-60314 Salty Holmes . . . London 788 Carmen Cavallaro Dec 24017 Russ Morgan . . . Dec 25107 Lewis Panico . . . Dec 25146 Pee Wee Hunt . . . Cap 15299 Bob Grant . . . Dec 24071 (Medley) Paul Robeson . . Col 17519-D Sammy Davis Jr. . . . Cap 822 Jimmy & Mildred Mulcy . . . MGM Spade Cooley & Sons of the Pioneers V (78) 20-3672 (45) 47-3195 Kenny Baker . . . Dec 23459 Johnnie Johnston . . . Cap 212 WAIT 'TILL THE COWS COME HOME Bob Grant . . . Dec 24003 (Medley) WAIT TILL THE SUN SHINES. Bing Crosby-Mary Martin ... Dec Ben Light . . . Tempo (78) 1206 (33) 2060 (45) 4764 Bartlesville Barflies . . . Dec 25412 Harry James Ork Col 36466 Frank Novak . . . Col 20277 WAITING AT THE CHURCH (1906) Arthur Godfrey . . Col 38322 WAITING FOR THE ROBERT E. Kern & Sloop . . . Tempo (78) 1022 (33) MTT 2006 (45) 4548 Col 35809 Lu Watters . . . Mercury 11025 WAITIN' FOR THE TRAIN TO COME Harry James . . . Col 36867 WALKIN' MY BABY BACK HOME WALTZ ME AROUND AGAIN, Knickerbocker Serenaders . . . Dec THE WALTZ YOU SAVED FOR ME Ted Straeter . . . Dec 24052 (Medley) Bing Crosby . . . Dec 25186 Al Goodman . . . Col 35618 The Light Crust Doughboys Robert Hamilton . . . Imperial (78) Bob Wills and His Texas Playboys Wayne King . . V (78) 27450 (45) Carmen Cavallaro . . . Dec 24017 Henry Busse . . . Dec 25015 Benny Goodman Sextet . . . Col Paul Whiteman . . . Cap 10026 Claude Thornhill Ork . . . Col 37940 Andre Kostelanetz Ork . . . Col (78) Carmen Cavallaro . . . Dec (78) Mantovani Ork . . . London (78) Irving Fields . . . V 25-1093 Freddy Martin Ork . . . V 20-2083 Boston Pops Ork-A. Fiedler . . V (78) 11-8863 (45) 49-0252 London Symphony Ork-Mathleson, conductor . . . Col (78) 7409-M Melachrino Ork-Wm. Hill-Bowne . . .

Kern & Sloop . . . Tempo 1046 (33) TT 2054 Frankie Trumbauer Ork . . . Col 37806 Mel Powell . . . Cap 10135 THE WAY YOU LOOK TONIGHT (1936)Paul Smith Quartet . . . Discovery Dec 23681 29117 BYE (1933) (1929)10360 9-27288 (1906)Bing Crosby Buddy Clark Ambrose Ork 47-4052 47-4051 (Medley) 4340-M (1931)47-4044 (1912)

Bing Crosby-Dixie Lee Crosby . Eddie Condon . . . Dec 23721 Marlene Fingerle-Arthur Schutt . . . Dec 24076 (Medley) Gordon String Quartet . . . Dec Eddy Duchin . . . Col 35706 Benny Goodman . . . Col 38282 Dinning Sisters . . . Cap 20020 Paul Weston . . . Cap 10075 David Rose . . . V 20-1513 WE COULD MAKE SUCH BEAUTIFUL MUSIC TOGETHER (1940) Billy Butterfield . . . Cap 371 WE JUST COULDN'T SAY GOOD-Frank Sinatra . . . Col 38129 C. Stapleton Ork . . . London 160 WEDDING OF THE PAINTED DOLL Marlene Fingerie-Arthur Schutt Dec 24048 (Medley) Frankie Carle . . . Dec 25146 WHAT A DIFFERENCE A DAY MADE Bobby Hackett . . . Col 39022 Sarah Vaughan . , . MGM (78) 10762 (45) K 10762 Donald Novis . . . Tempo 584 WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR? (1916) Betty Hutton . . Cap 211 WHAT IS THIS THING CALLED LOVE? (1930) Charlie Ventura Sextette . . . Imperial IM 3002 Mary Martin . . . Dec 23150 Phil Baker . . Dec 23501 Billie Holiday . . . Dec 23565 Fred Waring . . Dec 23699 Ted Straeter . . . Dec 24053 (Medley) Artie Shaw Ork-Mel Torme MGM 10612 Kay Starr . . . Modern 20-712 Georgie Stone Sextet . . MGM King Cole Trio . . . Cap 20011 Les Paul . . . Cap 15070 Erroll Garner . . . Apollo 797 Ginny Simms . . . Castle 1226 WHAT'LL I DO? (1924) Bob Grant . . . Dec 24028 (Medley) King Cole Trio . . . Cap 15019 Victor Young . . . Dec 27288 (45) Wayne King . . V (78) 20-1899 (45) 47-2783 Anne Shelton . . London 144 WHAT'S THE USE OF DREAMING? Kern and Sloop . . . Tempo 990 WHEN DAY IS DONE (1926) Guy Lombardo . . . Dec 23998 Marlene Fingerle-Arthur Schutt ... Dec 24039 (Medley) Jesse Crawford . . . Dec 25196 Larry Adler . . . Dec 24418 Dec 25281 Col 37911 Eddy Duchin . . . Col 36745 Col 36215 Al Goodman Ork Kate Smith . . Col 36045 Dennis Day . . . Cap 10014 Hal Derwin-Paul Weston . . . Cap Arthur Tracy (The Street Singer) London 146 . London B12008 Perry Como . V (78) 20-2660 (45) 47-2843 Lew White . MGM 30103 Ben Light . . . Tempo (78) 608 (33) MTT 2000A (45) 4710 WHEN HEARTS ARE YOUNG (1922) Al Goodman Ork . . Col 36553 Dennis Day . . . V (78) 20-4052 (45) WHEN I GROW TOO OLD TO DREAM (1935) Robert Hamilton Ork . . . Imperial (78) FD 34 (45) FD 45-34 (Med-Guy Lombardo . . Dec 23763 Johnny Long . . . Dec 23973 Dennis Day . . . V (78) 20-4051 (45) Nat Brandwynne . . Dec 24073 Roy Milton . . . Specialty SP 517 Al Goodman . . . Col 36556 Andre Kostelanetz Ork . . . Col Dorothy Kirsten . . . V (78) 10-1423 (45) 49-0677 Frank DeVol . Cap 20113 Arnett Cobb Apollo 775 Kern & Sloop . . . Tempo (78) 594 (33) MTT 2026 WHEN I LEAVE THE WORLD BEHIND (1915) Al Jolson . . . Dec 24399 WHEN I LOST YOU (1912) Frank Froeba . . . Dec 24235 Bing Crosby . . . Dec 25093 Bing Crosby . . . Dec 25187 WHEN I TAKE MY SUGAR TO TEA King Cole Trio . . . Cap 813 Don Cornell . . . V (78) 20-4044 (45) WHEN IRISH EYES ARE SMILING Bing Crosby . . Dec 23788 Bradley Kincaid . . . Dec 12053 Phil Regan . . Dec 23803 Morton Downey . . . Col 35493 Christopher Lynch . . . Col 4505-M Kate Smith . . Col 37138 Jimmy Nolan . . . Tempo 538 WHEN IT'S SPRINGTIME IN THE ROCKIES (1929) WHEN THE MIDNIGHT CHOO-CHOO LEAVES FOR ALABAM' (1912) Andrews Sisters . . . Dec 24425 Judy Garland-Fred Astaire MGM 30186 Marlene Fingerle-Arthur Schutt ... Dec 24050 (Medlay) Cliffie Stone . . . Cap 48033 WHEN MY BABY SMILES AT ME (1920)

Ted Lewis . . . Dec 23916

(Medley)

Nat Brandwynne . . . Dec 24015



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MEETS THE GOLD OF THE DAY (Dec 24077 (Medley) WHY DO I LOVE YOU? (1927) Hildegarde . . Dec 23183 Herb Kenny . . . Aladdin 3048 Harry Horlick ... Dec 23773 Dec 25262 Al Goodman Ork . . . Col 36553

The George Mitchell Choir . . . Lon-Ben Light . . . Tempo (78) 506 (33) Collins & Sandy . . . Avis AV-1 WHISTLE WHILE YOU WORK (1938)

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Bob Grant . . . Dec 24041 (Medley) Tony Martin-Frances Langford . . Eddie Duchin Ork . . . Col 35706 Johnny Guarniere Quintet Mercury 1120

WHY WAS I BORN? (1929) Bill Lawrence . . . V (78) 20-3589 (45) 47-3088 Marlene Fingerle-Arthur Schutt. . . Dec 24049 (Medley) Dick Haymes . . . Dec 24801 Irene Dunne-Victor Young . . . Dec 40017 Teddy Wilson Ork . . . Col 36283

Vic Damone . . . Mercury 5326 WILL YOU LOVE ME IN DECEMBER AS YOU DO IN MAY? (1905) Knickerbocker Serenaders . . . Dec 18552 (Medley)

Bob Grant . . . Dec 24003 (Medley) Al Goodman Ork . . . Col 36553 Andre Kostelanetz Ork . . . Col 4338-M WINTER WONDERLAND (1934) Art Kassel . . . Mercury 5077 Andrews Sisters-Guy Lombardo . . . Dec 23722 Fred Waring . . . Dec 24501 Johnny Mercer . . . Cap 316 The Squadronaires . . . London 305 WISHING (1939) Basil Fomeen . . . Dec 24090 (Med-Kern & Sloop . . . Tempo 508 Donald Novis . . . Tempo 580 WITH MY EYES WIDE OPEN I'M DREAMING (1934) Bob Grant . . . Dec 24068 (Medley) Patti Page . . . Mercury 5344 Ink Spots . . . Dec 24887 WITH MY HEAD IN THE CLOUDS (1942)Pvt. Robert Shanley . . . Dec 18476 WITHOUT A SONG (1929) John Rait . . . Dec 23578 Meyer Davis Ork . . . Col 36428 Nelson Eddy . . . Col 4422-M Ray McKinley . . . Cap 117 P. Como . . . V (78) 20-4033 (45) 47-4033 Lauritz Melchior . . . MGM 30005 WONDERFUL GUY (1949) Al Goodman Ork . . . Blue Note (45) 52-0025 Al Goodman Ork . . . Blue Note 31-0003 (45) F600 (45) 54-546

Margaret Whiting . . . Cap (78) 596 Margaret Whiting . . . Cap (78) 542 Fred Waring . . . Dec 27295 Dinah Shore . . . Col (78) 38460 (33) 3-38460 Mary Martin . . . Col 4579-M Mary Martin & Girl's Chorus . . . Col 4561-M Carmen Cavallaro . . . Dec (78) 24727 (45) 9-24727 Eadle & Rack . . . Dec 24707 Evelyn Knight . . . Dec 24640 Janette Davis . . . Harmony 1048 Henry King Ork . . . MacGregor 1005 Shep Fields Ork . . . MGM 10423 Al Goodman Ork . . . V (78) 28-0435 (45) 52-0022

Fran Warren . . . V (78) 20-3403 (45) 47-2897 Ike Carpenter Ork . . . Vocalion 55007 WONDERFUL ONE (1922) Bob Grant . . . Dec 24020 (Medley) Frank DeVol . . . Cap 20075 WON'T YOU COME OVER TO MY HOUSE (1906) Knickerbocker Serenaders . . . Dec 18549 (Medley)

WOODMAN, WOODMAN, SPARE THAT TREE (1911) Frank Luther . . . Dec 2432 (Medley) WORLD IS WAITING FOR THE SUN-RISE (1919 and 1920) Jimmy McPartland . . . Dec 18043

Jess Stacy-Gene Krupa . . . Dec Al Goodman Ork . . . Col 36216 Benny Goodman Quartet . . . Col Ted Lewis Ork . . . Col 36302

Fred Lowery . . . Col 36031 Brother Bones . . . Tempo 692 Ben Light . . . Tempo (78) 604 (33) MTT 2022 WOULD YOU LIKE TO TAKE A WALK? (1930)

Russ Morgan . . . Dec 23993 WOULD YOU RATHER BE A COLONEL? (1918) Six Hits & a Miss-Gordon Jenkins ... Cap 127

YAAKA-HULA-HICKEY-DULA (1916) Ray Kinney . . . Dec 25029 THE YANKEE DOODLE BOY (1904) Fred Waring . . . Dec 18454 (Medley) Mordy Bauman-Ray Bloch Ork . . . Col 36562 Morton Gould Symphonic Band ...

Col 4519-M YES, SIR, THAT'S MY BABY (1925) Basil Fomeen . . . Dec 24035 Eddie Cantor . . . Dec 24597

MES, WE HAVE NO BANANAS (1923) Charles Baum . . . Dec 24024 (Med-YIP-I-ADDY-I-AY (1908)

Knickerbocker Serenaders . . . Dec 18550 (Medley) Guy Lombardo . . . Dec 25342 YOU AND I (1941) Kay Kyser Ork . . . Col (78) 38632

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Al Jolson . . . Dec 23613

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Williams Sets MOA Debut for All-Coin Phono

CHICAGO, March 10. - Williams Manufacturing will unveil Hit Parade is 21 inches high by its Model 52 Music Mite at the 20 inches wide. Its maximum Music Operators of America convention at the Palmer House here next week. Sam Stern, executive vice-president, said the new 45 AMI Distrib r.p.m. phonograph features a single-entry, nickel, dime and quarter coin mechanism and will accept up to \$2 in credits in any coin combination.

Deliveries of the selective machine are scheduled to begin immediately following the showing. straight nickel models will continue in production, Stern said. States Distributors.

week announced production on a at the Music Operators of America (MOA) second annual conven-

selectivity for its 10-tune pro- of thick polished oak. Pedestal gram. It has three drop chutes weighs 27 pounds. Both the muwhich offer the patron the option sic box and pedestal are conof playing one tune for a nickel, structed so that when fitted totwo for a dime or six for a quarter. Since it features electrical floor model with an over-all height selection, it can be used with all of 51 inches. standard wall boxes except the wireless type. Changer unit is an RCA assembly plus Chicago Coindeveloped push button selectivity.

Changes Name

SALT LAKE CITY, March 10 .-Coin Machine Sales, AMI distributor for the Salt Lake City territory, has announced a change in Both the all-coin and the earlier its name. Firm, headed by Allison

Operation Jingle Now Major Op Controversy

the most hotly contested ques- ized" if the ad messages are used, tions to arise in the music field and operators will, as a result, in recent years is the "Operation be wide open to copyright pay-Jingles" situation which now ap- ments, anti-public feeling, and Quinn Undergoes Knife pears to be headed for consider- defeat the program to place the able debate during the upcoming industry on a higher plane. Music Operators of America (MOA) meeting next week.

Favored by one segment of the industry, and apparently being pushed by some advertisers and their agency reps in several sections of the country, the use of singing commercials in juke boxes is being strongly opposed by other ops and associations. Major point being made by those against the use of the jingles is

Canadian Op Tests Three-For-10c Play

TORONTO, March 10 .- Tho Canadian operators are definitely opposed to 10-cent play on juke boxes, an experiment is under way to try three plays for 10 cents. In addition, six plays for a quarter is also being tried in the experiment.

The test will be made on the 100play Seeburg Select-o-Matic by Reg Gilchrist, Baldwin Distributing, in a north-end restaurant.

Gilchrist says the Canadian operators will not try the 10-cent-aplay gimmick because they feel it is definitely unfair to the patron. But he has noticed there has been a tremendous number of dimes and quarters in the collections, which indicates there is a desire for multi-play. It is also believed the new system will eliminate the nickels and keep the machine continuously busy

CHICAGO, March 10.—One of that jukes will be "commercial-

Pro-jingle factions are taking the tack that the use of nonoffensive, musical advertising major surgery at a local hospital. messages would serve two pur-

CHICAGO, March 10.-Chicago low priced selective 45 r.p.m. depth measurement is 17 inches is offering a matching pedestal. This stands 30 inches high, has tion at the Palmer House here the same width as the music ma-March 19-21. Distribs for the Hit chine and is 13 inches deep to Parade are now being appointed. conform with the juke's base The Chicago Coin juke has full depth. Cabinet and base are made gether on location it looks like a

Visible Mechanism

Playing mechanism is visible at all times. After a selection has been made, the 7-inch records which rest on the turntable are lifted by an arm to the top of the record spindle and released singly until the desired tune is atop the stack which has been returned to the turntable. This selection is played by the tone arm when it swings into proper position. Before each play, the record needle, while moving into playing position, tips a minute brush which insures removal of dust or related foreign matter.

Hit Parade can accumulate up to 45 plays and whenever a patron deposits a coin and makes fewer selections than he is entitled to, a red box lights up reading "Make Selection."

Among the features of Hit Parade are its 6 by 9-inch oblong speaker, simplified wiring system, proportional arrangement of key assemblies, adequate elimination of heat developed by continuous play plus other safety factors. For servicing, a back door on hinges (Continued on page 147)

CLINTONVILLE, Wis., March 10.-C. R. Quinn, music machine operator here, recently underwent Quinn is reported recuperating by (Continued on page 146) officials of his operating firm.

The Music Pop Charts this week will appear in the special section for juke box operators, beginning

on Page 53.

MOA CONVENTION PROGRAM

Following is the agenda for the Music Operators of America (MOA) second annual convention at the Palmer House, Chicago, March 19-21.

To avoid conflict, exhibits will not open until 2 p.m. and will remain open thru 10 p.m. Monday and Wednesday, closing at 6 p.m. Tuesday because of the banquet.

Sunday, March 18

8 p.m.-Pre-convention meeting of executive committee.

Monday, March 19

National chairman, George A. Miller, makes opening address.

Vice-chairman, Al Denver, addresses operators. Ray Cunliffe, second vice-chairman, will be pre-

Charley Hannum, third vice-chairman, will be presented.

Dick Steinberg, national secretary, will read the minutes of the executive meeting which was held October 30, 31 and November 1, 1950.

Open discussion on 10-cent play by leading association representatives.

