

The Billboard

MARCH 24, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

3,500 TV Stations for U. S. If New Allocations Stick

Competitors Burn at ABC For Kefauver "Time" Sale

NEW YORK, March 17.—Plans were under way this week to pay tribute to the radio-television industry for its coverage of the Senate subcommittee crime hearings. This was indicated when the committee asked WPIX here, which originated, to provide it with complete details on the extent and cost of coverage, etc., by all participating stations. It is understood that either Sen. Charles W. Tobey or Sen. Herbert R. O'Connor will commend the industry on the floor of the Senate.

Another plan, of an entirely different nature but also bearing on the Kefauver hearings, was also in the works this week. This was a move to call a meeting of the

New York TV stations sharing in paying the costs of the pooled operation in an attempt to assess ABC-TV with a higher share of the costs. The reason was ABC's sale of the coverage to *Time* magazine.

Ideas Differ

ABC's quick sale produced sharply divergent opinions. One group held that the commercialization of this type of public service feature was out of line. Supposing, they asked, ABC had sold it to a liquor outfit? This group held that proceedings of the U. S. Senate or a part thereof should not be put on view with a commercial tag. Other stations and nets carrying the program claim they made no attempt to sell it, and wouldn't despite ABC's *Time* deal.

Those supporting ABC's move argued that criticism was based mostly on sour grapes and that the network rated plaudits for its quick thinking. The *Time* deal was made overnight, with the magazine starting out by buying WJZ-TV; expanding to ABC's own TV

stations early in the week; adding another dozen stations later, and trying to get an additional nine or 10 more Friday (16).

Major radio coverage was provided by WMGM, which stationed George Hamilton Combs in the courtroom through the proceedings. WMGMs kayed all afternoon commercials each day at 1:45, and took the events until recess. The fact that Combs is not only a commentator but a lawyer contributed considerably to his analyses.

F. COSTELLO SUPER SCOUT

NEW YORK, March 17.—Frank Costello, it was revealed at the Kefauver hearings here this week, among other activities, was one of the highest paid talent scouts in show business history.

Questioned as to the services he performed in return for the \$18,000 yearly paid him by the Beverly Club in New Orleans, Costello told the committee that he occasionally scouted talent for the club. Asked what type of talent he had turned up, he said: "Well, acts like Joe E. Lewis, Sophie Tucker, acts like that."

70 Channels in UHF, 12 in VHF Is FCC Plan

Phenomenal Impact On Whole Industry Is Predicted

WASHINGTON, March 17.—Eighty-two channels, permitting more than 3,500 TV stations, are provided in the allocation plan scheduled to be issued shortly by the Federal Communications Commission. This compares to 54 channels and 2,000 stations under a plan proposed by the FCC in September, 1949, and subsequently shelved.

The new plan calls for allocating approximately 70 channels to the ultra-high frequencies (UHF). Of the 3,500 stations possible, around 3,100 would be in UHF. The remainder would be in the existing very high frequency (VHF) part of the spectrum.

Also there will be no disruption in service by existing stations, issuance of the new allocations plan will eventually hit TV with unprecedented impact. Even allowing for delays, occasioned by the inevitable filing of briefs, hearings, etc., the plan will pave the way for these following major developments:

Major Developments

Complete lifting of the freeze by fall; expansion of television into every market in the U. S.;

[\(Continued on page 4\)](#)

Webs-NCAA Meet To Set Grid Fate

Networks Hope To Arrive at Formula For Airings on Inter-Regional Basis

NEW YORK, March 17.—The status of college football telecasts in 1951 will be determined Wednesday (21) when the four major webs present new proposals to the Eastern regional committee of the National Collegiate Athletic Association at Columbia University. The networks will strive to come up with a formula which will permit NCAA to relent on its one-year moratorium on live broadcasts. To avoid damage at the gate, the webs are expected to suggest that no games be aired within a certain radius of the site of the contest.

Just how far from the stadium the proposed line will be drawn is to be a basic point of negotiation, if the premise is accepted. It may well evolve that no Eastern game may be aired in that region, but would be okay for showing in the Midwest, and vice versa. Some insiders, close to the situation, maintain that considerably more

drastic plans will be necessary to sway NCAA, since these still would offer little protection to the smaller schools whose potential customers still might prefer sitting home and watching for free, big-name teams on TV, even from another section.

Tom Hamilton, athletic director of the University of Pittsburgh, and chairman of the NCAA's TV committee, told *The Billboard* this

[\(Continued on page 10\)](#)

NBC, CBS Wave Rebate Lure

NEW YORK, March 17.—For what is believed to be the first time in broadcasting industry history, both the National Broadcasting Company and the Columbia Broadcasting System have adopted a policy of rebating on production costs to advertisers staying on the air during the summer. So far, it's understood, the policy extends only to television.

Actually, there is more at stake than merely keeping TV accounts on the air during the summer. What the two networks are trying to do is to keep affiliates in line so that in the fall they will be able to clear maximum networks.

[\(Continued on page 4\)](#)

Cults Bankroll Hollywood Play

HOLLYWOOD, March 17.—Nickel and dime donations have aneled the current local legiter, *Lazarus*. Unlike most stage productions, small contributions, drawn from thousands of area residents, are responsible for the new Sheamus Fay comedy at the Beaux Arts Theater. Religious groups are the major contributors.

Play is based on an incident that occurred almost two years ago. In 1949 a woman bought a rooster, had its head removed and took it home. Six hours later the bird, sans head, was up crowing and walking around. It was properly named *Lazarus*. The incident forms the nucleus of the play.

Comedy, while in a light vein, has an underlying religious theme. Its cast of 14 is topped by Mauri Lynn, Maggie Banks, Lynda Clements, Charles Gordon and Branch B. Ray.

NO PIECE

BB Not Cut In on Hoppy; So Sorry!!!