Tuesday, March 20

10:00 a.m. Sidney H. Levine, national legal counsel, addresses operators on Congressional Bills H. R. 2464 and H. R. 2465 regarding the Copyright Act

(Continued on page 144)

Rec-o-Mat To Intro Disk Vender at Chi

LOS ANGELES, March 10 .- The | inches across the front, 21 inches improved model of the Rec-o-Mat. deep and 20 inches across the back. record vending machine, will be The unit is 60 inches tall. shown at the second annual convention of the Music Operators of America in Chicago March 19-21. Manufactured here by Rec-o-Mat Manufacturing Company, Inc., the machine is designed as a juke box companion piece.

11:00 a.m.

11:15 a.m.

11:30 a.m.

12 Noon

The machine is scheduled to leave here Tuesday (13) with Bill Richards, Dave Shelley and Lloyd Giles, executives of the firm, following by plane Friday. The showing will be held in a suite in the Palmer House.

New Features

According to Giles, designer of the machine and a coin machine engineer, features incorporated into Rec-o-Mat include a new cabinet style of Masonite with leatherlike finish and backlighting for customer operation instructions and record labels on top of the machine. The cabinet has been angled to fit into corners with the new dimensions now being 28

Operational plan of the machine is for patrons to hear records on juke boxes and then buy from Rec-o-Mat, which will be installed nearby. Machine works on a quarter series and can be adjusted to sell in 25-cent denominations.

Disk Reps Hold Joint Showings

NORFOLK, March 10.-Wertz Music Supply Company of Richmond, and King Records, Norfolk branch, combined forces for a dual showing of the new 1951 Rock-Ola Rocket 50 selection phonograph and new releases of disks at the diskery's office here Tuesday and Wednesday 6-7. Approximately 150 attended. Dan M. Wertz, Rock-Ola distributor, was taking orders for immediate delivery and reported much faster delivery from the factory than he has experienced in the past several months. He also was optimistic about the sale of used equipment.

Featured in King's set-up by Elizabeth Grooms, diskery's manager, was the new country tune by Sam Workman, Carl Stutz and Sam Foutz, all staff members of WRVA, Richmond-Norfolk, Send In Your Name and Address, recently recorded for King by Grandpa Jones, who, with several other members of the Old Dominion (Continued on page 147)

Ristaucrat Rep Set for Canada

CHICAGO, March 10.—The export division of Ristaucrat, Inc., headed by Joe Caldron, this week appointed Kayfetz Distributing Company, Toronto, as Canadian distributor for the Ristaucrat line. Rep firm is headed by David Kayfetz, formerly London Record distrib in Ontario.

Kayfetz said he will hold a series of showings thru Canada shortly after the new Ristaucrat S-45, selective counter phono, is introduced here at the Music Operators of America (MOA) convention March 19-21. He will, following the Canadian showings, appoint sub-distributors.

SOLOTONE SELECTIVE MUSIC EQUIPMENT

2 Master Units, New @\$265 Ea. 35 Selective New Wall Boxes @ 18 Ea. Wertz Music Supply Co. 319 W. Broad St. Richmond 20, Va.

Equipment, Costs, Survival Head 2d Annual MOA Convention Agenda

Continued from page 1

move to incorporate MOA and turn the org into a national association will be made at the convention. Such a plan will be presented to the convention Wednesday (21) by Sidney H. Levine, MOA counsel.

Marked only by the absence of three phonograph manufacturers, Seeburg, Wurlitzer and Rock-Ola, the convention this year will be highlighted by the introduction of two new 45 r.p.m. selective counter jukes (Chicago Coin and Ristaucrat), the debut of a new model of a third counter model (Williams), the presence of two other majors, AMI and H. C. Evans, and a heavy turnout of disk firms and other juke suppliers. The phono firms in attendance will not only display their equipment, but for the first time since the emergency, will be able to advise operators on scheduled output of new equipment during the com-

appears that while some firms will be cutting output drasticallythere will be a supply of phonos coming thru, at least during the first half of '51.

Business sessions, with George A. Miller, national chairman, presiding, will get under way Monday (19) morning, and will be held daily starting at 10 a.m. and running thru 1 p.m. It is here that the lines will be drawn for the future fight to increase the operators' financial status, work out the production and operating problems facing the industry on a national basis, hear discussions on fair trade practices, national legislation, 10-cent play, revamped commission schedules, public relations, the crusade against use of commercial jingles in jukes (see separate story) and the supply picture.

One of the subjects which will take a lion's share of the attention at the convention is the revival of the Scott bill. Congressional and legal experts will appear to air their views, and Levine will outline the program to be followed in combating the legislation in Washington.

Levine, in a pre-convention statement, stressed full industry support is needed to counter ASCAP's efforts to have the Copyright Act amended. Referring to said:

"I should like it clearly under- presidency of the association.

years as a national committee, a ing months. And at this point it stood that there was no intention on my part to imply that Arthur Newmeyer & Associates (Washington public relations firm) is in any way engaged in lobbying activities on behalf of their client,

> Also high on the priority list of subjects to be explored at the business meetings is the question of 10-cent play. This is perhaps the hottest potato the industry has grabbed in several years-and reports on tests now under way will be forthcoming for the first time during the session. Both the pros and cons are scheduled to give testimony on this phase of the changing operating picture.

> On the record front, ops will be seeking the answers to supply, cost, new speed, shipping insurance and delivery questions which have been piling up in recent months. On hand to supply these answers will be representatives of RCA, Columbia, Decca, Capitol, MGM, Coral and Abbey, with several other diskeries tentatively scheduled for exhibit space.

> The executive committee will hold a pre-convention get-together Sunday (18) evening at the Palmer House, with Miller again presiding.

To Elect Assn. Officers

Election of the officers will be held at the Wednesday meeting. From all indications, this election will be for officers of an associahis statement last week on the tion rather than for the national bill introduced by Rep. Hugh Scott committee. Miller, who has served Jr. (The Billboard, March 10), he the org since its inception as national chairman, is slated for the

FOR USED MUSIC BOXES Flexible Mirrors at Low Cost Parallel's flexible glass mirrors with their sparkling beauty increase profits of your music boxes. We make flexible glass to fit any and all requirements. Write for our new color card and prices today! PARALLEL MANUFACTURING CORP.

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Room

MOA Exhibitors

Frank Allison, Chicago 730
AMI, Inc., Grand Rapids, Mich
Abbey Records, Inc., New York
The Billboard, Cincinnati 703
Broadcast Music, Inc., New York 740
Columbia Records, Inc., Bridgeport, Conn 702
Chicago Coin Machine Company, Chicago 733
Capitol Records, Hollywood
Coral Records, Inc., New York 704
Cash Box, Chicago
Decca Records, Inc., Chicago
H. C. Evans & Company, Chicago
Hirsh Coin Machine Corp., Washington 745
Hit Parade Program Service, New York 717
LaSalle Industries, Chicago
manufactured, emicago
addited record company, non-roth
THE PERSON AND MAINTAINED ATTACHMENT OF THE PERSON AND ADDRESS OF THE PERSON ADDRESS OF THE PERSON AND ADDRESS OF THE PERSON
MGM Records, New York Jimmy Martin-London Records, Chicago
M A Miller Company Chicago
Transfer Transfer Company Comments
Permo, Inc., Chicago
RCA Victor Records, Camden, N. J 744
Ristaucrat, Inc., Appleton, Wis 720
Sky-Streak Records, San Francisco 741
Star Title Strip Company, Pittsburgh 725
Wood Printing Company, Dallas 718
Williams Manufacturing Company, Chicago 732

Two States Set Bills Favoring Bell Units

OLYMPIA, Wash., March 10 .- | The Washington State Senate has Legislation which would insure passed and sent to the House a the continued operation of bell bill permitting transportation of machines in three Maryland vote was 28 to 17.

Federal law prohibits interstate transportation of bell machines fits which have accrued to the and their parts unless authorized county since the bell machines by the States into which they are were authorized in 1947 have shipped.

Sen. John Happy (R., Spokane) described the measure as "purely an enabling act." He pointed out that the machines now operate in private clubs and the bill would keep machines in working order. Happy added that the machines produce \$6,000,000 in State rev- solons reminded their colleagues enue each year.

Exhibit Names Trans-World **Export Distrib**

CHICAGO, March 10 .- Trans-World Trading Corporation has been appointed distributor by Exhibit Supply Company. Frank Mencuri, sales manager of the manufacturing firm, said the territory includes the entire world excluding Canada and the Benelux countries.

Trans-World has headquarters at 55 E. Washington Street, Chicago, and is headed by Joe Caldron, president. Jack Howard is export company, Caldron was a of Minneapolis Securities Company, Minneapolis.

Exhibit Supply was established in 1901 by the late Frank Meyer. Its officials include Ford Sebastian, executive vice-president, and Joseph A. Batten, vice-president and treasurer. Firm manufacturers amusement games, including five-balls, shuffle games, arcade pieces, novelty games, card venders and rotary merchandisers.

Sked Illinois Shuffle Meet

Illinois Shuffleboard Team Cham- the added use of the new trade feapionship Tournament will be held ture by distributors as well as opat Lyran Hall here April 6-9 erators was the listing of more under the direction of Glen Fife than 500 different units. and Harry Hogan, operators.

ANNAPOLIS, Md., March 10.bell machines into the State. The counties has been introduced in the State Legislature.

> "The economic and moral benebeen so great that any ambiguity in the present law must be erased," Senator Bailey (R., St. New Schneller Marys) said.

Solons Agree rivate clubs and the bill would Senators Monroe (R., Charles) and Conversion Goldstein (D., Calvert), majority leader in the State Senate. The that prior to passage of the existing bills, political unrest was rife in their respective bailiwicks.

Since legalization of the bells, the senators added, their counties (Continued on page 146)

Genco Distribs Hold Showings On Stop and Go

CHICAGO, March 10.-Genco distributors started showings this week of the five-ball game Stop and Go, featuring an auto race background.

Designed with a new type playfield, the game has a miniature racing car which speeds around a built-in track and piles up a score wice-president in charge of the based on laps and miles. Stop and West Coast office located in Los Go has six "go" buttons, to start Angeles Before organizing the the car around the track. These result in extra laps scored when sales executive with AMI. Pre- lit, Game also has seven rebounds designed playing field featuring several ways to make replays.

NPA LISTS GAMES, JUKES; VENDERS ARE EXEMPTED

Limit Steel, Copper, Aluminum Use During 1951 Second Quarter

WASHINGTON, March 10. — chines, including but not limited zinc, rubber, nickel and other Manufacturers of coin-operated to: pinball machines, juke boxes, strategic materials. ited to using 20 per cent less steel and other arcade games." in the second quarter of this year than they used in the average quarter of the first six months of 1950, the National Production Authority (NPA) announced this week.

Amending steel order M-47, NPA included amusement devices in its first detailed list of items affected by the percentage cut announced last month. NPA also issued amendments to previous orders on aluminum and copper, limiting fabricators of copper to 75 per cent of their base period rate of consumption and restricting fabricators of aluminum to 65 per cent of their base period rate.

Steel Amendment

The steel amendment covers a wide variety of items which will be limited to use of 80 per cent of as much steel as was used in the "average" quarter during the first half of 1950. The average quarterly figure is arrived at by computing the average of the first two quarterly periods of 1950. In listing coin-operated devices under this order, the NPA described this category as follows:

"Coin-operated amusement ma-

6 Ways To Score Replays; Appoint National Distrib

PHILADELPHIA, March 10.-Nate Schneller, Inc., producer of Nasco pin conversions, has started production of Bingo Bango, and has scheduled first deliveries of the new novelty unit for Monday (12). A "complete conversion" from Just 21, the new Schneller piece is said to retain few parts of the original game and incorporates a number of innovations aimed at boosting player interest.

Lenny Schneller, executive, announced that the Scotte-Crosse Company here has been appointed national distributor for Bingo Bango. Other outlets are being named to job the game in various territories.

The turret in the original unit has been replaced by a standard player-controlled ball plunger in the company's latest conversion. The five-ball game uses a Nasco-

(Continued on page 147) field.

amusement machines will be lim- bell-type machines, skill games

Vending Machines

Noteworthy was the omission of vending machines. Commenting on this, an NPA spokesman said the order covers "only those items which are specifically listed."

NPA described its latest restrictions as aimed to obtain for defense needs in the second quarter of this amounts of copper, aluminum, NPA stated.

The agency stated that no limitation will be placed on the use of steel for the manufacture of replacement parts inasmuch as production of parts to assure continued operation of present facilities is encouraged by NPA.

As an aid to small business, manufacturers and assemblers of consumer durables who used more than 100 tons of iron or steel per quarter in the base period will be year an additional million tons of permitted to use an equal amount finished steel products and further in the second quarter this year,

Buffalo Ops Go to Court in Pin Ban

BUFFALO, March 10.—Opera- | business enterprises. tion of pin games came to an | Games concerned in the action abrupt halt here Friday (2) on are one and five-ball pin games. orders of the Erie County district Shuffle bowling devices have not attorney, but at week's end court been affected. More than 1,900 action had been instituted by the pins have been licensed to operate industry in an effort to return in the city. Estimates place the game operation to the legal status total number of pins affected in it has long enjoyed.

under State law.

mendous investments in licensed

the county at several thousand.

During the week an estimated Yesterday (9) Supreme Court 300 coin games were seized by Justice Philip Halpern adjourned police, following charges by Dis- until next Friday a test action trict Attorney Gordon Steele that brought by two local operators pinballs were gambling devices asking an injunction preventing further game seizures by police. Industry representatives coun- Attorney Charles J. McDonough, tered that the "arbitrary" shut- representing Charles F. Broderick, down order and seizures without of Empire Vending, and Howard inspection of equipment or arrests | Sliker, of Ace Amusement, asked were an unwarranted abuse of the court to order return of the police power and endangers tre- games. McDonough also repre-(Continued on page 146)

Olsen, Permo Topper, Succumbs in Florida

MIAMI, March 10. - Arthur J. Olsen, inventor of the long-life phonograph needle and president of Permo, Inc., which he founded in 1929, died here Thursday night (8) after being stricken with a heart attack aboard his yacht while returning from a trip to Key West. Olsen had been spending the winter at his Florida home, recuperating from a broken rib and punctured lung suffered in an accident last fall.

Serving as a marine in World War I, Olsen was seriously wounded in action, receiving the Purple Heart, He first became interested in phonographs while convalescing six years in hospitals before being released. It was actually the introduction of the life-time pen which started the wheels rolling which led to Olsen's invention of the long-life needle-an invenviously he was in the banking which keep racer in action thru flippers, bang bumpers, targets tion which revolutionized the juke field. Howard is a former official powered bumper play. Game offers and roll-over buttons. Cabinet box business and the home changer tion which revolutionized the juke

Under Olsen's direction, Permo last year completed a 20-year research and development program which culminated in a new series of needle points. To complete this program—one to develop a needle which would fulfill the rigid requirements of the juke box operator-this included:

 Investment of \$25,000 in a metallurgical development project at Armour Research Foundation. This work was carried out during the construction and expansion of

(Continued on page 147)

Washington Rep Sets Employee **\$-Sharing Plan**

WASHINGTON, March 10 .- A new profit-sharing club was launched recently at the Hirsh Coin Machine Corporation here. Bill Schwartz, club president, said members would reap returns of their own contributions plus those of the company.

Eligible for membership are the full-time employees, now numbering 12. Each pays \$1 a week 'dues," to which are added 20 per cent of Hirsh's gross on outside service calls and 10 per cent of the income from machine rentals. Employees also pay small "fines" when they're late, thereby swelling the fund, which subsequently is divided among them.

Elmer Tull is secretary-treasurer. Hirsh Coin also has sharply cut absenteeism by offering a bonus incentive for good attendance. to both men and women teams, are Bloomington, Galesburg, Decatur, Rockford, Chicago, Moline, Rock Island and Peoria.

higher advertised prices while less tised carried higher price tags than 4 per cent listed lower quotations. Increases ranged from \$5 were at a lower level. AMI Model Ray Gun and Edelman's Bang-Atoms absence up to one week.

ABT's Rifle Range, Exhibit's Six Shooter, Rocket Busters, Seeburg's Shooter, Rocket Busters, Seeburg's Shooter, Rocket Busters, Seeburg's Shooter, Rocket Busters, Seeburg's Park and Edelman's Bang-Atoms absence up to one week.

Demand for Used Games, Music Pushing Prices Up

CHICAGO, March 10 .- Paced by | fle Alley, Bally's Speed Bowler, | higher than in last week's index. two weeks, according to The Billboard's Index of Advertised Used Machine Prices (appearing else-ROCKFORD, March 10. - The where in this issue). Pointing up

In shuffle games more than 12 Among the cities expected to per cent of units offered for sale be represented in the meet, open for two consecutive weeks carried cated 7 per cent of all units adver-

continued heavy demand for late Chicago Coin's Trophy Bowl and model amusement and shuffle Universal's Twin Bowler. Tho not games and music equipment, prices listed at a higher advertised price, on all but vending equipment Gottlieb's Bowlette showed greater moved slightly ahead in the past demand in the current index. Amusement game (five balls, giant pinballs, rolldowns and novelty games) interest continued to mount as indicated by a new high in listings. However, the most significant feature was the higher quoted prices for giant pinballs as made by Bally and Universal.

New Features

The over-all music picture indi-

Tho this is an unusual price variation, it must be noted that any advertised price listed in the index depends on such factors as territory, time on location and con-

Reflecting general interest in the present international situation was the number of arcade units listed with a war background. Among the newcomers to the index in this category were Mutoscope's Ace Bomber, Evans Super Bomber, Deep Sea Raider and Air Raider. Other arcade pieces with gun action listed for the first time were Employees with one or no days

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Small Fry Learn About Vending Via Grade School Pub Feature

top level public relations for the chandising carried in the children's vending industry was chalked up publication, Young America Junior last week with a triple story, photo and question-answer feature aimed students in the nation's schools. at future or just-beginning vender patrons in the small fry category. Occasion was the big boost to edu-

DRINKS AFLOAT

MSTS Com'd Develops Cup **Unit Program**

CHICAGO, March 10,-Pointing up the growing importance of vending equipment on shipboard, the Paper Cup and Container Institute's current Single Service News features an article on cup machines used by the navy. In addition to the requests by ship commanders for venders to supply sailors on long voyages, the first official and general installation of cup beverage units is now under (Continued on page 143)

Toronto Solons May KO Venders In New Subways

TORONTO, March 10.-Installation of vending machines in Toronto's new subway system is still up in the air.

The subway, which won't be opened until late 1952, will be just four and a half miles long and have only 12 stations.

There have been a number of offers to the Toronto Transportation Commission, subway operators, by various vending machine operators, but the commission has refused to consider any of them at

It is also unlikely that there will be any newsstand concessions allotted. The commission says that the concessions are likely to create pose taxes of \$5 to \$15 on all vendundesirable conditions which they want to avoid. Space to be leased

Altho the commission has definitely decided upon the use of turnstiles, the transportation rate is still undecided. These turnstiles, of course, will make use of cointurnstiles, the transportation rate operated mechanisms.

The commission has hesitated in the matter of leasing out space for vending machines, since they feel that most persons using the system will be underground for a maximum of 15 minutes.

The officials are certain, tho, that they want to avoid the appearance presented by the New York underground system. However, it is probable that in order to bolster revenue vending machines will be utilized.

Dispensers Sell 20% of Snow Crop Orange Juice Vol.

NEW YORK, March 10 .- Snow Crop Marketers has announced that 20 per cent of its frozen orange juice concentrate is being moved altered to accept dimes as well as thru dispensers, with expectations two nickels. H. Kerwin, of that a looked-for \$56,000,000 volume this year will be sold in the of beverage machines in the

CHICAGO, March 10. - Some cational study of automatic mer-chines can even make change."

The impact of such detailed information and study of vending equipment on the future growth of automatic selling can not be overemphasized. Youngsters in their most formative years make an eager audience and one, more importantly, that will retain such early "lessons in automatic merchandising."

Day-Night Service

The story carried such statebusiness day or night. Some ma- chines, discussed in the story.

Four photos illustrated a battery of Filene's venders in a bus Reader, distributed to junior grade station installation, the interior of a hot coffee machine, a Mailomat and a railroad ticket vender.

Capping the presentation, students were given an observance test on the vender story. The "thinking cap" test asked students to underline the proper answer of a group of three for each question. It posed such questions as "coin machines will work for you if you put in (gasoline, candy, money); some machines sell things you can pick up and take away, other coin ments as "Today you can put a | machines (make candy, do things coin in a machine and buy almost for people, make railroads go fast). anything. Each (machine) is real- Latter pointed out the distinction ly like a tiny store. It is ready for between vending and service ma-

Op Mobilization NAMA Meet Theme

CHICAGO, March 10. - Grass | ing machines, and H-1500, which land States hold a one-day regional meeting at the Somerset Hotel, Boston, Tuesday (20), according to E. C. Williams, of Spacarb, of New England, Inc., and chairman of Region I of National Automatic Merchandising Association (NAMA).

director, announced the Region I meet is the first in a series of about 40 local and regional meetings on this subject to be held in various parts of the country thruout the

Registration for the Boston meeting will start at 1:30 p.m. In the afternoon session, operators will discuss the national defense program and its probable effect on their business, hear informal legislative reports from New England State legislative chairmen, and receive complete information about the association's low-cost group insurance plan,

Hold Banquet

A banquet at the close of the regional meeting will include a full report on the status of two permachine tax bills now before the Massachusetts Legislature. These bills are H-1499, which would im-

for advertising purposes is still being considered. Altho the commission has defi-Venders to 10c

ST. JOHN, N. B., March 10 .-For the third time the price of Coca-Cola sold thru beverage machines in the Eastern provinces within the past seven months has cent excise tax imposed by the 923. Canadian government on pop and candy. The 6-cent price was continued until recently, when it was increased to 7 cents. As the machines were not equipped for other than the nickel, the extra 1 and then 2 cents were handled directly by the locations and their staffs, or via containers for the coppers.

The vender price has now gone up to a dime, with the mechanism St. John, one of the first operators provinces, said the demand for Firm, a subsidiary of Clinton Coca-Cola at a dime has proven Foods, now has about 10,000 dis- stronger than when the 6 and 7pensers in as many institutional cent prices prevailed. Apparently for a chain of self-service beauty outlets, according to R. F. Quin- the consumers felt bothering with parlors making liberal use of lan, sales manager. Unit, costing the coppers constituted a nuisance coin-actuated equipment have re-\$165 each to manufacture, was and welcomed the opportunity to ceived a temporary setback due developed after some 200 experi- dish out a single coin and start to economic war jitters, but Raymental dispensers were built and drinking. Kerwin pointed out mond Ferrago, hair stylist, is with plastic merchandising basabandoned. In many outlets use sales have been about 35 per cent keeping open his test store in kets, making them uniform withof the dispenser boosts volume as better since he raised the price to Greenwich Village. much as 200 per cent a day, Quin- a dime than when it was at 6 and 7 cents.

Roots Operator Mobilization will would impose a \$20 tax on all be the principal topic when 100 vending machines except those operators from the six New Eng- dispensing products selling for less than 5 cents.

Following the legislative discussion, public recognition will be given W. R. Fowler, of the F & W Products Corporation, Westerly, R. I., one of the six founders of NAMA. He will be presented a plaque in appreciation of his servciation.

OMITS VENDERS

WASHINGTON, March 10.— New orders, cutting use of such materials as steel, copper and aluminum, which were issued by the National Production Authority (NPA) this week specifically omitted vending machines from its list of manufacturers of coin machines affected by the ruling. Full details of the order will be found on the first General coin machine page this week.

Vender Volume Up in Service, Gov. Locations

WASHINGTON, March 10 .- Increased volume on all types of machines operated by the firm in government buildings here has been noted by the G. B. Macke Corporation, according to sales manager Meyer Gelfand. He at- READERS DIGEST tributed the rise to increased personnel and overtime hours in defense and special emergency agencies.

A similar volume jump, also apparent on every type of machine operated by Macke, has marked the installations in army, navy and marine camps, he said.

Gelfand said Macke's cigarette coupon program is continuing. Firm is now receiving "several hundred thousand" coupons each month for redemption, with in-C. S. Darling, NAMA executive lice to the industry and the asso- creases noted each week. The promotion has boosted sales, he said.

Vender Exports Climb o New Record in '50

final figures on 1950 vending ma- some of these areas were token preliminary reports from the De- newcomers to the vending world. partment of Commerce reveal and used venders by foreign op- \$94,870 in November, 1950. erators Previous high dollar mark was set in 1947 (for the full 12 months) when overseas shipments totaled \$471,234 for 6,785 units. Figures indicate that the shipment of venders in 1950 slightly topped the 1947 dollar figure and were of the more expensive and larger types.

Altho Canada played a major part in the 1950 record figures, it is noted that vending export dollar totals in the past three years (when the Canadian embargo prohibited shipment) held up even without support of the Dominion interests.

In 1947, Canada accounted for \$310,285, or nearly 75 per cent of the entire export market. Following the ban on non-essential imports, it was assumed that very little of the export market would be left. However, even without Canadian support, \$332,059 worth of automatic merchandisers were been increased. The first was from shipped abroad in 1948. And in a nickel to 6 cents, due to a 30 per 1949, the figure jumped to \$451,-

> The main reason for the comeback, it was discovered, was the export market that developed in such new (for venders) areas as Japan, Venezuela, Netherlands Antilles, Newfoundland, Belgium,

Coin Beauty Salon Clicks In NYC Test

NEW YORK, March 10.-Plans

CHICAGO, March 10. - With | Haiti, Hong Kong and Iran. Altho chine exports still to be tabulated, buyers in the past, most were

With Canada once again a last year an all-time high of Maple Leaf firms bought 158 units \$472,873 was spent for 2,438 new with an aggregate valuation of

Other Markets

Belgium, there is a growing evidence that the country is destined to be the hub of European vending activity, but in the last few months there also has been increased activity in Holland and Germany. The main difference Should consumer tests conclude use or resale.

NEW NPA ORDER Cleveland Op's 2-Bars-for-10c Program Grows

Cite Top 2-Somes, Weekly Grosses "Before & After"

CLEVELAND, March 10.-Industrial Candy Vending Company, headed by Harry and George Golden, reports 85 per cent of its venders are now converted to sell two nickel bars at a dime, following adoption of the new vending program recently (The Billboard, February 3). Sales are running slightly ahead of previous single nickel bar sales and the cost of service has gone down almost 25 per cent, the Goldens reported.

Cautiously, however, they insist that "we don't know yet if we have a satisfactory answer to our own problem. It is an attempt on our part to do something to help us

(Continued on page 143)

Mag Testing **Muto Venders** In N. Y. & Chi

NEW YORK, March 10. - Vending machines may help boost Readers Digest circulation, already estimated at well over 8,500,000 monthly. The publication is now conducting limited tests with two experimental venders built to its order by the International Mutoscope Corporation.

The quarter machines, one stocking 75 magazines and the other 50. are on trial at an airline terminal here and at a bus terminal in Chicago. Altho Digest management reports itself satisfied with the mechanical operation of the coin equipment, expansion of its autothat for the first 11 months of factor in the export market, matic sales program awaits the results of long-range testing.

Hugh Dangler, circulation executive, said current experiments should indicate how much distribu-In addition to Canada, it is pre- tion of the magazine can be indicted, the most active markets creased thru venders in highfor U. S. made vending equipment traffic transient locations. Average thru the early part of spring outlets, he explained, sell most of should by Belgium and Japan. In their copies within a week of the publication date. But sales in the transient spots, particularly transportation depots, are more sustained thruout the month, and he . views such locations as most suitable for machine placement.

is that both Holland and Ger- satisfactorily, a decision would many have been making their still have to be made on who would own equipment for export, while service the machines and reap the Belgium has concentrated upon extra retail profits. Newsstand opimporting equipment for home erators are the leading contenders so far, Dangler indicated,

Fruit-o-Matic Steps Up Output, Holds Showing

VAN NUYS, Calif., March 10 .- | earlier models. Fruit-o-Matic now Simultaneously with the announcement that it was stepping up production, Fruit-o-Matic Manufacturing Company, makers of fruit merchandisers, held its first showing here Friday (2). The improved model was displayed and HIC! POP BOTTLES described for operators and editors firm's shops.

Hosting the group were Jack Oatey, designer of the merchandiser, and J. C. de Graaf, sales manager. De Graaf said that during the month the company would manufacture about 40 machines. He added that a sizable material stockpile is now on hand but materials are becoming increasingly difficult to get.

The machine is now equipped out any loss of strength. The Ferrago's Hair-o-Mat, down- stainless steel bands are now being (Continued on page 143) | welded as against riveting in the

uses a Primus cooling unit with Tecumseh 14-hp. compressor. Machines, with a capacity of 208 pieces of fruit, are chilled to about 41 degrees.

attending the open house in the HOME BREW KICK

LOS ANGELES, March 10. West Coast bottlers are concerned over the non-return of empty pop bottles. Investigation revealed that the containers are being used instead for home brew.

If the holdout continues to grow, bottlers have to resort to upped deposits to insure their return. Present deposit rates, they feel, may prove to be below market "purchasing price" for soda consumers turned brewers.

VICTOR'S AMAZING NEW

Sold 4 to a Case

\$48.00 Sample, \$12.75 PISTACHIOS 25 lb. carton. Small, 50¢ lb. Vender's Mix-ture, 58¢ lb. Large, 62¢ lb. Extra Large.

fra Large 66¢ lb. Full Cash With Order. Plastic Auto-graphed Foot-balls, \$4.25 per M. Metal Plated, \$4.00 per M.

RAIN-BLO | COLORED GUM, 140, 170 || BALL GUM - | or 210 Count, || All Sizes 25# | in 25# cartons, || or 40# carton, 28¢ lb. in lots || 26¢ lb. 140# lots | 1 24¢ lb. with freight prepaid I FULL CASH I WITH ORDER of 200 s or more with freight prepaid, 26¢ lb

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 41 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

Greatest Time-Saving CAPACITY \$10.00 SPRINGS ARE PRE-METAL BASE. TIN SCOOP. DIAL IS GLASS ROTECTS POINT-ER WHEN IN USE. Skilled hand workmanship s employed in scale to assure reliability and accuracy. There is sturdiness of construction more S durable than is gen-

erally found in scales. Finish is black crinkle. Carrystring black fibre to meet the hard and constant use that it is subjected

ORDER TODAY 1/3 Dep., Bat. C.O.D., F.O.B. N. Y Distributors, Write for Prices.

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IMMEDIATE DELIVERY ON NORTHWESTERN 49

SILVER KING HOT NUT. Ic or 5c Bulk Vendors . . \$39.50 a

Reconditioned Like New . . 19.50 A.B.T. CHALLENGERS 39.50

Formerly Rake Coin Mach. Ag. COurt 1-3842 2116 Fifth Ave. Pittsburgh 19, Pa.

BRAND NEW

BOY VENDORS



MODEL

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, \$00 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

FREE 5 LBS. NUTS OR BALL CUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO. VALLEY STATION, KY.

GIVE TO THE RUNYON CANCER FUND State Comptroller C. M. Gay for \$1,070,592.

Calendar for Coinmen

THE BILLBOARD

March 13-Automatic Phonograph Owners' Association (APOA), monthly meeting, Gibson Hotel, Cincinnati. March 13-California Music Guild (CMG), monthly meet-

ing, 311 Club, Oakland. March 13, 27-Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

March 14, 28-Music Merchants' Guild (MMG), semimonthly meeting, Narragansett Hotel, Providence.

March 19-21-Music Operators of America (MOA), annual convention, exhibit, Palmer House, Chicago. March 20-Amusement Machine Operators of Greater

Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

March 20-Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indiana polis.

March 20-NAMA Region I Meeting, Somerset Hotel, Boston. March 21-Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.

March 22-California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento. March 26-Phonograph Owners' Association (POA),

monthly meeting, Broadview Hotel, East St. Louis, Ill. March 27-Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 27-Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York March 29-Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit. April 2—Illinois Amusement Association (IAA), monthly

meeting, 208 North Madison Street, Rockford, Ill. April 4-Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building, Houston.

April 5-Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hotel Hollenden, Cleveland.

April 5-Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

April 5-Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

April 9-Wisconsin Phonograph Operators' Association (WPOA), monthly meeting, Eagles' Club, Brodhead, Wis.

April 9-12-National Association of Tobacco Distributors (NATD), annual convention, exhibit, Palmer House, Chicago. April 12—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.

April 12—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

April 12-Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

April 26-Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Meter Matters

Philly Contracts

PHILADELPHIA, March 10 .-Capt. Leon I. Smith, director of the Bureau of Purchases and Supplies for the city, announced this week the awarding of a contract for the installation of 15,000 parking meters in Philadelphia to the Dual Parking Meter Company of Canton, O., for \$925,000.

Smith added that the contract called for the installation of from 300 to 500 meters monthly, beginning 30 to 45 days after final agreement between the city and the company has been reached. The Canton firm was the only one submitting a bid for the 15,-000 new meters which are in addition to the ones already in use in various sections of the city.

AUGUSTA, Ga., March 10 .-City council's public safety committee recommended the purchase of approximately 1,000 meters.

Price of 800 Miller meters, the type now in use on side streets in Augusta, is \$67.50 each installed. The 200 Magee-Hale Park-o-Meters, the type now serving A.B.T. Challengers, Used . . 19.50 | Broad Street, sells for \$60 each installed. Both firms promised delivery within 30 days.

> Augusta already has about 1,500 meters in operation.

Fla. Cig Tax Report

TALLAHASSEE, Fla., March 10.-Florida cigarette tax collections were off in February, but cities got more out of the receipts than they did the same month last year, according to beverage director Lewis Schott, who announced collections of \$1,433,064 last month on cigarettes sold during January. That compared with \$1,472,572 in the same period a year ago. A recent law provided that cities are to receive the full amount of cigarette taxes collected within their boundaries provided they submit statements showing they have complied with the law requiring them to use part of the tax money to reduce local taxes. Each pack-

2-BIT SIT

Park Kids Via Coin Meter in Launderette"

NEW YORK, March 10 .- For the right number of quarters Mom can now park Junior and the family laundry, take in a movie and pick up both on the way home.

In Telecoin's new Super Launderette, opened to the public Thursday (8), a large play area has been penned off and stocked with toys, games and a trained nurse. Ten numbered meters are provided, each of which will tick off an hour for each quarter inserted. And the tagged kids are entertained, toileted and supervised in their play until redeemed by mother. A door leads from the pen to a yard where the kids can romp outdoors, weather permitting.

The coin-operated, baby-sitting service is one of a series of innovations in the swank Astoria, L. I., launderette. Patrons can also buy frozen pre-cooked dinners, bring in dry cleaning or shoes needing repair and rent linens, shirts, sewing machines and television sets. For refreshment Telecoin has installed a Tele-Juice vender.

Lorillard Net Down

NEW YORK, March 1 .- P. Lorillard Company reports 1950 net income of \$6,737,768 was a 1.28 per cent drop from the 1949 figure of \$6,824,133. H. A. Kent, president, stated the decline in net income was due "entirely to the recently enacted federal tax rates."

Earnings before taxes last year reached a record high of \$12,632,-768 compared with \$11,211,133 in 1949, he pointed out. Sales of all of the firm's tobacco products last year amounted to \$167,936,931 compared with \$153,500,123 the preceding year.

age of cigarette carries a 5-cent distribution among cities in which levy. Of the total collected last the taxes were paid. The same month, \$1,146,371 was certified to month a year ago, the cities got

New Vending Firms

SACRAMENTO, March 10.-Carlou, Inc., and Ross Pansy, Inc., were granted charters by the secretary of state here to operate vending machines in Los Angeles County.

CHARMS

Paul A. Price Co. 220 Broadway, New York 38, N. Y.

Sensational "VENDING DEAL"!

J. H. Keeney & Co., Inc.,

Offers OPERATORS A COMPLETELY PACKAGED, PROFIT-MAKING, OPERATING DEAL

Nothing like it on the market, no competition, the field is yours! Product is nationally known and liked by everyone. Test operations proved to be terrific! \$15 to \$30 per week, NET, and even more. Machines and merchandise ready to go, no delay, you can start at once.

CONTACT your KEENEY distributor, or write us direct for more information.

J. H. Keeney & Co., Inc.

2650 W. 50th St.

Chicago 32, III.

Department 7

HEmlock 4-5500

CONVERSIONS

WE CAN DO IT!

WE ARE DOING IT!

CONVERTING ANY MAKE OR MODEL CIGARETTE VENDOR

TO 25° VENDING!

TO 30° VENDING!