NEW YORK, March 17.—*Business Week*, in a recent issue, did a piece on the new Hopalong Cassidy savings clubs, and Hopalong Cassidy Enterprises, Inc. Discussing all the loot earned by the cowboy organization, the magazine said: "... Hoppy's own cut, however, is modest. Hopalong Cassidy Enterprises, in which he shares ownership with the theatrical magazine *Billboard*, and others, collects only 5 cents per account from Bar 20 (operators of the savings club deal), ..."

For the record, *The Billboard* has no piece of Hoppy or any other show business enterprise. Or if we do, Bill Boyd, Bob Stabler, et al., owe us large chunks of money, cause we never got a dime.

UNCLE VS. SANTA

Fields' Mistletoe Is Hotter Than Mr. Claus

CHICAGO, March 17.—More kids asked for Uncle Mistletoe at Marshall Field's last Christmas season than asked for Santa Claus. The story of the development of this pixielike character from a window decoration into a symbol ranking with Santa Claus in the affections of Chicago youngsters is almost completely a television story.

Uncle Mistletoe was created five years ago for a block of Field's window displays. He was Santa's foot man, with a bright red coat, top hat, round face and pure pixie expression.

The second year Uncle Mistletoe dolls were sold by Field's. In 1948 Field's put an Uncle Mistletoe puppet show on WENR-TV for 13 weeks preceding Christmas. Jennifer Holt was the live character in the show, and Johnny Coons did voice for hand puppets. Since that time, Uncle Mistletoe has been on WENR-TV in spurts. There was another 13-week cycle, one of 26, and one 39. Currently he is on three days a week for 15 minutes. Miss Holt has left the show to work on *Panhandle Pete* on NBC, but Coons continues to do the voices.

Here are some of the tangible results of the TV show. Field's now is merchandising Uncle Mistletoe dolls, hand puppets, 78 r.p.m. records, coloring books, greeting cards, a book, cookie jars, Christmas candles, tree ornaments and handkerchiefs.

Field's has sold 10,000 records, with the past Christmas doubling

[\(Continued on page 10\)](#)

Hemingway TV Show to MCA

NEW YORK, March 17.—The Music Corporation of America was about set this week to sew up the rights to a new Ernest Hemingway TV package, marketed by his attorney, Elford Rice. The initial down payment to be made to Hemingway by MCA is said to be \$15,000.

The video program will have

[\(Continued on page 4\)](#)

State Plugs "Voice" Job

WASHINGTON, March 17.—State Department nabobs will fill the air with plugs for State's *Voice of America* operations at a "briefing" session Monday (19) before the joint public affairs subcommittee of the Senate Foreign Relations Committee and House Foreign Affairs Committee.

Assistant Secretary of State Edward Barrett, in charge of public affairs, will head the State Department delegation to the Capitol Hill proceeding which he had requested so that State could put some of its exhibits and claims for *Voice* on record.

Sen. William Benton (D., Conn.), sponsor of a resolution for a senatorial investigation of the State's vast information set-up, has been invited to attend the hearing. Also because the Benton resolution has been committed to the Senate Foreign Relations Committee, the full committee has been invited to sit in at the Monday session.

The upcoming meeting has been deferred several times because of press of other business before both the Senate and House committees. Barrett will take up most of the

[\(Continued on page 10\)](#)

"Noon" O'Seas Via "Voice"

NEW YORK, March 17.—The State Department this week made plans to have a one-hour version of Sidney Kingley's anti-Communist play, *Darkness at Noon*, recorded here with the original cast and beamed overseas by the *Voice of America*.

Vladimir Selinsky, Columbia Broadcasting System radio and TV musical director, will compose and conduct an original score for the script.

JIMMIE MARTIN HAS "TAKE TIME (TO PRAY)," BY LARRY RAINE—HE DOESN'T KNOW ABOUT "INDISCREET." (ART FORD DOES. WNEW'S GREATEST.)

ART FORD—LOVES ENAIR YRROL singing "Indiscreet (Very Unwise)"—London waxing, plays it WNEW, N.Y.C.

Billboard Backstage

By JOE CSIDA

This job being what it is, I have had the good fortune to participate in several thousand junkets, soirees, fiestas, cocktail parties and general all-around brannigans over the past 18 years. But one of the happiest and most interesting I've ever caught was last week-end in Havana.

Along with some 26 other radio-TV, agency and newspaper guys, I was the guest of the brothers Mestre—Goar, Abel and Luis Augusto. I want to say right here that never have I encountered friendlier, more painstaking, more generous hosts than these Cuban gentlemen. Not only they, but all the members of their families and their staff (Miss Nora Valencia, Goar's secretary; Mike Guitierrez, comptroller for the CMQ operations, and many others) made a guy feel like the island was his.

And their radio-video operations impressed me tremendously, as several stories in the television and other departments this week testify. Not only are their operations significant as a single instance of what highly intelligent gents with a genuine pride in their country's progress (and the Mestres are that) can do in a Latin-American republic like Cuba, but also for the effect they will have on Latin-America's broadcasting-televasting future in general.

Panama's Models

I had an interesting talk with Fernando Eleta, for example. Here's a kid, 28 years old, who is president of the RPC Network in Panama. He told me that Goar Mestre and Emilio Azcarraga, of Mexico, represent the models he follows in developing his own operations. We haven't seen Azcarraga's radio and other show business layouts yet, but have heard plenty about their general excellence. If they're on a par with what the Mestres have built, young Eleta is strictly on the right track.

Eleta and the Mestres are interesting people in another common respect. They get a good deal of their schooling in the United States, have a knack for learning the best of what our schools and mores have to offer, and rejecting the worst. And all the while they retain a deep, never-changing love for their own countries. They work for the betterment of their people, at the same time building successful businesses. Eleta, at the moment, has quite an interesting scrap on his hands with the Panamanian newspapers. When he started his

(Continued on page 45)

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 17.—Look for Congress to shelve an upcoming administration bill for commercial rent control. A big segment of show business would be affected by a law clamping rent ceilings on commercial structures for the first time in U. S. history. Administration camp on Capitol Hill says Mr. Truman will put the heat on Congress for the legislation in a special message if necessary. But a powerful bi-partisan bloc in both houses is lined up to wreck the proposal.