CANDY MACHINES CONVERTED TO 10c VENDING

CIGARETTE MACHINES

DuGrenier Model W. 9 Col., 308 Pack Cap. . . . \$82.50 Rowe Royal, 8 Col., 320 Pack Cap., Special 80.00 Rowe Royal, 10 Col., 400 Pack Cap., Special 90.00 Rowe Imperial, 6 Col., 180 Pack Cap. 69.50

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

SPECIAL! \$100.00

Uneeda Model 500, 9 Col., 350 Pack Cap. U-Select-It, 54-Bar Cap. TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED. ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D.

Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines"

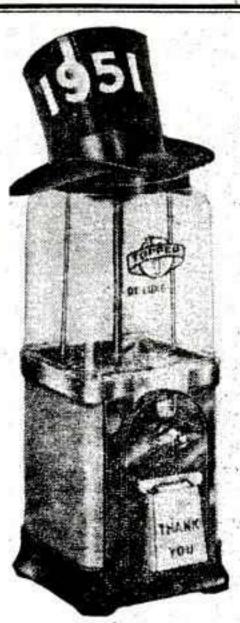
NEW ... RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y. . EVergreen 7-4568

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VICTOR VENDING CORPORATION

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CHICAGO 39, ILLINOIS

LOCATION MEN WANTED in every State to sell cigarette vending machines directly to loca-tions. Sales made through estab-

lished tobacco jobbers. Write, stating territory desired and background. BOX NO. 627, The Billboard New York City 564 Broadway

SODA & SAWDUST

Outdoor Show Biz Is Target For Drink Ops

CHICAGO, March 10.-Beverage vender operators, during the past year, have taken token flings at developing a new type location for their equipment with initial results that promised a definite future for such placement. The pioneering centered around seasonal placement of venders catering to the mass audience which makes outdoor show business a multi-million dollar industry. For the first time venders made their appearance on fairgrounds, carnival lots and even adjacent to circus arenas, in isolated instances it is true, but with "surprising results" according to the testing operators.

In a two-week period it was found that one soft drink cup machine did more volume than it had chalked up in the previous eightmonth period in a stationary spot not over 20 miles from its fairground location.

Added Impetus

Adding to the impetus to outdoor installation of beverage units over the past year were advances in machine design and performance, permitting the trucking from one to another, and the withdrawing of earlier objections posed by health authorities.

One experimenting group of operators in the four-State area, comprising the Dakotas, Minnesota and Wisconsin, believes the outdoor show business location may be the answer to new volume records. Both bottle and cup units are scheduled for test placement this summer. And from indications the tests will be on a largescale basis as a direct result of earlier isolated placement by the few "experimenters."

The ATLAS 1c MIDGET VENDOR eyes are on the MIDGET the ball gum vendor created by popular demand. Its compact size, appearance and easy servicing open locations never available before. The MIDGET gives you quick steady profits. SALESMEN AND DISTRIBU-TORS, ask for catalog and com-MANUFACTURING & SALES CORP

From LITTLE ACORNS mighty INCOMES grow!

ACORN

ALL-PURPOSE VENDOR

Featuring the sensational new

WHITE FLASH BRUSH HOUSING

Vends all bulk mdse.—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.

Distributors!

Choice Territories Still Open! Write, Wire, Phone! East & Midwest: M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh - AT 1-6478

Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

DAK manufacturing co., inc. 11411 Anightsoriage Ave., Cuiver City, Calif.

GIVE TO DAMON RUNYON CANCER FUND

EDITORIAL PLAYS Continue Fight **UP VENDING BIZ**

NEW YORK, March 10 .-Venders were the subject of an editorial in a recent issue of The Wall Street Journal. Citing theater lobby venders and "how theater profit de-pends on popcorn," the article enlarged on the growth of a new "sideline" business taken on by major enterprises (theaters, etc.) to build revenues.

The editorial developed its point further by noting the New York subway reported a profit from vending \$4,764,176 worth of cakes, candy, gum and nuts (The Billboard, February 17).

Tobacco Men Hit Proposed Fed. Tax Hike

WASHINGTON, March 10 .- Tobacco producer, manufacturer and retailer witnesses appearing before Congress Thursday (8) brought protestations against the proposed federal tax increase on cigarettes and cigars.

J. C. Lanier, Greenville, N. C. owner of three tobacco farms, told the House Ways and Means Committee the increase would be a "rank discrimination." He said the farmer now gets 3 cents for the tobacco going into one package of cigarettes, while the federal government gets 7 cents and under the proposed increase would get 10

The new tax rate has been proposed by Secretary of the Treasury Snyder in order to raise an additional \$525,000,000 per year. This is expected to be raised by upping per pack cigarette tax to a dime and applying increases ranging from 50 cents to \$17.50 a thousand on cigars.

New Views; Scale Op To Add Scopes

FLINT, Mich., March 10 .- J. L. Bedard, who operates scales thru this area, plans the early addition Production Year; of coin-operated telescopes to his route. Timed to take advantage of the outdoor weather coming up on the heels of a record "indoor" winter, he says the new scopes, made by American Telescope Company, Evansville, Ind., will enable a diversified "viewing" operation.

Bedard reported the sale of a bulk vender route to James E. Webber, Flint.

Immediate Delivery! NEW Northwestern 49 Special Cuts Costs Servicing Less Than 25. . \$17.35 Less Than 100.517.15

AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING WE TAKE TRADE-INS LIBERAL ALLOWANCE

1/2 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00. WRITE TO DEPT. V FOR COM-PLETE LIST OF COIN-OPERATED

LOMBARD 3-2676



SMORBSHOP

THE NATION'S FINEST CIGARETTE VENDOR Tent Out And Mail Ad For Details AUTOMATIC PRODUCTS CO.

250 8 W 57th St. N. Y. 19 N. Y. + PL 7-3123

Against Hiked Cig Excise Tax

WASHINGTON, March 10 .-Spokesman for tobacco interests opposing President Truman's proposed hike in the cigarette excise tax got strong encouragement Friday (9) from Rep. Noah M. Mason (R., Ill.) during the House Ways and Means Committee hearing on the tax program.

Midway during an afternoon session climaxing two days' testimony from tobacco spokesmen, Congressman Mason, a member of the House Ways and Means Committee, declared that the cigarette tax threatens to impose a burden "beyond the point of diminishing returns" and he suggested that it "ought to stop." Mason's remark drew broad grins from the packed hearing chamber, mostly tobacco

Sees Big Sale Drop

Earlier, tobacco witnesses told the committee that purchases of cigarettes would drop "drastically" if the tax is raised from 7 cents a pack to 10 cents as proposed by Truman. John N. Berry, Lexington, Ky., president of the Burley Tobacco Growers' Co-Operative Association, said the tax would leave a serious surplus crop, and he reminded the committee of consumer resistance to a recent tax hike in cigarette packs in Tennessee. W. D. Green, Gallatin, Tenn., speaking for mid-Tennessee burley tobacco growers, foresaw a loss of nearly 2.000,000 packs of cigarettes a year if the tax is raised.

W. P. Hedrick, tobacco marketing specialist of the North Carolina Agriculture Department, said tobacco is already taxed beyond a safe margin. Eric Calamia, New York, representing Retail Tobacco Dealers of America, Inc., said cigarette smokers already pay more in cigarette taxes than they do for their smokes. J. C. Linier. Greenville, N. C., said the tax would be "rank discrimination."

1950 Top Candy See Package Curbs

SAN FRANCISCO, March 10 -Candy manufacturers enjoyed their biggest production year since World War II in 1950, Philip P. Gott, president of the National Confectioners' Association, told delegates who attended the twoday annual Western Candy Conference which ended Saturday (3) Gott estimated that American citizens consumed an average of 18 pounds of candy last year compared to 17.3 pounds in 1949.

"The confection industry," Gott declared, "is taking on increasing importance with the advent of defense mobilization. We have an abundant supply of raw materials that go into the making of candy. but our greatest shortages will be cellophane wrappers and other materials"

The increase in candy sales will be of material benefit to California, Gott observed, since the industry depends on that State for much of its nut, fruit and oil products.

W. Va. Cig Tax

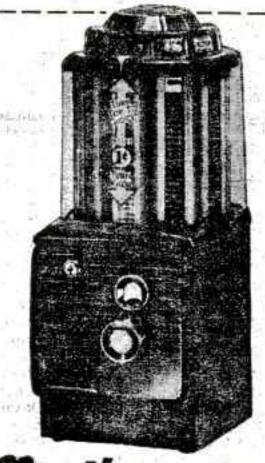
CHARLESTON, W. Va., March 10 .- Herbert Nottingham, supervisor of the State cigarette tax division, reported that February collections of cigarette taxes were 16.5 per cent above the amount taken in during the same month in 1950.

According to Nottingham, the receipts on meter impressions totaled \$146,950 while stamp sales amounted to \$40,899.82 for a total of \$187,849.82 compared with a total of \$161,138.88 in February,

Philip Morris Dividend

NEW YORK, March 10.-Philip Morris & Company, Ltd., Inc., reports the regular quarterly dividend of \$1 per share on its 4 per cent series cumulative preferred and 971/2 cents per share for its 3.90 per cent preferred series. Both are payable May 1 to stockholders of record April 16. Board of directors also voted a dividend payable April 30 in common stock at the rate of one share for each 20 shares of common outstanding to holders of record April 2.

OPERATORS -HERE IT IS!



Northwestern

SELECTIVE TAB **GUM VENDOR**

A sensation from the start! It has everything operators want in a gum blg capacity render 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

ALMONDS

California Vendsize, packed in 5 th vacuum sealed tins, 30 ths. per case

California Vendsize, packed in S vacuum sealed tins, 30 lbs, per c 79c LB \$3.95 Can. Plastic Cherms, small, 1,000. \$ Metal Colored Charms, small, 1,000 Plastic Charms, large, 1,000 Copper & Nickel, targe, 1,000 Hand Painted Imported Charms,

Toy Watches, 2 gross ... Stone Set Rings, 1 gross ... 'Hep Cat" Buttons, 1,000

All steel — aluminum finish No need to add sand, gravel, cement, etc. Ready for loca-tions Weighs 17 lbs. \$3.25 each EXTRA HEAVY STANDS \$3.99 each

we are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders PARKWAY MACHINE CORP



mmediate Delivery! \$17.35 EA \$17.15 EA

\$16.95 EA.

Write for Charm & Merchandise List -Everthing for the Bulk Operator at Lowest Market Prices at Time of Shipping. 1/3 Oep. Sai C.O.D

NORTHWESTERN SALES & SERVICE 1794 TREMONT ST., BOSTON, MASS

actory Reconditioned Phonographs With Money-Back Guarantee. WURLITZER

1/2 With Order, Balance C. O. D.

ALSO OTHER RECONDITIONED Write for Lowest Prices. WANT TO BUY

Stoner Candy, Cigarette Machines and all Counter Games. CAMEO VENDING SERVICE

432-G West 42 St., New York 18, N. Y.

POPCORN

SHIPPED ANYWHERE IN THE COUNTRY



Packed in 21/2 peck glassine bags. Arrives fresh and tasty, ready

ABC POPCORN CO.

3441 W. North Ave.

CHICAGO 47

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PROFITS Sc Changeover parts available for all fc Models

\$13.95 EA @ \$12.50 E write for law

5c HOT NUT, \$39.50 Nut and Ball Gum, Candy Charms Vendors, 1¢-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors At all the best dealers-or write.

Ask about the new "Hunter." SILVER KING CORP. 622 Diversey Parkway ... Chicago, 18.

NEWER CHARMS I

Lower prices from America's newest Charm manufacturer Over 30 new and dif ferent series of Charms. Our prices are lower! Send 35c for complete samples.



ONLY \$12.00 Each
(4 or More)
24 or More
ONLY \$11.75 Each
100 or More
ONLY \$11.25 Each
Glass or Plastic Globes UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEA-NUTS, CHARMS, SALTED PEANUTS.

LIBERAL, EASY INANCE PLANIS OWEST PRICES ON Ball Gum, Candy, Charms, Stands. We stock all parts and ENDING SPECIAL

Write for FREE information regarding ENDING SCHOOL for operators. BERNARD K. BITTERMAN

Mixture of GRAND PRIZES

Consisting of Grocery Charms, Scout Knives, Metal Scissors, Jewel Charms, Bugs, assorted Fortune Ball Mix - an array of talent-in-charms to empty

ALL THIS-\$10 PER 1,000

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VICTOR Once nd you will BUY VICTOR ALWAYS

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STAMP FOLDERS

Direct From Manufacturer.
UNLIMITED QUANTITIES—
IMMEDIATE DELIVERY
Write for Prices. VEEDCO SALES CO. 2124 Market St. Philadelphia 2, Pa. Phone: LOcust 7-1448

NAMA Reports Liaison Group

CHICAGO, March 10 .- I. H. Houston, president of Spacarb, Inc., has been appointed chairman of NAMA's, 1951 Government Liaison Committee, the group's president, J. B. Lanagan, announced this week.

The committee, composed of five operators and five machine manufacturers, is continuing the work started by the 1950 group and is working closely with the National Production Authority and other government agencies to integrate the services of the automatic merchandising industry with the nation's defense program, Lanagan

Committee members are Waldo Bolen, the Northwestern Corporation, Morris, Ill.; D. J. Davidson, Davidson Brothers, Los Angeles Erroll Eckford, Coca-Cola Bottling Company of Baltimore; Ben Fry. National Vendors, Inc., St. Louis; Aaron Goldman, the G. B. Macke Corporation, Washington, D. C. Marcus Kaplan, Virginia Cigarette Service Corporation, Roanoke, Va.; D. C. Letts, Smoky Mountain Canteen Company, Oak Ridge, Tenn.; John S. Mill, Rowe Manufacturing Company, Inc., New York, and Robert W. Wagstaff, the Vendo Company, Kansas City.

, Secretary of the committee is C. S. Darling, NAMA executive director.

Coin Beauty Salon • Continued from page 140

town salon, houses five coinoperated dryers and a metered

sun ray lamp. Standard beauty treatments are offered as well at cut-rate prices, and women patrons can do much of the work themselves. Those in for a hair wash or set use the coin dryers, and gransients who wash their own at home are also asked to make use of the coin equipment. -- Results have been satisfactory. according to Ferrago, who also runs a swank salon off Fifth Avenue. The Robco-metered dryers, 40 minutes for a quarter, and the sun lamp, at a dime a treatment, are well patronized. Among those using the sun lamp regularly are several male students from near-by New York University.

Ferrago hasn't abandoned his idea of a chain of mechanized self-service establishments. Equipment and store fixtures are too difficult to obtain now, he said, and additions to the test salon will have to wait easing of the supply situation.

Drinks Afloat

Continued from page 140

way in the Maritime Seas Transportation Service, Atlantic Command it was stressed.

The move to place cup venders on ships is the result of the industa's development of compact, easy-to-repair machines, a move which has been watched carefully by Navy Ship Store officials. The MSTS-Atlantic vending program will be completed as soon as all ships belonging to the command are returned to the New York Port of Embarkation from emergency duty in the Pacific, the article stated.

The plan, which was developed before the Korean emergency, calls for placement of drink venders aboard all ships operated by the service except cargo freighters and the small LST's used for interisland freight in the Caribbean. All passenger ships will have several cup venders, usually two on troop decks and one on cabin decks, to be placed at the direction of the ship's captain.

Canada Dry Dividends

NEW YORK, March 10.-Canada Dry announced a quarterly dividend of 20 cents per share on common stock, payable April 1 to stockholders of record March 15. Quarterly dividend also was announced for cumulative preferred, payment of \$1.0625 per share payable April 1 to holders of record March 15.

F. L. Jacobs Profits

DETROIT, March 10 .- F. L. Jacobs Company, manufacturer of bottle vending equipment, announced that net profits for the six months ended January 31 were \$433,839. Net sales amounted to \$17,838,682. Figures include those for firm's subsidiaries

Cleveland Op's 2-Bar-for-10c

· Continued from page 140

candy bar for 5 cents."

Taking one two-bars-for-a-dime installation as an example, the weekly gross of a single machine before and after the change-over was studied. The week prior to the adoption of the two-bar system, it grossed \$8.25; for the three weeks following the change, the gross was approximately \$8.90 per week without any appreciable fluctuation.

Top Twosomes

To date, the Goldens say, the best twosomes have proved to be two Hershey bars, a Milky Way and a Scoop (a cocoanut bar), then almost any leading brand coupled with a cocoanut, mint or marshmallow bar.

As a customer incentive, Industrial Candy Vending has prepared a special vender sticker for use on its two-bar machines. It states that "Instead of raising the price of candy to 6 cents . . . we will sell two bars in place of one and save you the difference. This machine is now set up to vend two 6-cent candy bars for 10 cents."

Because of competitive reasons, such as exist in most transient locations where a single nickel bar may be easily available elsewhere, the two-bar system is most effective in captive spots. The Goldens state acceptance is good in industrial stops, with hospital and university (and other institutionals) second best. Offices and other public and semi-public buildings come in a low third.

Alternatives, If

Summing up, the Goldens declare: "We agree that if we could solve all of the problems, such as the position of our competitors, personnel directors' and con-

The One for '51

VICTOR'S

TOPPER DE LUXE

NOW AVAILABLE!!!

with the

ALL-PLASTIC GLOBE

Tops in Design . .

Performance . . Durability

Limited number available, order

at once.

Sold on time payment plan-

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Write now for details.

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PISTACHIO NUTS

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Freshly Roasted and Salted

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AGRESS NUT & SEED COMPANY

Third St. at Third Ave., Brooklyn 15, N.Y MAin 4-3213

since 1910.

delicious

operate profitably and yet offer a sumers' reactions and the appearance of popular brands in other machines and on candy counters at 5 cents, we would prefer to sell a straight dime bar. Our next choice would be to have a mechanism or means whereby we could sell bars at 7 cents each. However, we feel our effort in selling two nickel bars for a dime is helping us by keeping our volume at least where it was with less overhead to do the job.'

Another potential benefit anticipated is that with customers becoming accustomed to using a dime to buy their candy, both patron and plant resistance to dime bars may be softened if, later, the need arises to vend the 10-cent candy.