Tough Road Seen for Hiked Amuse Taxes . . .

Already thrown for a loss by time consumed in congressional hearings, President Truman's amusement tax program faces still tougher sledding in the House Ways and Means Committee's latest schedule. Committee put the administration on the spot this week in taxes. Treasury wanted to get the tax hikes in two packages, the first one calling for rises in several amusement excises and other levies to the tune of \$6,000,000,000. Ways and Means Committee insists on considering one package or none at all. Insiders are whispering that Secretary of the Treasury Snyder still doesn't have a plan figured out on how to raise the balance.

There's Overhaul on Way for That NPA . . .

Congress is getting ready to apply the microscope to some of the federal agencies administering defense controls. National Production Authority's handling of the amusement construction ban will come in for special attention. Overhauling of the whole defense structure here is possible, inasmuch as the Defense Production Act under which the agencies are operating expires June 30. A new law will be written by a highly critical Congress.

TV Freeze May Melt; Miss H. To Dissent . . .

Biggest TV story of the year is Federal Communications Commission's current move to take the final step toward lifting the video freeze. Unless a major hitch develops, FCC will issue new proposed allocation table within a couple of weeks with a strong dissent from

(Continued on page 44)

Picture Business

By LEE ZHITO

HOLLYWOOD, March 17.—Month of April will see RKO's production in highest gear since Howard Hughes took over studio's helm, with seven films rolling simultaneously. . . . Better business is reflecting itself in Monogram's latest stockholder report, bringing studio out of the red for the first time in two years. According to Prexy Steve Brody's report, Monogram ended in the black with a \$163,312 net for the 26-week period ending December 30, 1950. . . . Exhibits gaining an easier buck from popcorn and candy sales in the lobby than admissions via the b. o. have a bright item in store for them when Pat De Cico's bonbons move eastward. Chocolate-covered ice cream pieces, packaged five in a box at 10 cents, are proving a sellout in this area. Di Cico says franchise agreements are being concluded for the Chicago and New York markets in time for the summer trade.

Of a Busman's Holiday And Other Briefs . . .

British scribe Noel Langley is interrupting his Hollywood vacation to take a Metro scripting assignment on *Ivanhoe*. . . . Bullets Durgom inked Dick Wesson to a seven-year Warner Bros. contract. Initial role under new pact will be a comedy part in Michael Curtiz's *Force Arms*. . . . Industry and civic toppers saluted Y. Frank Freeman with a Beverly Hills Hotel banquet on his 10th anniversary as head of the Association of Motion Picture Producers. Paramount board chairman, Adolph Zukor, Charles and Spyros Skouras, Louis B. Mayer, Joe Schenck, Herbert Yates and George Jessell, were among the pic cream, with the governor and mayor also attending. . . . Connie Smith, bedded by flu on the third day of 20th Century-Fox's London filming of *House on the Square*, was replaced by Ann Blyth. . . . Pat Dugan, for eight years a veepee with Samuel Goldyn, joins Paramount as producer.

EDITORIAL

TV as Civic Educator

After watching the telecasting of the Kefauver committee hearings thru its first week in New York, *The Billboard* is convinced that video showings of such hearings represent the most powerful type of political education ever offered the American public. It is our belief that consistent telecasting of all such hearings would inevitably result in an aroused, more alert, more intelligent group of citizens than the country has ever before known. And as a natural consequence this country would eventually have better government. Perhaps Senators Kefauver, Tobey and O'Connor possess exceptional talents in handling hearings of this kind. It is certainly true that they displayed extreme tact, courtesy and consideration toward all the witnesses and particularly toward Frank Costello.

It is always possible, of course, that a congressman or other official might turn up who might abuse his position, and/or ham it up for the cameras. It is also true that some thought should be given to working out mike shut-offs to enable witnesses and their attorneys to consult without danger of being overheard and to eliminating any other true inconveniences to witnesses.

But it would be a tragedy of the highest order if the television cameras were to be barred from hearings of this nature. It would deprive the American people of the greatest opportunity they have ever had to get a full, clear view of how the nation's evil men work, the struggle of good men to combat them and the great need for every citizen to join the everlasting fight against the wicked.

THE FACE OF A BIG BREAK

NEW YORK, March 17.—A strange twist hit Telenews this week in its video newsreel coverage of the Kefauver hearings. Altho Sen. Estes Kefauver forbade TV cameras from screening Frank Costello's face, no such limit was placed on newsreels. Telenews, of course, wound up with pictures showing Costello's full face.

But the air of mystery achieved by showing only Costello's hands, as covered by the live TV cameras, drew such favorable public reaction that Telenews' TV clients all said they preferred the faceless shots to the regular stuff.

Theaters Drop Jim Crow Bans

WILMINGTON, Del., March 17.—Several theaters here, anticipating changes in the local law that would permit Negroes in all public places on an equal basis, have let down the bars ahead of time.

The Warner, Loew's, Towne, Grand, Queen and Arcadia were the first houses to sell tickets on a non-Jim Crow policy. Efforts were made to query the managers of the six theaters for their reason, but all refused to comment on their policy changes.

A. J. Belair, of the Rialto, one of the houses refusing to admit Negroes, said: "I'm not admitting Negroes and I never will. I would close the theater before I'd let them in. Let them go to their own theater."

The National, considered locally as a Negro theater, has no restrictions. John O. Hopkins Jr., manager of the house, said, "I think the move is a fine and commendable one."

Under State law, all public places operating under Delaware licenses, may exclude all persons who would be deemed "objectionable" to the majority of their customers.

Index

Burlesque	41
Carnival	55
Circus	52
Classified Ads	62
Coin Machines	71
Fairs and Expos.	54
Final Curtain	45
General Outdoor	46
Honor Roll of Hits	20
Legitimate	42
Letter List	67
Magic	41
Merchandise	62
Music	11
Music Charts	20
Music Machines	72
Night Clubs	39
Parks and Pools	50
Pipes for Pitchmen	69
Rinks-Arenas	43
Roadshow-Rep	44
Routes	49
Salesboards	70
TV-Radio	4
Vaudeville	39
Vending Machines	79

IS IT GOOD?