Wrigley Sales Hit New Record

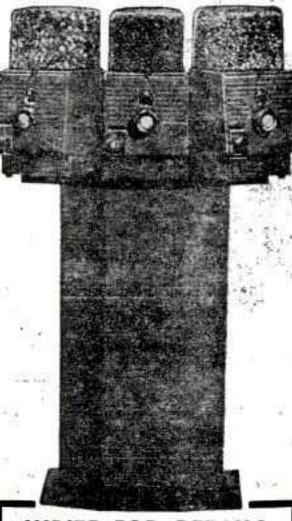
CHICAGO, March 10.-William Wrigley Jr. Company announced this week that record-breaking sales of \$72,154,132 for 1950 resulted in a moderate drop in net earnings, which were \$12,035,-731. Sales during 1949 totaled \$68,490,270 with net earnings of \$12,409,356.

J. C. Cox, president, stated the dollar increase in sales was entirely in the domestic market. Net earnings of foreign subsidiaries in 1950 were \$1,259,194 compared with \$875,634 in 1949.

To date, sales for 1951 are running about 12 per cent ahead of the same period last year, Cox

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.

JELLY BEANS
BALL GUM, All Sizes
(150 Lbs. Min.),
Freight Prepaid

MONEY BACK

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 LESS THAN

\$17.15 100 OR MORE

SPECIAL THIS WEEK ONLY! 75 HAWKEYE—1c, Complete, As Is........

First Come-First Served MERCHANDISE AND SUPPLIES PISTACHIO, Jumbo

ALMONDS, 480 Count, 5 Lb. Vacyum Packed 85¢ RAINBOW PEANUTS 28¢ MIXED NUTS .. BOSTON BAKED

ADAMS, All Flavors . . 42¢ WRIGLEY'S, All Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

ime Payment Plan Available-Trade-Ins Accepted.

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438 WEST 42nd STREET, NEW YORK 18, N. Y. . CHickering 4-0142 4105 16th AVENUE, BROOKLYN, N. Y. GEdney 8-3600

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Oak Manufacturing Co. 11411 Knightsbridge Avenue Culver City, California



I am interested in the maney-making opportunities offered in territory checked above. Please send me, free of charge and without obligation, complete information regarding the ACORN Ic and Sc All-Purpose Vendors.

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3 750E WURLITZERS \$ 96.50 2 1428 ROCK-OLAS 469.50

2 1100 WURLITZERS 395.00

5 1015 WURLITZERS 289.50

2 H146M SEEBURG HIDE-
AWAY 249.50
1 1017 WURLITZER HIDEAWAY 224.50
★ SEEBURG BEAR GUN. \$395.00 ★
1-BALLS IN STOCK
NEW TURF KINGS WRITE
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CHAMPIONS 395.00
COMPLETE LINE NEW AND USED 5 BALLS
1/3 Deposit With Order
STERLING NOVELTY CO., INC.



MOST BEAUTIFUL MODELS WHITE FOR FREE CATALOG CAPITOL 16 152 West 42nd St .- New York, N. Y

SHI	UFFLE A	LLEYS
1 ite.tin	oin Bowling A Pins	lley, with \$ 49.50 owler 119.50
0.5414010141441	5-BALL	

19-89/1	LLING
Maj. League \$49.50 Summertime 39.50 Trinidad 29.50 Short Stop 29.50 Screwball 39.50 Jamboree 44.50 Cinderella 34.50 Morocco 34.50	Samba\$34.50 Wisconsin34.50 Paradise44.50 Trade Winds 29.50 Caribbean34.50 Chico34.50 Monterrey34.50 Robin Hood34.50 St. Louis99.50
I-BA	LLS
Shate Cinish	\$325.00

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Seeburg Sh	ant the	Bear Gu	n\$375.0

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GIVE TO THE RUNYON CANCER FUND

One, Two, Three (Mills)

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 venders, 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.

age, time on location, fermo	I and union roles	ou luciois	81 3		10:30 a.m.	a pro
For this week's prices (consult the use	d machine adv	ertisements i	n this issue.	11:00 a.m.	tions
No.	Issue of	Issue of	Issue of	issue of		on P
Advance Rolls (Genco)	March 10	March 3	Feb. 24	Feb. 17	- 11:30 a.m.	Geor
(roll-down)	\$49.50 49.50	*100	\$29.50		. 11.00 a.m.	on t
Alice In Wonderland (Gottlieb) All Stars (Williams)	49.50 79.50 85.00	- \$125.00	125.00	\$125.00	11:45 a.m.	Fran
	125.00	Manager.	123.00	3125.00	R .	will Strip
Amber (Williams)	15 miles (1886)	35.00 80.00	80.00	80.00	12 Noon	Are
Arizona (United)	175.00	85.00		1.070/21/1	12:15 p.m.	Serv
Ballerina (Bally)	60.00	201353	39.50		10:20	jour
Bango (Chicago Coin)	39.50	E0 00	34.50		12:30 p.m 12:45 p.m.	Disc
Banjo (Exhibit)	50.00 165.00	50.00			1250 1200 1850 1650 1	expl
Barnacle Bill (Gottlieb) Basketball Chicago Coin)	49.50 60.00 189.50 225.00	75.00			1:00 p.m.	Elec
Basketball (Exhibit) Basketball Champ	150.00			w 1	FEFFER WITTEN	disci
(Chicago Coin)	20.50	80.00		ŝ .	- 12	clav
Beacon (Chicago Coin) Bermuda (Chicago Coin)	39.50 15.00 35.00	29.50 65.00	29.50	29.50		by t
Big Top (Genco)	59.50	85.00	99.50	E 17		been
Bing a Roll (Genco) roll-down)		89.50	89.50	89.50		
Black Gold (Genco) Blue Skies (United)	89.50 49.50	105.00 85.00	OBEVAN	89.50	12 Midnight	Priv
Boston (Williams)		100.00	100.00	100.00		ture,
Bowling Champ (Exhibit) Bucaneer (Gottlieb)	55	49.50 70.00	75.00	70.00	7:00 p.m	Annu
Buffalo Bill (Gottlieb)	125.00	95.00		A ASSESS	100	Tick
Butterfly	99.50	69.50		95.00		mad
Canasta (Genco)	00/00/00/00	(5875)	150.00	150.00	4	2000
Carribbean (Williams) Carnival (Bally)	49.50 89.50	89.50 110.00	65.00 89.50	89.50		
Carolina (United)	75.00	44.50 75.00 (3) 95.00	75.00	65.00 75.00	Paradise (United)	
Carousel (Keeney)	15.00 49.50	29.50 34.50	29.50	29.50	Photo Finish (Universal	1 +++
Champion (Bally)	385.00 395.00 (2)	349.50	ATAMA	425.00	Pin Bowler (Chicago Co Pinch Hitter (United) .	
	415.00 425.00	05 00 125 00			Pinky	
Champion (Chicago Coin) Cinderella (Gottlieb)	89.50 44.50 49.50	95.00 125.00 34.50	95.00	27800	Playboy (Gottlieb)	
Citation (Baily)	250.00 265.00 275.00 279.50	224.50 325.00	300.00	275.00	Pro-Score (Ponser) * (roll-down)	
	290.00 295.00 (3)				Puddin Head (Genco) . Quarterback (Williams)	
TEACHER STATE OF THE STATE OF T	325.00		20.50		Rag Mop (Williams) . Rainbow (Williams)	
Cover Girl (Gottlieb)	69.50 49.50		29.50		Ramona (United)	****
Crazy Ball (Chicago Coin) Daily Races (Gottlieb)	49.50 39.50				Rio (United) Rip Snorter	
Dallas (Williams)	49.50	95.00			Robin Hood (Daval) . Rocket (Bally)	
Dew-Wa-Ditty (Williams) Dreamy (Williams)	160.00	79.50 85.00 (2)	1040 7050	79.50 85.00	Rondeevoo (United) Round-Up (Gottlieb)	
Floating Power (Genco)		95.00	69.50 79.50 85.00	79.50 85.00	Sally (Chicago Coin) .	
Flying Trapeze (Gottlieb) Four Horsemen (Gottlieb)	15.00 185.00	1404450			Saratoga (Pace) Samba (Exhibit)	DECEMBER OF SEC.
Freshie (Williams)	125.00	95.00 119.50			Screwball (Genco)	
Georgia Gold Bali	185.00	175.00	39.50		Sea Isle (Chicago Coin: Select-A-Card (Got: Fel	
Gold Cup (Bally)	139.50 145.00 165.00 169.50	109.50 165.00	165.00	165.00 175.00	Shanghai (Chicago Coin	54750
4	175.00	* * 100	65		Sharpshooter (Gottlieb	
Gold Mine (roll-down) Gondola (Exhibit)	39.50	29.50 74.50		70.00	Short Stop (Exhibit) Show Boat	
Grand Award (Chicago Coin). Harvest Time (Genco)			65.00	65.00	Singapore (United) South Pacific	
Hit Parade (Marvel) Hot Rods (Bally)	39.50	99:50 124:50	29.50		Special Entry (Bally)	****
CONTRACTOR OF THE SOUTH AND ASSESSMENT OF THE	2 12 12 12 1 1 1 1 1 1 1 1 1 1 1 1 1 1	150.00 195.00 29.50 45.00	20.50	20.50	Spinball (Chicago Coin	lamen.
Humpty Dumpty (Gottlieb) Hy-Roll (Bally) (roll-down) .	69.50	69.50	29.50 69.50	29.50 69.50	Spot Lite (Gottlieb)	
Jack 'n' Jill (Gottlieb) Jamboree (Exhibit)	The second secon	34.50 75.00 44.50		nosumentestentreten	Starlite (Exhibit)	
Jockey Special (Bally)	95.00 100.00 124.50	94.50 125.00	110.00	110.00 125.00	Star Series (Williams)	30000
Judy (Exhibit)	125.00 (3) 175.00	20			Stormy (Williams)	
Just 21 (Gottlieb)	85.00 89.50	79.50 99.50	99.50		Summer Time (Gottlie Sunny (Williams)	6)
K. C. Jones (Gottlieb)	109.50 150.00	119.50			Super Hockey (Chicago	Coin).
Kilroy (Chicago Coin) Lady Robin Hood (Gottlieb)					Sweetheart (Williams) Tahiti (Chicago Coin)	
Lariat	20000	95.00 32.50	32.50	32.50	Tally Ho (Genco) Telecard (Gottlieb)	
Lucy Inning (Williams)		110.00 65.00			Tennessee (Williams) Texas Leaguer (Keeney	SOLIE LE
Lucky Star (Gottlieb) Madison Sq. Garden		-			Three Muskateers (Gott Thrill (Chicago Coin)	lieb)
(Gottlieb)			2		Total Roll (Genco)	
Major League Baseball (United)	39.50 45.00	34.50 49.50	45.00		Total Roll (Genco) (roll-down)	
Majors of '49 (Chicago Coin).	59.50	65.00	49.50		Trade Winds (Genco)	
	521612H 53506	75.00	17.50	N 17 W	Trinidad (Chicago Coir	
Manhattan (United) Mardi Gras (Genco)		24.50 29.50	29.50	29.50	Triple Action (Genco)	*****
		39.50 50.00 65.00			Tropicana (United)	
Marjorie (Gottlieb)		SHEE	29.50 95.00		(roll-down)	
Maryland (Williams) Melody (Bally)	69.50		5/29/0151/		Tumbleweed (Exhibit)	
Melody Roll (Bally) Merry Widow (Genco)		34.50 65.00	39.50 29.50 34.50		Utah (United) Victory Derby (Bally).	
Mexico (United)		35.00			Victory Special (Bally Virginia (Williams)	
Moon Glow (United) Morocco (Exhibit)	49.50				Whirl-A-Ball (Amusen Enterprises)	nent
Nifty (Williams)	351	210.00	39.50		Wisconsin (United)	
Nudgy (Bally)	e e		34.50			

54.50 75.00 Yanks (Williams)

54.50 75.00

54.50 75.00

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MOA CONVENTION PROGRAM

• Continued from page 138

Congressman George P. Miller of California will 10:30 a.m. address operators on legislation. 11:00 a.m. John Haddock, president of AMI, Inc., delivers

address. Arnold Shaw will present Carl Haverlin as speaker 11:30 a.m.

on the topic of The Music Business and the Music Operator. This will be a round-table discussion by a panel consisting of Arnold Shaw, Carl Haverlin and several band leaders and songwriters. Shaw will act as moderator, and following the address a general discussion with questions and answers by the various operators will be held.

Wednesday, March 21 Harrison W. Call, authority on Fair Trade laws 10:00 a.m. and attorney for the California Music Guild, will speak on the Fair Trade Act and the possibility of it becoming a law in States where it is not being presently used. Questions and answers by the operators.

10:30 a.m. Dick Steinberg, hational secretary, will present a program on merchandising and promotion. Questions and answers by the operators.

Hirsh de La Viez, executive director, will speak 00 a.m. on Public Relations. Questions and answers by the

operators. 30 a.m. George A. Miller, national chairman, will speak

on tax problems in other States. 45 a.m. Frank W. Wood, of the Wood Printing Company, will speak on the importance of Juke Box Title

Strips. Noon A representative from the United States Military Service.

15 p.m. Representatives from the press, various trade journals, etc. 30 p.m Discussion on Juke Box Jingles and advertising. 45 p.m.

Sidney H. Levine, national legal counselor, will explain in detail the incorporation of Music Operators of America. Election of officers for the coming year. Open :00 p.m. discussion by all association representatives on any important matter that comes before the con-

clave. The meeting Wednesday will not be judged by time, but will continue until all business has been accomplished.

SOCIAL PROGRAM Monday, March 19

Midnight Private showing of Royal Wedding, a motion picture, for all MOA attendees.

Tuesday, March 20 Annual banquet and entertainment, Palmer House. Tickets for radio and television shows will be made available to all those attending convention.

0		20	Issue of		Issue of		ssue of	7.7	sue of	
0		- 1	Marth 10	*	March 3		eb. 24	F	eb. 17	
1,	Paradise (United)		49.50	5 44.50	75.00		1053.05315047			
	Photo Finish (Universal)	325.00	365.00			5	400.00			
0			395.00							
10	Pin Bowler (Chicago Coin)		175.00			1000		1.5		
	Pinch Hitter (United)				69.50					
П	Pinky				210.00	. 7				
	Play Box				50.00	1				
d	Playboy (Gottlieb)	W. 174	15.00				- 1			
00	Pro-Score (Ponser)	***								
	(roll-down)						49.50			
- 3	Puddin Head (Genco)				49.50		49.50		49.50	
	Quarterback (Williams)	110.00	139.50	79.50	110.00	99.50	110.00		110.00	
	Rag Mop (Williams)				210.00			107		
	Rainbow (Williams)				65.00					
	Ramona (United)		65.00							
	Rio (United)		15.00							
	Rip Snorter	4.7			145.00		155.00		155.00	
	Robin Hood (Daval)				34.50				and the second	
+	Rocket (Bally)		185.00							
	Rondeevoo (United)		39.50							
00	Round-Up (Gottlieb)	-	59.50	39.50	85.00					
	Sally (Chicago Coin)		49.50				59.50			
	Saratoga (Pace)				49.50					
	Samba (Exhibit)		BUNANS		34.50			02000000	2000000	
	Screwball (Genco)		49.50	39.50 (2		39.50	55.00	39.50	55.00	
	Stellar 1950 V Selot Pott 1914 P		3552VDW		65.00					
	Sea Isle (Chicago Coin)		59.50		200000000	(4)				
	Select-A-Card (Got: lieb)	95,00	155.00	95.00		134.50	155.00	32.50	95.00	
00	20000			100000	155.00					
	Shanghai (Chicago Coin)	1 - S		44.50			49.50			
	Sharpshooter (Gottlieb)	/0= 50			79.50					
	Short Stop (Exhibit)				29.50			3 1.2		
00	Show Boat				49.50		7725823	646.01		
00	Singapore (United)				AND		. 29.50	80		
	South Pacific		75 60		124.50				00.00	
	Special Entry (Bally)	65.00	75.00						90.00	

139.50 (Chicago Coin) 39.50 29.50 29.50 ite (Gottlieb) 399.50 (reg.) 49.50 (spec.) 49.50 (Exhibit) eries (Williams) 165.00 (2) 150.00 150.00 165.00 (2) 165.00 (2) 165.00 (2) 169.50 (2) (Williams) 29.50 50.00 29.50 Time (Gottlieb) ... 49.50 59.50 39.50 Williams) 29.50 39.50 29.50 45.00 lockey (Chicago Coin). 90.00 art (Williams)..... 175.00 105.00 (Chicago Coin) 99.50 105.00 105.00 lo (Genco)...... 59.50 d (Gottlieb) 89.50 120.00

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ee (Williams) 39.50 75.00 50.00 Leaguer (Keeney) 50.00 50.00 50.00 Auskateers (Gottlieb) ... 135.00 135.00 29.50 39.50 29.50 (Chicago Coin) 29.50 toti (Genco)..... 39.50 Roll (Genco) -down) 19.50 25.00 29.50 49.50 29.50 55.00 Winds (Genco) 29.50 (2) 55.00 59.50 55.00 65.00 d (Chicago Coin) 34.50 29.50

50.00 49.50 55.00 29.50 29.50 49.50 Action (Genco) 29.50 65.00 55.00 55.00 na (United) 29.50 down) 100.00 (Williams)..... 125.00 125.00 weed (Exhibit) 109.50 109.50 United)

Derby (Bally)..... 35.00 65.00 Special (Bally)..... 29.50 29.50 65.00 a (Williams) 39.50 A-Ball (Amusement 12.50 erprises) 12.50 12.50 29.50 sin (United) 29.50 34.50 39.50 50.00 39.50 65.00

49.50

HOUSE CLEANING

All games thoroughly gone over, rails scraped and ready for location.