Showbiz Is Plugged in Crime Quiz

NEW YORK, March 17.—Certain facets of show business and allied fields, much to nobody's surprise, were dragged into the Kefauver committee hearings here this week. The Beverly Club in New Orleans came in for considerable plugging during Frank Costello's testimony, when the committee revealed that Costello had a piece of the joint, along with Dandy Phil Kastel and others. In this same stretch of testimony, prior to Costello's development of a sore throat, such coin machine firms as Mills Novelty, Wurlitzer and Jennings were mentioned.

Several uneasy guardians of the local law told of the services they had rendered the owners of such night spots as Piping Rock and Arrowhead in Saratoga Springs, while Virginia Hill related how she had dumped her \$4,000 piece of the extinct Hurricane on Broadway here. Miss Hill also got on the record her uncomplimentary opinion of Billy Wilkerson, of the *Hollywood Reporter*, film trade-paper. Even Paramount Pictures got a plug when Water Commissioner Jim Moran mentioned them in the course of his questioning.

Hollywood Canteen To Reopen July 4

HOLLYWOOD, March 17.—Hollywood Canteen is skedded to reopen the week of July 4 on Saturdays and Sundays. If a greater influx of G.I.'s occurs, Canteen will also open on Fridays. Building, formerly known as the Florentine Gardens, on Hollywood Boulevard, was taken over by the Canteen in October. Old Canteen shuttered Thanksgiving Day, 1945, following the ending of hostilities with Japan.

New locale will hold twice as many servicemen as old Canteen. Redecoration is already under way and architects are mulling the possibilities of enlarging the premises. A board of 15 was selected this month, topped by actress Bette Davis. Board consists of industry reps in all phases of showbiz. Canteen will continue its policy of Sunday afternoon symphonic concerts, to be followed by the usual entertainment in the evening.

8 Colleges Focus "Darkness" Idea

NEW YORK, March 17.—Since the Playwrights' Company and author Sidney Kingsley agreed to a suggestion made by *The Billboard* a month ago, that the latter's current anti-commie hit be made available for accredited campus production royalty-free, eight colleges and universities, from Massachusetts to Louisiana and as far west as Iowa, have climbed on the bandwagon for permission to put on *Darkness at Noon*.

Two of them have already set production dates. Iowa State Teachers' College will do the play next month and Louisiana State University at Baton Rouge will put it on for a week in May.

London Dispatch

By LEIGH VANCE

LONDON, March 17.—Eighteen anxious showmen lined up this week to pick stall sites for the forthcoming Festival of Britain. On the table was a stop-watch. After each showman had drawn one of the 18 numbered slips out a hat, he had exactly 90 seconds to make for the colored wall map and scribble his name on the site of his choice before the next man came up. Idea behind the scramble was to eliminate last-minute haggling and backbiting. "Once a man has signed for his site—then that is that," explained a festival official. "There are no second thoughts." Problem for the showmen was to sort out the plum sites in the time allowed. But, as "Lord Festival" Herbert Morrison this week estimated a loss of \$1,419,600 in six months on the Festival Pleasure Gardens, prospects are not bright.

Amateurs Get Tough; Is It Vindictive? . . .

The Welsh Rugby (football) Union this week banned G. V. Wynne-Jones, one of the BBC's best-known sports commentators, from reporting an international Wales-Ireland match. Rumpus arose over Wynne-Jones's book, *Sports Commentary*, in which he took a crack at the so-called "amateur" players drawing bloated swindle sheet expenses. He also made allegations about the distribution of tickets. But Wynne-Jones calls the WRU ban ". . . vindictive . . ."

Opera Season Success; Attendance, Take Up . . .

The Royal Opera House Covent Garden, home of the No. 1 Sadler's Wells Ballet Company, has just ended its most successful opera season. Average attendance clocked 88 per cent of the house (2,660 capacity), 3 per cent up on last year and 22 per cent more than 1947. About \$249,200 worth of tickets were sold for 110 performances of opera over 17 weeks. The repertoire includes 27 operas, seen this year by more than 150,000 people.

Old House on Block But Bids Are Low . . .

Bids from \$420,000 to \$476,000 were made this week for the building in Coventry Street just off Piccadilly Circus which houses the Rialto cinema and the Cafe De Paris night spot. The reserve was not reached and the property, bought in 1921 by Mark Wolfe, who died intestate, is to be sold privately. The auctioneers would not reveal Cafe De Paris takes, but claimed that Dance Restaurants, Ltd., which holds the lease at \$9,800 a year until 1953, is seeking an extension. The Rialto is leased until 1960 for \$16,016 a year.

Paris Peek

By ART ROSETT

PARIS, March 17.—The Champs-Elysees presents a colorful and gladdening spectacle these days. Mixed with the usual vivid array of stylishly clad boulevardiers, G.I. khaki, Army Air Force blue and uniforms of other members of SHAPE daily becomes more numerous and makes the scene brighter. Top clubs, music halls and other spectacular attractions are doing sell-out business, with the paying customers consisting for the most part of members of the armed service and civil-service employees. The places catering to Frenchmen, with rare exception, are in the doldrums. The French government released figures this week which show that there are about 28 per cent more American tourists here at this time than at the same period last year. This figure will go higher as the tourist season gets under way and the G.I.'s continue to pour in.

State-Owned Theater Has Headaches Built In . . .

Director M. Pierre-Amie Touchard, of the State-owned Comedie Francaise, has a job that should make him eligible as mediator for any kind of dispute anywhere. Comedie Francaise consists of two

(Continued on page 44)

Showbiz Wins Opening Round In Tax Fight

Solid Front at D. C. Hearing Indicates Revised Levy Rate

WASHINGTON, March 17.—Strong protests of disk manufacturers, radio-TV dealers and producers went on the House Ways and Means Committee hearing record this week against the administration's proposed hikes in the excises on disks, phonos, TV and radio sets, with signs continuing to point to the likelihood that the committee will pare down the administration's tax requests. The taxes will be increased but nowhere near the evils asked by President Truman.