FIVE BALL	FREE PLAYS
Genco Floating Power @ \$ 70.00	United Red Shoes @ \$179.50
Genco Puddinhead 54.50	United Arixona 149.50
Genco Canasta	
Genco Harvest Time 149.50	
Genco Mercury 139.50	
Genco One-Two-Three 54.50	
Genco Triple Action 34.50	Chi-Coin Thrill 34.50
Genco Trade Winds 34.50	
Genco Merry Widow 34.50	
Genco Flying Saucers 174.50	
Genco Rip Snorter 119.50	
Cottlieb Just 21 65.00	
Gottlieb Bowlette 69.50	
Gottlieb Four Horsemen 169.50	
Gottlieb Spot Bowler 175.00	Williams Ragmap 189.50
Gottlieb Select-a-Card 94.50	
Gottlieb Old Faithful 119.50	
Gottlieb Ali-Baba 44.50	Bally Melody 39.50
Actings but have	Committee of the contract of t

SHUFFLE GAMES

5	
10 Ft. Genco Bowling League @ \$ 49.5	Bally Shuffle Bowler @ \$ 49.50
8 Ft. Genco Baseball Bowler 69.0	Bally Shuffle Champs 139.50 United Shuffle Atley 35.00
Wms. Twin Shuffle 65.0	United Shuffle Atley 35.00
Chi-Coin Ace Bowler (Free Play) 175.0	United Twin Sh. Afley Rebound. 179.50
Wms. DeLuxe Bowler	United Shuffle Afley Rebound. 179.50

ONE BALLS

One-third deposit in cash, cashier's check or money order required on all orders.

State method of shipment preferred.

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C. C. The Thing Ge. Stop & Go Ex. Gun Patrol

R.M.C. Rocket, '50-'51 R.M.C. 5-10-25¢ Wall Box Unv. Winner Unv. Hi Score Bowler Unv. Delux: Twin Bowler A.P.C. Smokeshop Ge. Tri-Score C. C. Playball

NEW, CLOSE OUTS, STILL IN ORIGINAL CRATES

R.M.C. 1424 Playmaster 349.00	Color-Ex P.B. Stand 5.00
USED MACHI	NES Reconditioned
FIVE BALL	ONE BALL
Wm. Yanks \$ 45.00 Got. Buttons & Bows 89.00 Ge. Canasta 159.00 Ba. Molody 49.00 Ba. Carnival 89.00 Ba. Ballerina 59.00 Ba. Hot Rod 79.00 Un. Major League 49.00 Ba. Rancho 49.00 Un, Hawaii 25.90 Three Feathers 89.00	Ba. Victory \$ 49.00 Ba. Jockey Club 125.00 Ba. Lexington 295.00 Unv. Photo Finish 375.00 Ba. Entry 60.00 Ba. Jockey Special 125.00 Ke. Hot Tip 50.00 Ba. Special Entry 99.00 Ba. Red Dot Conv. 50.00 Ba. Champien 385.00
ARCADE	MUSIC
Sc. Pitch 'Em & Bat 'Em \$225.00	R.M.C. Mas-40 \$ 79.00 See. Es-Commander 59.00 See. RC-8800 79.00 See. 148-M 409.00 R.M.C. E-1411 175.00 Wurl. 42-500 79.00 Wurl. 600 79.00 Mills Constellation 225.00 Filben 30 Record 225.00 Musical Combination Wall Box & Speaker 20.00 Packard Wall Boxes 16.00 MISCELLANEOUS
Ba. Rapid Fire 95.00 C. C. Goalie 125.00 Ex. Dale Gun 115.00 Love Pilot 95.00	Weighted Stands



199 West Girard Avenue. Philadelphia 23, Pa., GArfield 3-2700 1508 Fifth Avenue, Pittsburgh 19, Pa., GRant 3-1373

YOUR RELIABLE DISTRIBUTOR

Bally Turf King Wri	RECONDITIONED GAMES
Universal Winner Wri	e Halland Churche Allan Alva way since \$150 56
Universal Photo Finish \$375.0 Champion	O Keeney Ten Pins 89.50
Champion 375.0	Keeney King Pin 165.00 Bally Carnival 29.50
Citation 279.5	O Gottlieb Bowlette 89.50
Jockey Special	O Universal Twin, fly-e-way pins 169.50 Chicago Coin Pistol Pete 159.50
Special Entry 110.0	Dale Guns, latest triple switch model 129.50

NEW EQUIPMENT

GENCO-WILLIAMS-CHICAGO COIN NEW KEENEY ELECTRIC CIGARETTE VENDORS

4135-43 ARMITAGE AVENUE . CHICAGO 39, ILLINOIS

7



TELEPHONE: CApitol 7-8244

2612 FANNIN

McDaniel SOUTHERN DISTRIBUTING CO. HOUSTON, TEXAS Twin Bowler (Universal)

Twin Express Rebound (United)

(United)

Express (United)

Twin Shuffle (Williams) ...

Twin Shuffle Alley Rebound

65.00 69.50

35.00 39.50

45.00 89.50

99.50 w/p 169.50 w/p

89.50

275.00

75.00 124.50

169.50 w/p

245.00

80.00 114.50

169.50 w/p

35.00 39.50

124.50

249.50

89.50

219.50

85.00 109.50

169.50 w/p

124.50 w/p

35.00 39.50

49.50 89.50

Buffalo Ops Test Pin Ban NEW ORLEANS TO Continued from page 139)

machines to see whether they vio-

lated the law. The seizure . . .

was illegal and invalid." Brod-

erick added that numerous other

pinball machines in the County of

Erie, which ordinarily are leased

to storekeepers and other business

establishments on a profit-sharing

arrangement, in no way violate the

law or have free-play devices."

Little doubt remains that the sit-

uation will be resolved without a

full-dress case in the State Su-

preme Court, preceded by one or

more tests at the magistrate level.

ment came with stunning sudden-

ness as an offshoot of an investi-

gation into gambling then being

conducted by the county grand jury.

District Attorney Steele, on whose

orders the shut-down was carried

out, has consistently refused com-

ment. His standard answer thru-

out the week to queries on the

reasons for the move was, "No

comment."

The move to seize coin equip-

sents the Western New York | under their direction to play said Amusement Operators' Association.

Meanwhile, Justice Halpern ordered the district attorney to produce the seized equipment in city court and apply for an order to destroy them under Section 982 of the penal code, which bans operation of coin gambling devices. Purpose of the order, the justice made clear, is to expedite early clarification of the controversy via

a test case. McDonough, who asserted he represents the "vast majority" of operators in the county, got from Justice Halpern an order on Wednesday (7) directing the district attorney, Police Commissioner Michael C. Noeppel, and Sheriff Arthur D. Britt to show cause why they should not be enjoined from picking up coin equipment. Argument preceding the granting of the order indicated the pattern the legal mix-up will probably follow.

"If there is no stay granted," McDonough declared, "the effect would be to destroy the business of the plaintiffs and others, and deprive persons of a livelihood. Many of these devices are not readily adaptable for gambling. The machines are dormant because of the fear instilled in the operators by the police actions as they moved willy nilly in the city."

Broderick and Sliker denied that any of their games which were seized had free play devices or could be readily convertible for gambling purposes. Said Broderick:

"The mechanical condition of the machines was such that they could have been used for amusement only. No person was arrested at the time of the seizure.

"No attempt was made by the police officers or any other person

Two States Set

Continued from page 139)

have benefited economically as well. The annual income from license fees and a percentage of the profits totals \$125,000 in Charles County; \$90,000 in St. Marys County and \$85,000 in Calvert County. This is dedicated in each of the counties to general funds and public improvements.

Not Clear

The proposed bills were inspired by deficiencies in the original enabling acts, none of which had made clear in their titles that Maryland's general prohibition of gambling was being modified.

Need for clarification was brought to the fore when this oversight resulted in the Maryland Court of Appeals rejecting a 1949 statute, sanctioning bell machines in Prince Georges County.

The measures now in effect were approved by the Legislature in 1947 for St. Marys County; in 1948 for Calvert County and in 1949 for Charles County. These are the only Maryland counties in which bell machines are permitted altho consoles are allowed in Anne Arundel County under a special amusement licensing authority granted the county commissioners.

Operation Jingle

Continued from page 138

poses: (1) Bring in added revenue to both the location and the operator at a time when both can use the money, and, (2) serve as play promoters — activating the juke box and thus calling attention to it.

Max Sparks, inventor of the Genii Switch, one of the methods used to play jingles in jukes, and head of Sar Enterprises, which manufactures the unit, said the primary function of his unit was to promote play on coin-operated phonographs.

The Genii unit has been tested on location with jingles, and as a straight play-promoter, activating the juke box at certain given periods. Neither test was conducted by Sar, but by operators, Sparks reported. It was found that when used as a straight playpromoter, without singing jingles, the unit actually was able to increase weekly grosses.

ONE BALLS

Phone: 12 CHAMPIONS Capitol 6363 43 CITATIONS 18 TURF KINGS

NOVA SCOTIA---NOT FAR AT ALL

NEW ORLEANS, March 10. —In a somewhat round-about manner, Jules Peres, of the Peres Distributing Company, has sold a quantity of Solotone equipment to a Nova Scotia dealer and has received inquiries from another firm in that area.

Maritime Automatic Music Company, of Amherst, N. S., several weeks ago inquired by letter if any boxes of the Solotone type were available in the New Orleans area. Peres wired that he had some.

A long-distance call followed and the deal was closed for purchase of some of the boxes. Peres says he has received inquiries from another music house at Sidney, N. S., and is negotiating for the sale of additional Solotones to this firm.

THE BILLBOARD Index of Advertised Used **Machine Prices**

• Continued from page 145

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as

ndicated below. All advertise idvertised the same equipme indicated in brackets. Where	nt at the quantity	same p	orice, free	quency w vertised,	ith which as in the	the p	rice occur of bulk ve	red is
only the single machine price age, time on location, territor	is listed. y and oth	Any pric er relate	e obvious ed factors	ly depend	ds on con	dition o	the equi	pment,
For this week's prices o	onsult t	he use	d mach	ine ad	vertises	nents	in this i	issue.
1.4		sue of		sue of	2.5	sue of	1000	ssue of
WARRIED AND MARKAGE	Ma	rch 10		March 3		eb. 24	F	eb. 17
ABC Bowler (Keeney)		420				\$62.50		\$62.50
Ace Bowler (Chicago Coin)	*60.00	75.00		\$89.50	45.00	159.50	45.00	89.50
Baseball (Chicago Coin)	\$50.00	75.00 89.50		307.30	45.00	89.50	45.00	67.50
Baseball (Genco)	20	79.50						89.50
Baseball (Nation Wide)		5337011				99.50		0.55500000
Bowling Classic (Chicago Coin)				129.50		190.00	i	195.00
Bowl-A-Line (Genco) Bowler (Williams)	40.00	99.95 45.00			1.5	30.00		30.00
Bowlette (Gottlieb)	40.00	59.50	42.50	59.50	42.50 75		42.50	
******************	75.00	89.50	75.00	LES CATOON	89.50	105.00	= 157057	110.00
	95.00 135		25	135.00	(UEWOOD)	1227	9818990	180 194
Bowling Alley (Chicago Coin).	65.00			50 w/p	57.50	A STATE OF THE STA		69.50
	44.5	0 w/p	80.00	94.50	89.5	0 w/p,	85.00 89	.50 w/p
					120	00 w/p		125 w/p
Bowling League (Genco)	35.00	37.50	37.50	39.50		37.50	25.00	37.50
	39.50	49.50			5.1			49.50
a to a decidence		50 w/p		145 00	70.50	105 00	70 50 00	E0 /-
Deluxe Bowler (Williams) ,	75.00	80.00 0 w/p		145.00	74.50	105.00	79.50 99	110.00
		145.00						
Double Bowler (Keeney)		195.00			220.00	225.00	124	.50 w/p
AND RECORD OF THE PROPERTY OF	3 2						3 2000	225.00
Double Header (Williams)		149.50		139.50		124.50		149.50 89.50
Double Shuffle Alley (United) Duck Pins (Keeney)		89.50 150.00				124.50		64.50
Four Player Bowler (Keeney)		275.00						
Glider (Genco)		30.00		34.50	20.00	34.50	20.00	34.50
88 - X333-XX33-2035	Stower.	ENTO DEC	72/22/22	0.575	58W151W	44.50	1000000	
King Pin (Keeney)			140.00	165.00	140.00	165.00	140.00	165.00
League Bowler (Keeney)		165.00		378.50				
Lucky Strike (Keeney)	1.			129.50	VII		¥ 55	
Pin Boy (Keeney)		39.50		59.50		47.50	30.00	
VI	47.50	50.00	89	.50 w/p	59.50		49.50	
	40	59.50 50 w/p		145.00	84	.50 w/p	85.00 89	.50 W/P
	07,	85.00						
	89	50 w/p					20	
200000000000000000000000000000000000000	-	145.00	*****		** **		40.00	
Shuffle Alley (United)	38.00 4	37.50	7.00	50.00 .50 w/p	49.50 (2	37.50		37.50
		50 w/p)) O	75.00	The second secon	.50 w/p		.50 w/p
		w/p (2)	129	.50 w/p		50 w/p		.50 w/p
	VERDS	89,95			129	.50 w/p	-	
Challes Aller Francis Districts		.50 w/p	120 50	.145.00		99.50	10	1.50 w/p
Shuffle Alley Express (United)		5.00(2)	139.50	.145.00	104	50 w/p		145.00
	710-4	245.00				129.50		TTC: WESTERN
	20002555	Hogspyry		evron province	00540000	145.00		
Shuffle Bowler (Bally)	40.00	the second of th	49.50 8	2.50 w/p				9.50 (2)
	01	50.00			82	.50 w/p	- 64	2.50 w/p
Shuffle Champs (Bally)	82	.50 w/p 139.50		100	-		124.50	149.50
Shuffle Jungle (Rock-Ola)	2000.000	37.50		37.50		37.50		39.50
Shuffle Lane (Rock-Ola)	37.50	39.50	34.50	37.50	*	37.50	37.50	
						170	8	49.50
Shuffle Slugger (United) Speed Bowler (Bally)		99.50		4.50 w/s	04	129.50 .50 w/p		115.00
Speed downer (Daily)		25.00(2)				125.00		119.50
	200.00	145.00			14000000000	149.50	0	400000000000000000000000000000000000000
Strike (Exhibit)	STATE OF	75.00			9	9.50 (2)	N.	(7 <u>158</u> 011)Y
Super Shuffle (United)	49.50			119.50		169.50	40.5	59.50 0 129.50
Super Twin Bowler (Universall) Ten Pins (Keeney)	139.50 49.50	150.00 64.50	64 54	89.50	64	1.50 w/s	The state of the s	/p 89.50
Tell Cliff Streethey/	47.50	89.50		31.34	1/150	89.50		
Trophy Bowl (Chicago Coin) .	25-229			50.500 BOOK	5 (7/3000)			
The same of the state of the st	40.00		95 A	A 3 22 CA	00.00	114 C	0E 0	A 100 FA

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billbeard 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 venders. 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 us	ed mac	hine a	dvertise	ments	in this	issue.
d Santana		issue of		Issue of		ssue of	1	ssue of
	M	arch 10	100	March 3		Feb. 24	F	eb. 17
Adams Gum		\$14.50		\$ 14.50		14.50		\$14.50
Advance Gum		7.95		7.95	100	7.95		7.50
Asco Hot Nut, 5c		W. C.		12.50				
Atlas Bantam		0007	200	7.50	185	7.50		7.50
Card Vender (Exhibit)		15.00	(1884) T	15.00	111	15.00		15.00
Change Maker (Sebring)		199.95						080000
Columbus 1c Nut		7.95				7.95		
Columbus 5c Nut		7.95	7.50	7.95		7.95		
Columbus 46 Z 1c Bulk		7.50		7.50		7.50	7	.50 (2)
Columbus 46 ZB 5c Bulk		8.00		8.00		8.00		.50 (2)
Columbus Gum, 1c		7.95		7.95		7.95	1.7	7.50
DuGrenier Candy Man		57.50	H 15.	57.50		59.50		
DuGrenier Challenger		95.00		95.00		95.00		95.00
DuGrenier Model S (7 col.)		69.50		69.50		69.50		
DuGrenier Model W (9 col.) .		82.50		82.50		82.50		
DuGrenier Model W		50.00		50.00		50.00		50.00
Guesser Scale (ABT)						139.50		30.00
Kirk's Astrology Scale	49.50	95.00		95.00		50.00		50,00
Lo Boy Scale		50.00		50.00		50.00		50.00
Lucky Boy Vendors		9.75	Townson	9.75		20.00		9.75
		7.95	4 4 44	7.95	6.00	7.95		7.50
Master 1c, 5c		10.00	P. Y.	10.00		10.00		7.50
Master Pistachio 5c		7.95	80 60	7.95		7.95		
Mill's Scale		50.00		50.00		50.00		50.00
		85.00	100	85.00		85.00		50.00
Monarch (8 col.)		75.00		CONTRACTOR (C. 17)		75.00		85.00
National 9 A		95.00	100	75.00				75:00
National 950				95 00		95.00		95.00
National 950A		95.00		10.00		10.00		
N. Y. Stamp		12.50	12.00.1	12.50		12.50		12.50
Northwestern DeLuxe		12.50	12.00 1	and the same of th		12.50		12.50
Northwestern Model 39		7.50		7.50		7.50		7.50
Northwestern 33 Nut		7.95	100	7.95		7.95		201200
Northwestern 40		7.95	# 18	7.75		7.95	10.0	7.50
Northwestern 33 Ball Gum	6.95	7.50		7.50		7.50	11	.50 (2)
Pop Corn Sez		89.50		89.50		89.50		
Rock-Ola Scale		49.50	W		2.03			
Rowe Candy Vender		100	100	200000		Bearing		
(120 bar)		85.00		85.00		85.00		
Rowe Gum, 1c, 5c (5 col.)		(72027E22		9.95		10/2005/201		
Rowe Imperial (6 col.)	2.74	69.50	A eff	69.50		69.50		
Rowe Royal (6 col.)		market &		82.50		82.50		
Rowe Royal (8 col.)	1001500	80.00		85.00	VESSESS	85.00		NORTH THE
Rowe Royal (10 col.)	49.50	85.00	85.00	95.00	85.00	95.00		45.00
Belley advantage	•	90.00		Q5817578.W	1		23	
Siros Brush-Up	F 535	75.00	80000	75.00	757	75.00		75.00
Silver King 1 and 5c	7.95	A 2 Land Land Report	7.95 (2		7.95	8.00	7.50	8.00
Silver King Ball Gum		7.50	7.50	7.95		7.50		7.50
Silver King Candy Vender		19.50						
Stamp Vender (Shipman)		22.50		22.50	L. A. I	22.50		
Unceda (500)		89.50		- Court Be	± 7			
Uneeda (9 col.) Model 500		100.00			N			
Uneeda-a-Pak (5 Col.)		75.00		75.00		75.00		
Uneeda-a-Pak (15 col.)		85.00	15	85.00		85.00		85.0L
U-Select-It		35.00	27.50	35.00	7.0	35.00		
Vendit		52.50		52.50		52.50		
		and the second second		4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				
Victor Model V		8.50		8.50	1.1	8.50		8.50

Peres Adds TV Lines

NEW ORLEANS, March 10.-Jules H. Peres, head of Peres Distributing Company, coin machine agency, has entered the television field. Peres, secretary of the now inactive Amusement Association of New Orleans, said coin machine activity had slowed somewhat but that the TV lines would take up the slack in this lull. Firm is handling Emerson and Hallicraft video lines, and also has other makes to supplement these. He said tele sales have been especially good on the Mississippi gulf coast.