James B. Conklin, prexy of Columbia Records, Inc., speaking for the phono disk industry, told the Committee that higher disk taxes would add a burden to education and culture and would fail to accomplish "any of the purposes for which excises are generally intended." Pointing out the disk industry's "useful role," he told of the spread of disks' use in urban and rural areas alike, in dispensing religious music as well as other types of music, and in reaching children. He cited recent surveys showing 52 per cent "of the primary listeners of newly purchased phonograph records are children and youths under 24 years of age, and 30 per cent of all primary listeners are children under 14 years of age." He said concert would suffer, and he pointed out that 558 disk manufacturers last year contributed \$1,500,000 to the music performance trust fund for free concerts throughout the nation.

He said disk-making is a small business and, as such, would be discriminated against the higher levy. He said imposing the tax on this industry would not bring about increased capacity for war output.

Prexy Robert C. Sprague, of the Radio-Television Manufacturers' Association, speaking for the TV-radio industry, said a 25 per cent tax on TV and radio sets would curtail sales 40 per cent, would increase costs to consumers, and would be discriminatory. He said the industry has already been hit by curbs, pointing out that even without a change in the tax the industry's sales of TV and radio sets at manufacturers' prices will be about \$1,000,000,000 in the fiscal year ending June 30, 1952, compared to \$1,600,000,000 in the 1950 calendar year. He said the TV industry is still in a developing stage, and burdened more than enough.

An impressive day-long array of witnesses against the amusement excises held the Committee (Continued on page 14)

Review Index

Record Reviews	36
Classical Album Reviews.....	24
Popular Album Reviews	38
Legit Reviews	42
Night Club Reviews	40
Radio Reviews	8
Television Reviews	8
Vaudeville Reviews	40

FLAHOOLEY

Cap Bags It In Maneuver For Original

By HAL WEBMAN

NEW YORK, March 17.—Capitol Records this week grabbed the original cast recording rights for the forthcoming Sammy Fain-E. Y. (Yip) Harburg legit musical *Flahooley*, one of the more widely heralded of the large group of musicals due to hit the Stem this spring. This is only the second original cast project which the Coast diskery has managed to grab in its nine-year history. Deal was consummated for Cap by the diskery's Eastern exec, Walter Rivers, who dealt with producer Cheryl Crawford.

Behind these bare facts, the actual story lies in the resourcefulness which went into obtaining the rights to this particular original-cast project. Since *South Pacific*, the original-cast album has assumed a position of major importance, prestige-wise, in the record industry, the fierce competition for the recording rights to these albums has become intensified to a point where investment in a show has become a virtual requirement as part of a waxing deal. Outstanding and probably precedential was the RCA Victor grab of *Call* (Continued on page 12)

Purdue Points Way to Payoff On Big Arena

LA FAYETTE, Ind., March 17.—What can be accomplished in making an auditorium or arena the focal point of a community thru the use of professional entertainment is probably best-illustrated by the Purdue University Hall of Music, a 6,208-seat theater-auditorium located on the campus here. Eight years of continuously high grade professional entertainment has welded the surrounding territory within a radius of 100 miles solidly behind both the Big Ten school and the Hall of Music.

Kingpins behind the idea are Al Stewart, director of musical organizations at the university, and John Dittmore, manager of the hall. Tho the air-conditioned Hall of Music was dedicated May 3, 1940, it wasn't until July, 1943, that the program series was initiated. Built at a cost of \$1,500,000, Stewart, Dittmore and two other school reps, who have since left direction of the project, decided that because (Continued on page 43)

HONGKONG BLUE ---NO U. S. DISKS

NEW YORK, March 17.—A plea that the United States lift its embargo on the shipping of disks to Hong Kong was received this week in a communique from R. A. Da Silva, manager of the Colonial Trading Company, located in the Hong Kong Stock Exchange Building. Says Da Silva: "The U. S. A.'s embargo included phono records, which are absolutely no use to the Reds across our border. As a matter of fact, the Reds prohibit American records from getting into their territory. There is no reason for excluding American disks from the British crown colony of Hong Kong."

Highlight Reviews

TELEVISION

Costello Stars in Kefauver's Strong Next-to-Closing Act

By JERRY FRANKEN

What is being universally hailed as the most exciting coverage of a major news event yet scored by television originated in New York, beginning March 12, when TV cameras moved into the hearings conducted by a subcommittee of the Senate's Committee To Investigate Crime in Interstate Commerce. Altho this committee, headed by Sen. Estes Kefauver, had conducted hearings elsewhere under TV's scrutiny, in no city did it have the impact it had in New York.

The reason for this is simple. In the subcommittee's plans, New York was "next to closing"—with the flash act to follow the next week via final hearings in Washington. Thus, New York, and

Frank Costello, the man of mystery, were the headliners. No event TV has yet covered—the United Nations, political conventions, the presidential inauguration—presented high drama on so continuous a scale. Even more important, television met the challenge. Under the guidance of John McClay and Ted Estabrook, of WPIX, New York, TV did a superb job in bringing the events to millions of viewers.

Television paled all other news media. Even the radio—spearheaded by WMGM, New York, and its ace commentator, George Hamilton Combs—provided instantaneous coverage, it was TV's added dimension that made the difference. In the press, the par-

ticipants in the courtroom were merely names, or an occasional, inanimate photo. In radio, they were disembodied voices. In television, they were living, breathing, active human beings, of definite attitude, character, form, personality. The result was that the sharp duel between the committee and its frequently recalcitrant witnesses, even tho masked by court-induced politeness, offered spell-binding drama.

Wow of the Week

The TV coverage tied New York into knots. At home, in business offices, in gin mills, it was the program of the week. These hearings are dealing with insidious factors. (Continued on page 7)

N. C.-TV-RADIO

Chase Eats Way Into Cuban Click; Fightcaster Gabby; Carousel a Hit

By JOE CSIDA

This review embraces several fields: Night clubs, television and radio. Shows caught were all Cuban, with Spanish spoken, virtually exclusively—and this reviewer's knowledge of Spanish is limited to *senora, si, muy, buena*, and other such simple and totally isolated words. Furthermore, the shows were caught in the course of a hectic week-end in Havana, with a minimum of opportunity for the reviewer to make notes; the constant urging of some one or other that the reviewer was long since due elsewhere; and with frozen daiquiris flowing like Niagara.

To start at a point where the

reviewer's lingual ignorance is a minimum handicap, the Montmartre night club in Havana featured internationally known Chaz Chase, who had just completed a long European run (Paris, London, etc.), and who opens shortly at Lou Walters' Latin Quarter on Broadway in New York. Chase has been doing virtually the same act for the past 32 years, and it is probably funnier today than it was in its first year. This reviewer last caught Chase at the Paramount Grille, before Billy Rose started pitching horseshoes in the hostelry's cellar. The match, cigarette and cigar eating bit wowed the Cubans just as it has wowed

audiences in every part of the world. And when Senor Chaz carefully lays a musical score out on the floor, then does a serious dance to the notes, the walls shake. Chase is a pantomimist in the Chaplin tradition, and for this reporter's pesos is often funnier than Chaplin at his best. His strip tease satire had the habaneros roaring.

Since the populace has always been slightly dance wacky, any Cuban nitery show features terping aplenty, and the Montmartre did too. A local gal, Lena Somebody, featured an exceptionally intriguing navel in a series of (Continued on page 45)

LEGIT

"Pastures" Retains Its Elegant Simplicity; Marshall Good Lawd

By BOB FRANCIS

A good deal of water has gone over the dam since Broadway first took *The Green Pastures* to its heart. It might seem that Marc Connelly's tender folk fantasy would be out of step with a world largely dedicated to tyranny and hatreds. However, the magic of its eloquent simplicity is still on tap and its message is, if anything, more cogent than it was 20 years ago.

So it is a happy omen to have it revived, even on the stage of the Broadway Theater—a house far too large to enable everybody to completely savor its many lovely

virtues. The current revival, directed by the author, with beautiful sets by Robert Edmund Jones, is a splendid one, and in no way need be shamed by comparison with the original. Altho there will be some who will miss the late Richard B. Harrison's wonderful portrait of De Lawd.

Based on Bradford's Sketches

As nearly everybody must know by now, Connelly based *Pastures* on sketches from Roark Bradford's *Ol, Man Adam an' His Chillun*, and its farcical context is a Negro preacher's interpretation of the Old

Testament, as told to his Sunday school class. His is the happy heaven of the spirituals with a God to take personal interest in human affairs. Its moments are memorably vivid, beginning with the heavenly fish-fry when God creates the world because there is not enough "firmament" in the custard, thru the happy population of Eden and growing irritation with man's general conduct and his decision for a general clean-up via a flood. There is infinitely more—the flight from Egypt, God's final turning of his (Continued on page 42)

TELEVISION

A&C Bring Back Memories of Stinky Fields; Novotna Solid

By PAUL ACKERMAN

Tuning in on the NBC-TV *Colgate Comedy Hour* Sunday took this reviewer back some 12 or 14 years, when he was catching the productions at the Gaiety, Republic and other theaters devoted to the lively and titillating art of burlesque. Bud Abbott and Lou Costello, skilled practioners in low comedy, revived several of the sketches which were solid standards in those days—and even earlier. The graveyard bit, for instance, performed by such stalwarts as Harry (Stinky) Fields and Shorty McAllister, if memory serves right, could always be depended upon to reduce the audi-

ence to a state bordering on hysteria.

The sketch is still a grand piece of hoke comedy—even when presented sans a build-up by strip teasers and candy butchers. Its function now is to sell soap and tooth paste, and in this it is probably successful. Ditto the old chestnut, "Who's on First?" a sketch that has made the rounds for years.

One of the brighter spots of the *Comedy Hour* was Jarmila Novotna, Metopera star. She scores not only as a singer, but also as a performer with a keen sense of comedy. She also makes a very good appearance. Her combination

of talents make her suitable for extensive TV work.

The program had several other numbers, one of them a strong acro-tap routine by Jesse, James and Cornell. Lon Chaney, who appeared as the monster in the graveyard bit, had a role which did not call for much thesping ability.

The commercials are not too insistent, but are sometimes irritating in claims of what science and research "prove" for the products. The musical cartoon strips are expertly done.

Eddie Cantor takes over the *Comedy Hour* March 25, with Jimmy Durante guesting.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William D. Littleford
E. W. Evans Pres. & Treas.
Lawrence W. Gatto Secy.

Editors
Joseph G. Csida Editor in Chief, New York
G. R. Schreiber, Coin Machine Editor, Chicago
Herb Doffen Outdoor Editor, Chicago
Wm. J. Sachs Exec. News Editor, Cincinnati
Ben Atlas Chief Washington Bureau

Managers and Divisions
E. W. Evans, Gen. Mgr. Cincinnati
Main Office & Printing Division
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUmbar 6450
W. D. Littleford, Gen. Mgr. Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800
M. L. Reuter, Gen. Mgr. Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CEntral 6-8761
Sam Abbott, Gen. Mgr. West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-5831
F. B. Joerling, Gen. Mgr. Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443
C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago
B. A. Bruns Circulation Manager
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUmbar 6450

Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address.

Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1951 by The Billboard Publishing Company. The Billboard also publishes *Vend*, the monthly magazine of automatic merchandising; one year, \$3. Vol. 63 No. 12

82 Channels, 3,500 Stations Due Via New TV Allocations

• Continued from page 1

elimination of the bottlenecks which have plagued TV ever since the freeze; expansion of network facilities and elimination of one-station cities; opening up enormous new sales potentials for manufacturers, with correlative circulation growth for advertisers.

However, it is certain that a resounding minority dissent to the allocations plan will be forthcoming from Commissioner Frieda Hennock, who favors assigning 25 per cent of facilities for educator-operated stations. This may delay issuance of the report for a short time, but it will not block it entirely. Another delaying factor might ensue if FCC Chairman Wayne Coy maintains his support for moving entirely to UHF, a development now considered unlikely. A final delaying factor could be wholesale industry objections—also considered unlikely.