C. I. T. '50 Net Record

100

6.88

75.

16.7

40.

37 - -

CHICAGO, March 10.-C.I.T. Financial Corporation reported consolidated net earnings of \$30,-787,608 for 1950, compared with \$26,232.673 in 1949.

Look Into These Choice 1951 Machines	Aicade
Cun Patrol	Write
Six Shooter	Write
Air Hockey	\$385.00
United Team Hockey	Write
Atomic Bomber	125.00
Jungle Joe Ray Gun	Write
Monkey Shines Ray Gun	175.00

As Well as These Proven Revenue Pieces-Reconditioned Seeburg Shoot-the-Bear . . . \$400.00

TIMELY OFFER: REBOUND CONVERSIONS for United & United Express and Bally Shuffle Alleys.

Write for Catalog — 120 Illustrations.

WRITE FOR PRICES



Norfolk Disk Reps

· Continued from page 138

Barn Dance, has left Richmond en route for Korea on a three-month leave to entertain the armed

Reps Present

Barton, Walker Music Company; In World War II the firm, in 100 Cliff Wetzel, Wetzel Music Com- per cent war work, was cited by pany; C. F. Moore, Ban Eddington, the government on several occa-Gradon Sterling, Frank Harmon, sions for its production on com-Bonniville-Harmon Music Com- putor instruments for the air force. pany; Walter Campbell, Ace Music In the current emergency, it was Company; George J. Young Jr., one of the first companies in the Mystic Music Company; J. S. industry selected to produce pre-O'Neil, O'Neil Novelty Company; Bernie Inge, Shug Inge, J. E. Harrison, Hal Hampton, Thomas O. Taylor, Tidewater Music Company.

Also, Clarence Johnson, C. L. Etheridge, O. N. Hilburn, Nancy E. Schroder, Sebring Music Corpo-ration; Vernon Haumon, W. N. Beard, Joe Wigington, Wigington Amusement Company; Pat Patterson, Capitol Records; Leon Gary, Paul Giles, Mr. and Mrs. A. P. and John Loudon, Sara Milliner, I. E. Martin, Randy Butler, C. W. Miller and James T. Harris, M & P Sales Corporation.

Charter Game Firm

SACRAMENTO, March 10 .-Fascination, Inc., has been granted a charter by the secretary of state here to operate the amusement game Fascination in Los Angeles County. Authorized capital is \$1,000. Griffith, Harvey & Cramer of 357 North Canon Drive in Beverly Hills, Calif., filed the incorporation papers.

Street, Glendale; Cecelia De Roy, turn in an equal number of Just New York 18, N. Y. BRyant 9-4677 Angeles, and James Scobee, 717 game was tested extensively in North New Avenue, Monterey arcade and operator locations be-Park, Calif.

Tube Supplies First Expands Holding: W&H

CHICAGO, March 10.-Operators of phonographs this week were promised a continuing supply of tubes by Sidney Horowitz, president of W & H Distributing. Chicago, who reported the firm now has full supplies of tubes required for jukes, and is making immediate deliveries thruout the United States.

Horowitz also stated tube supplies for radio, television sets and loud speaker systems are also available in quantity.

Olsen Succumbs

Continued from page 139)

Permo's new metallurgical labora-

2. Employed William H. Lenz to plan the new laboratory and direct its research program.

3. Purchased and installed new metallurgical production and quality control equipment. 4. Expanded the metallurgical

staff. 5. Investigated and experimented with over 300 alloys to discover

those which would materially improve phono needle points. 6. Tested in the laboratory and in the field thousands of needles

with tips made of the new alloys. 7. Perfected production practices to assure commercial production of the new alloys.

 Installed quality control equipment and procedures to insure uniform daily production of new alloys.

Survivors

Olsen is survived by his widow, Ruth I. Olsen, and a daughter, Olive Arlyn, Services will be held Monday (12) at the Laine & Sons Chapel, 5501 North Ashland Avenue, Chicago.

Executives who served under Olsen in the Permo organization include Sherman Pate, vice-president, and Gail S. Carter, vicepresident in charge of sales.

Chicago Coin

Continued from page 139

opens downward and all major assemblies inside can be lifted out on a single board. Another highlight is that the juke box is sufficiently lighted on location to be clearly visible even when the location is dimly lit. This is accomplished by a concealed fluorescent bulb across the width of the machine which throws light against a spectrum which is reflected like a rainbow by mirrored metal behind the turntable.

Expansion

Chicago Coin was founded and s currently owned by Sam Gensburg and Sam Wolberg. Constantly expanding in the past two decades, the firm is currently building a 25,000 square foot addition which which will give the plant an over-all total of 110,000 square feet of production facilities, Among those present were H. F. one of the largest in the industry. cision instruments for defense,

Schneller Pin

Continued from page 139

and backglass carry attractive multi-colored decorations.

6-Way Replay

Schneller pointed out that players can use six alternate methods to build up replay credits. They are point score, by hitting point targets and rebound counters, high score, via graduating scoring channels and bumpers; Bingo and Bango side lane specials, center target and roll-over button

specials. Games will be delivered fitted for nickel operation. However, they can be easily switched over to dime operation, Schneller asserted, and then adjusted on location to give either one or two plays for a dime. The adjustment is made by connecting or disconnecting a Jones plug, he said.

To keep the Schneller plant supplied with conversion ma-Directors of the firm are Philip terial, operators purchasing the A. Cramer, 1156 North Concord new game will be required to 1511/2 South Doheny Drive, Los 21's. Schneller said the new fore being put into production.

Premium Set-Up

CHICAGO, March 10 .- For the second time this year, First Distributors this week expanded its premium division, adding both personnel and space to handle this phase of the business.

Joining the staff, headed by Mal Finke, is Maury Mayber who will travel the Illinois territory. Mayber has been in the selling field for the past eight years, specializing in hardware, including appliances and automobiles.

Firm's headquarters also are being expanded to allow for more warehousing space for premiums.

FOR SALE
Turf Kings Write
Champion\$395.00
Citations 250.00
Photo Finish 350.00
Gold Cup 75.00
1100 Wurlitzer 450.00
750 E. Wurlitzer 115.00
A. M. I. Model A 375.00
A. M. I. Model B 495.00
Exhibit Six Shooter Write
46 Seeburg S 195.00
47 Seeburg S 250.00
Mills Constellation Factory Re- conditioned \$297.50

ROCK CITY AMUSEMENT CO.

125 Sixth Ave. North Nashville, Tenn.

World Wide Is Your Exclusive Distributor for ROCK-OLA, EXHIBIT, WILLIAMS, KEENEY

100 FIVE BALL Free Play FLIPPER GAMES Completely Reconditioned! \$50 Each

Seeburg Model 100 PHONOGRAPHS Universal WINNERS Bally TURF KINGS Exhibit DALE GUNS The Newest and Finest of All Types Sold to our Customers AT COST!

Reconditioned SHUFFLE GAMES

Seebury SHOOT THE

							4	•		
Un.	TW	IN 3	SHUE	FLE	A	LL	EY	٤.		už
REE	OU	ND.								 . \$
Kee	ney	DOL	BLE	BO	WL	ER				
Un.	DEL	UX!	E BO	WLE	R.			12		
				WLIP						
Ball	Y SP	EED	BOY	WLE	R.				T	
Gott	Hieb	Boy	viette							 8
Chi		Cal						-		cs.

*with Flyaway Pins

The Finest ONE BALLS Available Reconditioned, Repainted, Guaranteed! CHAMPIONS LEXINGTON GOLD CUP Universal

PHOTO FINISH

CONVERSIONS

Keeney

Keeney BOWLING CHAMP Keeney 4 WAY BOWLER

Fully Automatic—Hi Score—Jumbo Pins— Automatic Puck Return — Fast Action — Scores All Split Shets

Keeney LEAGUE

BOWLER Fastest rebound ever made. Up to 4 players, Terrific profits! 8 ft. length

Exhibit GUN PATROL

Timely as the "H" bomb, Location proven on thousands of spots, Realistic battle scene, Flashes simulate

MISCELLANEOUS

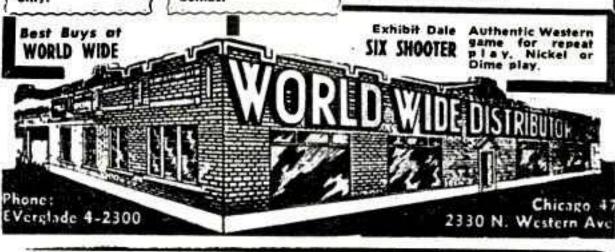
Williams STAR SERIES 195 Exhibit DALE GUNS 125 Mutoscope SKY FIGHTER ... Genco ADVANCE ROLL Baker KICKER & CATCHER, Seeburg BEAR GUNS Write

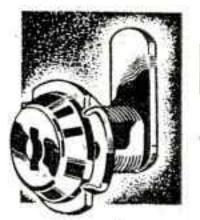
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Years ahead of its time. Plays 45 or 78 RPM records. Handsome, eye-catching cabinet.





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Ave. when in Chicago for the M.O.A. Con-

vention. You'll find the latest in everything

Country's Largest Stock of

Coinmen You Know

Kansas City, Mo.

for Consolidated Distributing Company, has been called to active duty with his jet bomber rank of major, will take a few days off to be with his family in Shreveport, La., for duty. Major Adams has been with Consolidated ever since the firm was founded in Kansas City at the end of World War II.

Bob Gilliland is the new parts man at Consolidated, replacing Bob Acheson, who is going into new ventures. With his experience in mechanics and electronics, Gilliland will be able to answer many technical questions raised by operators.

When more coin machines go to Mexico, they'll go in style, if Irvin Weiler. president of Consolidated, has anything to do with

it. Weiler, a pilot with over home, to open a glass shop. . Jerry Adams, sales manager came back from a flying trip tor-operator, is expected back south of the border. He flew his from his sojourn in Florida, about outfit. Adams, a pilot with the van. Transportation for the two-\$125, including gas, oil and han-gar charges. He visited Tampico, Nebraska City, Neb., before re-porting to Barstow Field near Tuxpan, Mexico City and Acapulco.

> Al McCall, one of the old-time Kansas City operators, is recovering from a major operation. A constant flow of friends is helping Al get well, and the secretary of the Central Association of Music and Coin Machine Operators hopes to be back on the job soon.

Vic Roos, of the Automatic Coin Machine Company, says that more and more operators are coming in these days looking for equipment. Defense work and other business and industrial developments in the Kansas-Missouri area have opened up new locations requiring coin operated equipment of all kinds.

Central Music Distributing Company has added a new department with all kinds of novelty and prize items for high scores on bowling games. President Bill Mashek says that operators have been successful in boosting plays on their bowling games thru the use of high score prizes.

Indianapolis

There was a Wurlitzer factory school in session here over which Joe Herdlicka, a factory representative from North Tonawanda. N. Y., presided. Sessions on Tuesday and Wednesday were open to Kay is taking Thursdays. all operators in Indiana. They were instructed on how to service and install equipment. The attendance was good, and operators showed interest, having come a would save them time and trouble. A buffet luncheon was served by the host of the meeting, Richard (Dick) Wagner, manager of the local Cain-Caillouette branch.

Another representative from the factory was Ed Wurgler, general sales manager of the juke box division, en route to the factory after an extended combination pleasure and business trip. Wurgler, a former Indianapolis resident stopped off to see his old town and home, and to put in his appearance at the service school in which he has a deep interest.

Detroit

modeling his offices and salesrooms, with the new layout including display space for his ma-A service department is in the rear. . . . Thomas Pappas, representative of the Wico Corporation. New York parts suppliers, was a visitor from Chicago, calling on the local trade. He also made a number of up-State stops.

Art F. Colbert has closed the regional office of Cole Products Company, distributing cup venders, and has gone with the Kerr Dental Products Company. Problems in getting delivery slowed down the company's operations in this territory. . . . Charles D. Parker, of Hickory Island, is opening the Trenton Launderette on West Jefferson Avenue.

Tony Sanders, manager of the Miller - Newmark Distributing branch, was on the sick list due to the influenza epidemic. . . . Frank Staffe, of the Lincoln Park Amusement Company, is able to get around on his route again following a cerebral hemorrhage. Mrs. Staffe is assisting in operation of the business.

Louis Nemesh, manager of the Music Systems, Inc., Seeburg distributors, made a week-end trip to his home town. Cleveland, to confer with his brother. . . . Herstaff at Confection Cabinet Corcollege, is to be married June 16 from a biz trip to California. at the Hotel Sheraton. The bride will be Annette Margolis of the Universal Pictures exchange here. He is the son of Ben Rosen, branch manager for Confection.

6,000 hours in the air, recently Arthur P. Sauve, Detroit distribufour-seater Belanca Cruise Mas- May 1. . . . James Rice, service-ter as part of a seven-plane cara- man for the Sauve organization, is reported seriously ill, a victim week junket cost Weiler less than of pleurisy. . . . Norman LeFleur, of the Michigan Nickel Company, is enjoying his Florida vacation with his new Cadillac.

Los Angeles

Jack Spencer, operator in the Big Bear resort section, was in the city getting equipment for his arcade operation. With the summer vacation season soon to get under way, Spencer is making early preparations. . . . H. L. Smith, of Porterville, in from that city to look over equipment. He is entering his second year as an operator.

Jack Meyers, of Maywood, is a former dog trainer with the army during World War II and also piled up laurels as a jalopy driver in the races held in his area. . . Walt Schinkal, San Diego music operator, was in the city, making one of his infrequent buying tries. . . . A Wurlitzer 1400, according to Stan Turner, of Paul Laymon Company, has been installed in the foyer at the Hollywood Palladium to plug Stan Kenton's Capitol recordings.

Fred Velie has joined the staff of Badger Sales Company in the parts and merchandising departwho resigned to become associated with his father. . . . Mary Solle, manager, of the Leuenhagen Record Bar, has moved her months. To back up his optimism, day off to Wednesday. Her sister he recently added several new

Lloyd Dendinger, Oceanside operator, a visitor. The increase in the number of servicemen at bought a sizable music route the camps in the Oceanside area from John Price, reports that his long way to get the desired in- is reported calling for additional best nickel grabber in recent formation and instructions which equirment on location. . . . Mar- weeks has been "Sparrow in the vin Farr, of San Pedro, who had Treetop" by Bing Crosby and a not made a trip to coin row in close runner-up is Patti Page's months, in the city during the "Would I Love You."

> erator, visited last week. . . . Long Allison, who is the sales represen-Beach was represented on coin tative for Capitol Records in Cenrow by John Ketchersid, Charlie Cahoon and Sheridan Thompson.

. . Mrs. Al Anderson, wife of the Shafter operator, recently was admitted to the hospital for sur-

The cigarette operation of the Arizona Music Company, Kingman, Ariz., has been purchased by Ernest Scott. . . Aubrey Stemler, who has been handling Dale Sauve has completed re- routes on a brokerage basis, leaves soon for a swing thru the Northwest. . . . Jack Gutshall, San Luis Obispo operator, injured in chines at the front of the store, a December auto accident, hopes to discard his crutches soon.

Nat Cohn, president of the Bowl-o-Matic Sales Company, was busy last week getting everything lined up for the initial, showing of the new 18-footer at the Park Sheraton Hotel Wednesday and Thursday (14-15). Cohn. one of the industry old-timers, is sure he has a winner. Op curiosity about the new game has been

Harry Zall, serviceman for Mac and Hy Pollay's Casino Music, was in a car crack-up Sunday (4) on the Manhattan Bridge. He says a truck forced him into a railing. While the car was bat-tered, Zall escaped injury. . . . When Ben Chicofsky, of Benray Music, went to get his parked station wagon last week he found that someone had smashed into it. The culprit couldn't be found.

Visiting here from Chicago last week was Sol Gottlieb, of D. Gottlieb & Company, for confabs with distribs. . . . Meyer Parkoff, of Atlantic New York, is back from a vacation in the Catskills. . . . Max Weiss, of M. W. Vending, has left bert Rosen, who has been on the for a two-week stay in Florida. . . . A. Joseph Geist, of Rockporation in between his terms at away's Playland, has returned

Al Denver, president of the Automatic Music Operators Association, will preside at a general meeting of the org Tuesday (13). The get-together was originally William H. Cook, who had the skedded for last month, but mem-Cook Coin-Op Sales on the West bers away on midwinter vacations Side here for the past three years, forced the postponement. On the has returned to Toledo, his former Friday following the meet, Den-

ver and Sid Levine take off for Chicago to help set up the convention of the Music Operators of America (MOA). Denver is MOA vice-chairman and Levine is the national group's attorney.

Bud Firestone, former game manufacturer, died here Monday (5) of a heart attack. He was 43. Firestone most recently was associated with George Ponser, newly elected president of the Associated Amusement Machine Operators of New York. . . . Joe Lanuto, of Ridgewood Automatic, is in Brooklyn Jewish Hospital being treated for virus pneumonia. . . . Gil Engelman, of Columbia Music, is back on route duties after a long bout with the

John R. Kehoe, of Union News Company, has been named chairman of the Tobacco and Candy Division of the Cardinal's Committee of the Laity in connection with the local Catholic charities fund appeal. John T. Collins, head of Canteen in New York, is vice-chairman of the committee's confectionery and restaurant division.

Ben Smith, of the ad agency

bearing his name, and Barney Sugerman, Abe Green and Eddie Burg, of Runyon Sales, still being complimented on the planning responsible for the successful affair staged by Runyon and Permo, Inc., in Newark last week. ... Harry Ebben, partner with Nat Hockman and Jack Katz in the Unceda Vending Service, had to cancel a skedded biz trip to

New England this week. Ebbin

was tagged for jury duty in

Brooklyn Supreme Court.