Bids Budding

If, as is possible, these allocations are adopted, processing of applications in cities where there are no competing bids could begin instantly. Normal hearing procedures for competitive situations

would apply elsewhere. There are now almost 400 VHF applications filed with the FCC.

It is believed that no material shortages will hinder transmitter construction, even with the defense effort, since an expanded TV industry would be a singularly important fact in the economy. Set manufacturers, however, would face complications. Since the FCC plans to have both UHF and VHF stations in many markets, sets would have to be made accordingly, with converters needed for sets now in use. However, peak centers of populations will not be given both types of stations, it is believed.

Nevertheless, one thing is certain; no matter how complicated the technical problems may be, adoption of an allocations plan, and its inevitable consequence of lifting the freeze, can only result in a TV growth on a breath-taking scale.

KNBH Red Ink Cues Cutback

HOLLYWOOD, March 17.—NBC will swing a heavy ax at its owned-and-operated KNBH, lopping off 13½ hours per week of daytime shows, curtailing some nighttime sustaining programs and slicing severely the station's personnel. Sweeping curtailment was ordered to halt mounting losses. KNBH reportedly dipped into the red last month to the tune of \$50,000. Cutback becomes effective April 1.

Axing is expected to reach deep into top directorial and exec ranks. Among those out are Alan Fischler, in charge of daytime programming; Betty Hoyt and Charlene Hawks, in addition to a number of directors and producers.

Of KNBH's daily three hours and 45 minutes, station will only retain two 30-minute shows, the participation sponsored Chef Milani program and the Paul Pierce show.

KNBH is not the area's only station having difficulty with daytime programming. KLAC-TV and KFI-TV, local pioneers in TV, have trimmed their skeds.

CBS, NBC Dangle Rebates as Lure To Keep Accounts on Summer Air

• Continued from page 1

The bait they are using, however, differs, but both have the production rebate as a basic element.

CBS-TV is giving summer accounts both time and production discounts. NBC-TV is offering only production discounts. In both cases the rebates will go only to advertisers using 52 straight weeks

and will be in addition to normal frequency discounts.

CBS-TV's Deal

CBS-TV's deal gives advertisers using the eight summer weeks an additional 10 per cent time discount over another 10 per cent to 52-week accounts. In addition, the program rebate will be 33½ per cent of the production cost—based on the charge as commissionable to the agency. Excluded from this are the costs of the commercials, which are not subject to any discount.

The NBC-TV summer plan gives advertisers the right to take eight weeks' hiatus without any fee (NBC used to charge 28 per cent

WFDR-FM GETS PAGE 1 AWARD

NEW YORK, March 17.—WFDR, FM station here, will receive a Newspaper Guild "Page One" award this year for "consistently championing the cause of liberalism" and for its "adult programming."

Altho the FM outfit is the only station cited, the Guild is also honoring three individual radio-TV performers with awards—Tallulah Bankhead in radio, and Sid Caesar and Imogene Coca in TV.

Rex Harrison May Do Shamus Series

NEW YORK, March 17.—NBC this week was planning an adventure-detective radio series to star Rex Harrison. No script has been selected as yet. Harrison, who is skedded to leave for a British film commitment in May, probably will cut 13 shows before he leaves.

The series may tee off during the summer via the disks, or may await a fall opening with Harrison's return.

MCA Gets Set On Hemingway Tele Package

• Continued from page 1

Hemingway doing a filmed intro and finale, similar to Somerset Maugham's Tintair stanza, but would not use exclusively the American novelist's works. Instead, Hemingway in the filmed section would comment on works of other American literary figures—such as F. Scott Fitzgerald and John O'Hara—when their material is used in the series.

It is believed that MCA's primary pitch with the Hemingway package will be to sponsors rather than to the webs. The National Broadcasting Company and the Columbia Broadcasting System have already seen the package and, implications are, have decided to let MCA carry the ball and take the risks in the search for bank-rollers.

Colgate Eyes New Allen TV

NEW YORK, March 17.—Colgate is considering sponsorship of a new nighttime Steve Allen program on Columbia Broadcasting System TV this summer. The soap company entered a bid for the Thursday night 10:30-11 time slot on the web last week, but found that Arrid had nailed down the period already. It was intended to program Allen.

Colgate's interest in the bespectacled comic persists, however. Last year the advertiser used Allen to replace *Our Miss Brooks* during the radio show's summer hiatus on CBS.

Four TV Webs Agree on Sharing Network Lines

NEW YORK, March 17.—The complex problem of allocating television network facilities among the four video webs has been completed for the three-month period beginning April 1, it was learned this week. Divvying up the various circuits and assigning time periods has taken months of bickering, negotiating and wrangling. Essentially, allocations were made this time on the principle that acceptance by TV affiliates of specific programs should be the determining factor, rather than a straight arithmetical division of facilities among the four networks.

Under the new procedure, the webs and the telephone company took 25 TV cities in which there

are fewer circuits than required to give each network full service, and subdivided these 25 into nine "legs" (circuits). In turn, these legs were divided into four groups, assembled on the basis of the stations' time rates so that each group came to approximately the same. The networks then drew for the time.

After the webs had drawn their times, they then had to get station clearances from the affiliates in each group. Failure to do so, meant the network had to forfeit the time which was "turned back" to the phone company for reassignment.

It is reported that National Broadcasting Company and Co-

(Continued on page 10)

LUCKY NORTH WBKB GABBER

CHICAGO, March 17.—WBKB is making an outright bid for women day-time viewers by hiring a woman as full-time staff announcer. She is Lucky North, formerly of *Vogue*, who did a woman's show for Carson Pirie Scott on WNBQ. Miss North will handle station breaks, commercials, promotions, and have one or two shows of her own. She starts Monday (26).