Milwaukee

ments. He replaces Gene Rhodes, At Ray J. Ernster, cigarette vending machine operator, is looking forward to business continuing at a profitable rate in the coming National cigarette machines to his growing inventory of equipment.

Nick DaQuisto, who recently

A very sick lad for the past Gene Anderson, Oceanside op- several months has been Elbert



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15 Chicago Coin Bowling Al'eys with Life Up Pins, late models @ \$ 55.00 Gottlieb Just "21" and 1 Gottlieb Cinderella, both for 100.00 Universal Winner..... Write

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CORRECTION

advertisement for the REDD DISTRIBUT-ING CO. published in our March 10th issue the price of Rock-Ola 1422 was listed as \$125.00. The correct price should have been \$185.00.

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I have a good deal for a Man who is a mechanic, on Seeburgs, Packards, Photomatics, pinballs and shuffle alleys. Send references, late picture of yourself, state if you have car and salary you expect. This job is permanent and is located in a large Eastern Virginia city. Rumheads, loafers and lip artists, don't answer. Write

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BOX D-5

CINCINNATI 22, OHIO

Coinmen You Know

Continued from page 149

sporting a new hat. "The boys | Southern Georgia. . . . The Taran | Pittsburgh tell me I look 20 years younger with this derby," Fish remarked. Guests included Bob Jones, Redd Distributing: Max Perlman, Atlantic-New York Corporation; Irv Kemper, Runyon Sales, and Stanley Gillespie, Hartford coin operator. Gillespie, a non-CSCA member, expressed some interest in the workings of the group.

John Fitzgerald, New Haven coinman, was expected back in Connecticut from Florida. Marvin, Schroeder, son of Sam Schroeder, Hartford coin operator, has entered the University of Connecticut.

Miami

Gil Kitt, Empire Coin Machine Miami Beach enjoying the delightful climate. . . . Ditto Samuel Wolberg, Chicago Coin Machine Company: Lynn Durant, United Manufacturing Company, and Walter Tratsch, ABT Manufacturing Company.

Milty Green, who recently returned from New York, has sold lar day. . . . Taran Distributing his interest in the American Operating Company (pins. shuffle. named, United five-ball game to music) to Gene Lane and Joe arrive soon. . . Frank Russo, Wolfe. Lane and Green had been Newark, N. J., jobber of pins and partners in the venture; now Lane, Wo'fe and Morton (Buster) Miami Shores residence. Anchell, the latter of Atlantic Vending, have joined forces under the banner of American Operating Company, Inc. Green re- Florida, Georgia and South Carotains his American Vending Com- lina taking advance orders for pany, which is being moved to his the new Gottlieb five-ball game, new building at 430 Jefferson Minstrel Man. Mangone, who is Avenue, Miami Beach,

lantic Distributing Company, New Out game if they were available. York, is back at his Miami Beach From all indications, says Mantion, vacationing at the London game. House.

awaiting arrival of the much- Inc., makers of PX cigarette mapublicized Chicago Coin five-ball chines, made the rounds of Miami game, Thing . . . Joe Mathias, coinmen. H & G Novelty Com-Cigarette Sales, and his wife, lets for PX machines. Jean, celebrated their wedding anniversary with a round of night clubs.

selling trip thru Florida and shuffleboards.

company received 150 Meck television receivers and now has its TV dealer organization rolling.

Shell's, a Miami grocery which calls itself the world's largest, believes in using coin machines to the utmost. Among venders spotted in the establishment are two Coca-Cola machines, one dispensing 7-Up, and several penny ball gum venders. The proceeds of the bulk venders are earmarked for various charitable organizations.

The four \$1 bills neatly framed in the office of Harry Goldberg, H & G Novelty Company, represent successful wagers on boxing matches with Gene Lane, American Operating Company. Gold-Exchange, Chicago, back in berg says it was no small achievement getting Lane to part with the greenbacks.

> Raymond Harrison, Automatic Cigarette Sales, and his wife took a fishing trip to Key West. An ardent angler, Harrison reported seemed to be biting that particulooks for the new, as yet unshuffle alleys, vacationing at his

Joe Mangone, All-Coin Amusements Company, is traveling Gottlieb distributor for the three

Elmer Seigle, Southern sales

Alex Klimaski, Biscayne Equip-

Mrs. R. J. MacNeil, of Refreshment Service, Inc., believes a gum-and-mint column on newly enjoy these confections, if the profit angle on the idea could be worked out satisfactorily.

Even before Baron Elliott's arrangement of "Shenandoah Waltz" could be purchased anywhere, Elmer Willett, of Stedeford's retail store, said the phonograph-operator response would be "tremendous."

M. J. Abelson, general sales representative. Oak Manufacturing Company, reports the company's coming addition-to-itsplant party will spend three days at Las Vegas hotels, including the Thunderbird and Desert Inn where the cooking is wonderful.

Sidney Reinwasser, office manager, Pittsburgh Coin Machine Exchange, reports the firm's new that nothing but the barracuda building is progressing rapidly and will have a complete appliance, vending machines and repair department on the second

> James Winston, Columbia record distributor here, reports that despite bad weather and rail difficulties, improved deliveries of the 45-speed has stimulated their sales, bettering 78 and 45 activity. Makes it easier to gauge reaction and judge reorders.

Confection Specalties Company is improving its property. Her-States, said he could have sold bert Cohen is manager. . . . Her-Harry Rosen, of Seaboard At- many more of the popular Knock bert Rosenthal, of Banner Specialty Company, on a business trip to Philadelphia. . . . Vendresidence. . . . Mrs. Al Denver, gone. Minstrel Man will be at ing Service, Inc., reports promptwife of the prexy of the New least as appealing to the public ness in mailing out commission Kline is also scheduling a Miami York Music Operators' Associa- as was the animated manikin checks after the first of the month jaunt after Finke returns. Meanhas won the firm compliments.

Lester D. Wynick, partner, Coin Bush Distributing Company is manager for Lehigh Foundries, Machine Agency, discussing the future, says "under a wartime economy we are planning increased promotion with its extent service manager at Automatic pany is among the new local out- depending on developments current at the time."

R. J. MacNeil, of Refreshment ment Company, formerly active Service Company, feels the 10in pins and shuffleboards, is con- cent bar is the coming thing. Lenny Baitler. Taran Distribut- sidering entering the music field. Taxes and rising costs, he exing Company, is on a buying and Klimaski now operates a few plains, leave no incentive for 5cent vending.

Raymond W. Watts, branch manager, Mills Automatic Merchandising Corporation, says a shortage of pennies caused by the charge now made by local trolleys for transfers, 6-cent pop, and penny charges for other items is cutting into penny-gum vending. "People today just don't spend pennies as readily as they used to." he said.

Morris Vinocur, of Monarch Music Company, feels Tommy Dorsey's return to recording on designed machines might prove Decca, should benefit the musicprofitable because many people box biz even tho he hasn't recorded for a while. Dorsey "al-ways had a good following," he pointed out.

> Morris Moskovitz, partner and route head for Sidmor Vending Company, reports specially selected charms at present help empty vending machines at a ratio of 1-4 as compared with a 6-6 ratio without them.

were so well handled that Autogenerally develop around innova- minimum record wear of 45 intions."

Chicago

With orders for ShuffleCade and Five-Player Shuffle Alley DeSelm, general sales manager, who drop in at the plant on a and Bally. daily basis. Also busy on the sales front are Ray Riehl and Joi nny Casola.

In a switch in plans, Wally Finke, partner in First Distributors, left Saturday (10) for a short vacation in Miami, with Joe Kline holding down the fort in his absence. Finke will fly back to Chicago for the MOA convention. while, the coffee room at First continues to be one of the major coin machine meeting places in premium department, reports the phase and has added new show cases for operator convenience.

Seymour Golden, head of Coin Machine Service, reports his daughter, Jacquelyn, who has teen hospitalized for several weeks, is well along the road to recovery, thanks to the ACTH drug. With Jackie showing marked improvement, Golden is once again putting in full time at the office, and Jerry Zachery, sales manager, is handling more outside work.

Gail Carter, Permo vice-preside it in charge of sales, back at Fastern business trip which in-cluded a stop-over in Washington, the country find interest in the Runyon party last week in New York. Carter plans to take a trip to Miami after the MOA convention.

Len Micon, sales manager of ing a steady recovery from a recent appendicitis operation. Meanin handling their own customers changed his plans. as well as Micon's. Firm reports action on the Williams' Music Visitors at Universal Industries Mit, 45 r.p.m. Counter Box and last week included Ray Williams. complete stock of five balls, shuf- Connie Confer, St. Louis.

VITAL STATISTICS Deaths

Samuel L. Rheaume, known in the Detroit coin machine industry as Bob, died at Veterans' Hospital, Dearborn, Mich., where he had been confined following an operation. He was the owner of the B and M Music Company, juke box operation, and was a thother of William Rheaume. another Motor City operator. who died about a year ago. He is survived by his widow, Martha: four brothers and a sister.

fle games, arcade equipment and giant pinballs.

At Atlas Music Company, Bill Phillips is back from a two-week road swing with Bob Dunlop, Seeburg district manager. The pair Joe Montgomery, service man- loured Illinois cities and reported ager, Automatic Food & Refresh- good reception of Seeburg's 45 ment Company, says improve installations. They also ments on the Colsnac machine found many operators buying up Wall-o-Matic 100's in anticipation matic has had no difficulty with of curtailment of production of them. "This is unusual," says this type of accessory as well as Montgomery, "because problems play boosters. Phillips says that stallations was a feature of the trip.

Williams Manufacturing Vice-President Sam Stern has been busy handling repeat orders on rolling up, the production lines at the Music Mit and Shoo Shoo and United Manufacturing are going also supervising first shipments strong to meet schedules. Billy of firm's defense output. . . . Herb Perkins. Purveyor shuffleboard reports shipments going out daily, hear is back from a skiing trip Herb Oettinger, comptroller, get- in Michigan. He is now in the ting ready for the golf season and midst of a special sale of giant discussing the game with visitors pinballs as made by Universal

> Exhibit Supply's Frank Mencuri is back from a biz trip thru Kentucky. Ford Sebastian, executive vice-president, is also due back from a road tour. Visitors at the plant for a look at Gun Eatrol, the new vari-speed target game with a war background, included Joe Munves, New York: Harold Leiberman, Leiberman Hy-G Music Company, Minneapolis, and Dan Stewart, Salt Lake

J. H. Keeney distributors report operators are showing steady inthe city. Mal Finke, head of the terest in the firm's packaged candy vender. John Conroe, firm is continuing to expand this Charlie Pieri and Grant Shay have been greeting coinmen from out of town and the local area who have dropped in to see the firm's varied line of venders and the television line which now has an improved cabinet for the 17inch console.

> Joe Caldron, president of Trans World Trading, and manager of Ristaucrat's export division, reports the Trans World Los Angeles office is growing in business volume every month. Jack Howard, formerly of Minneapolis, heads the West Coast branch

Les Rieck, manager of H. C. the firm's headquarters after an Evans music division, states that and attendance at the Permo- MOA convention running well ahead of last year's show. Evans will have rooms 734 and 735 at the Palmer House event.

Ristaucrat's Joe Cohen orig-Len Micon, sales manager of inally planned a preview of the World Wide Distributors, is mak- \$45 Selective counter juke in Chicago last week but now will wait for the MOA confab to unwhile his boss, Al Stern, and veil the new model. Plant com-Monty West are doing double duty mitments in Appleton, Wis.

the Rock-Ola Rocket '51. Tho Commercial Music, Dallas; Harsales have been brisk this year, old Leiberman, Leiberman Hy-G World Wide is still offering a Music Company, Minneapolis, and

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Many operators report having A.M.I. Juke Boxes on the same locations as long as 4 years. Not once have they been moved to the shop for repairs. All that has been required is simple cleaning and oiling-right on

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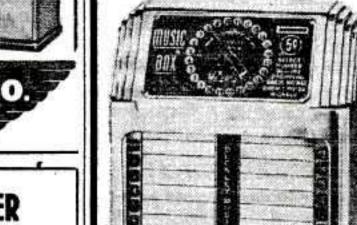
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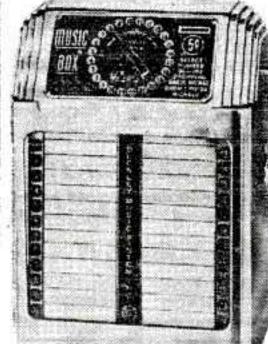
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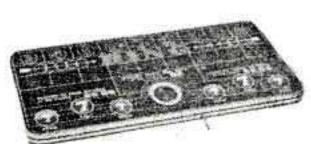
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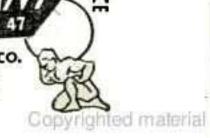
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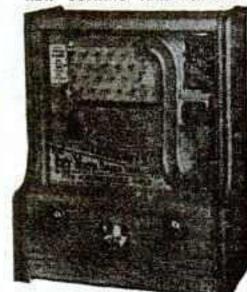
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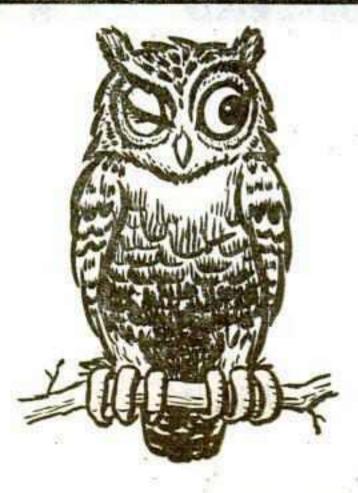
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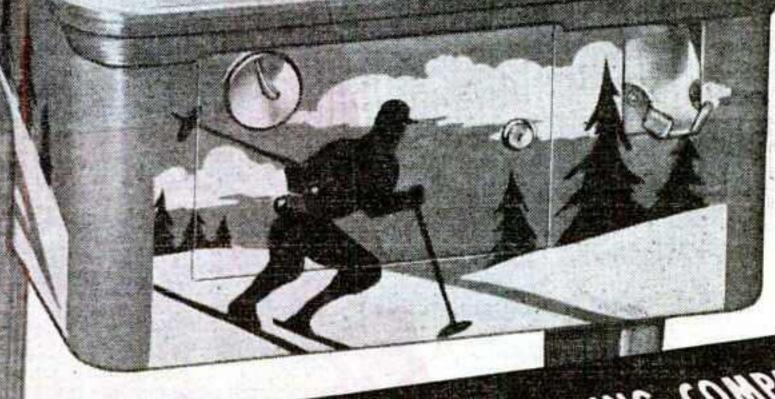
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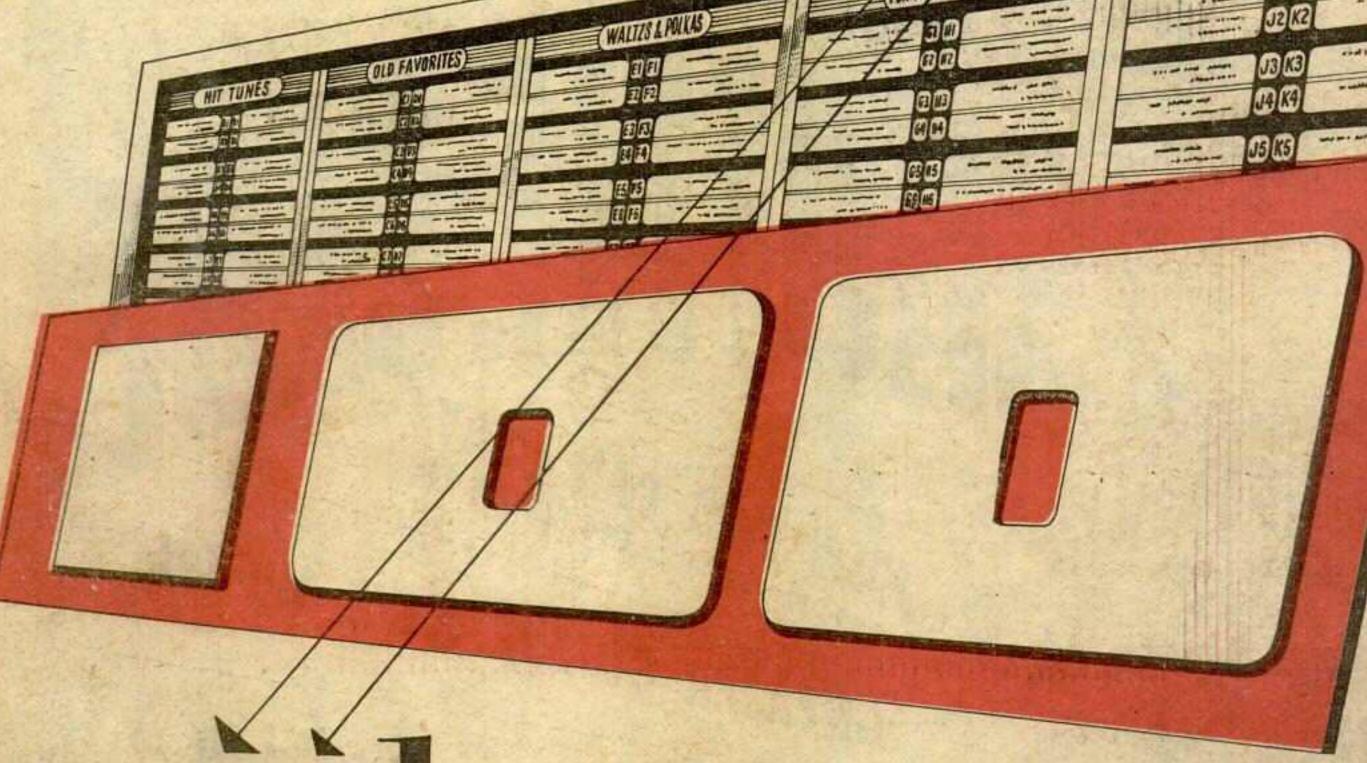
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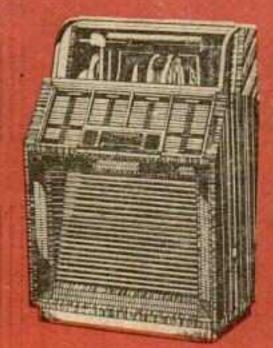


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