"Big Show" Curtain Sad NBC \$ Story

NEW YORK, March 17.—NBC this week decided to drop *The Big Show*, its fabulous radio experiment, following the broadcast of May 6. The program was a tremendous success in at least one respect, gaining vast publicity and promotional values for the web. However, it fared less happily commercially, gaining some bank-rollers but never paying its way.

Two reasons for this inability to get into the black are the low Nielsen's that garnered, and the likelihood that the day of big-dough radio spending has waned. However, in view of the positive accomplishments of the program and the great critical acclaim it secured, it's believed that the NBC brass may reconsider before fall and take another flier on its chances of being able to attract sponsors.

Among its achievements, *The Big Show* made Tallulah Bankhead a major radio personality. Its writing stable, headed by Goodman Ace, is credited with turning out a consistently top-notch script, blending together individual stars of the most diverse talents. Conception by Bud Barry and production by Dee Engelbach also were regarded as daring and original.

Facing NBC, should it ultimately rule against a revival, will be the problem that has harassed it for several seasons: What should be

used to combat the CBS line-up on Sundays? For the summer period, best guess at this point is that the Meredith Willson show will go into the 6 to 6:30 p.m. slot, and that Joel McCrea in *Tales of the Texas Rangers* will fill the 7 to 7:30 period. The middle 30 minutes still has not been penciled in.

NBC-TV Cops CBS Maugham

NEW YORK, March 17.—National Broadcasting Company TV this week grabbed off Tintair's Somerset Maugham Theater show from Columbia Broadcasting System. The program starts on NBC-TV April 2.

Tintair (Bymart) will expand the show from its current half-hour length to an hour. The time period is the 9:30 Monday night hour being vacated by Procter & Gamble in canceling *Musical Comedy Time*. This will give NBC dramatic shows in this time slot on a regular basis, since the Robert Montgomery stanza for *Lucky Strikes* will air on alternate hours with Tintair.

The Tintair agency is Cecil & Presbrey. The CBS time slot being vacated is Wednesday 9 p.m.

Martin Set for Colgate Repeat

NEW YORK, March 17.—Following his click on the Colgate Sunday night hour via National Broadcasting Company, Tony Martin is doing a repeat on the April 15 stanza. This trip, however, Martin has final okay on script, guest talent, etc. Same production crew, headed by Charles Friedman, will handle the show.

Colgate is reported to have offered Martin three other shows following the April 15 hour, but the singer hasn't yet made up his mind whether he will take them or not.

CBS Swipes NBC's Regan

NEW YORK, March 17.—Columbia Broadcasting System this week lured the Phil Regan radio show away from NBC. Sponsored by Pepsi-Cola, the Sunday afternoon 5-5:25 stanza moves over to CBS at the end of its initial cycle, beginning June 3.

The program will be on CBS Sundays 5:30-5:55 p.m. in a spot now filled by a sustainer. The net has sold the following five minutes for a news show. Biow is the agency for Pepsi.

THE WINNERS

in The Billboard's Promotion Competition will be announced . . .

NEXT WEEK

and you are cordially invited to an exhibit of this year's entries at
LE PERROQUET SUITE
at the Waldorf-Astoria

Tuesday, March 20, 1951,
from 2:30 to 4:30 p.m.

NBC, CBS, ABC Map Fall Plans For 35mm. Kine

HOLLYWOOD, March 17.—NBC, CBS and ABC will all probably switch tube recordings, ditching the 16mm. system this fall. CBS is currently using 35mm. kines of Coast shows in the East, and improved picture quality is spurring other nets to follow suit. CBS will inaugurate use of 35mm. kines on the Coast this fall, while NBC expects to do so. ABC has been studying use of 35mm. kines and is expected to be in 35mm. gear by fall.

NBC and ABC are expected to follow the CBS method of airing from negative film and electronically reversing the image. Completion of the AT&T coast-to-coast link is not expected to diminish the Coast's kine diet. Differences in time zones will force Hollywood originating shows to be taken off for later airing.

Switch to 35mm. film is expected to boost ratings here of kined net shows. Heretofore, net shows have not held their own rating-wise against such local outlets as KTLA. Some believe viewers would rather watch a local show with good pic quality than a better program marred by inferior reproduction.

SENATOR DRAWS VIDEO FAN MAIL

NEW YORK, March 17.—Senator Estes Kefauver, television's newest "star," apparently is getting the same sort of reaction professional performers get—fan mail.

Kefauver noted this point in an interview on WMGM, New York, in which he commented on the reaction of New Yorkers to the AM-TV coverage given this week's hearings.

PLAN ALL-NBC KOREA JUNKET

NEW YORK, March 17.—NBC is trying to organize a troupe of its own acts to fly to Korea for one week and entertain the troops there. So far Henry Morgan, Ray Malone and Dagmar (Jennie Lewis) have said they'd go if commitments can be worked out.

Phil Dean, NBC's exploitation champ, is handling the project, which he originated.

ASCAP Behind Nevada 8-Ball

CARSON CITY, Nev., March 17.—The American Society of Composers, Authors and Publishers may "simply pull out of the State" if the Nevada Legislature enacts a law that would prohibit the collection of song royalties by ASCAP, according to Harry Levinson, manager of ASCAP for the West Coast.

Levinson testified last week (10) during a public hearing on an anti-royalty bill before the Senate Judiciary Committee. He said ASCAP collected a total of \$22,142.52 in Nevada in 1950 from hotels and night clubs. State radio stations contributed another \$7,500 to \$8,000.

The bill was passed by the Assembly after lengthy debate and would require ASCAP to set up a copyright registration file "if it wanted to stay in business." This would cost some \$250,000, Levinson stated.

Sam Roeder, general counsel for ASCAP, also testified.

Two Las Vegas, H. E. Hazard and Charles Hicks, testified that ASCAP fees in that area were too

(Continued on page 24)

Coburn to Cut NBC-AM

HOLLYWOOD, March 17.—Charles Coburn was set this week to cut an audition disk for an NBC radio series based on *You Can't Take It With You*. The sample show will be done here within the next fortnight. Production will be supervised by J. Donald Wilson.

Ben Duffy Raps Networks' Failure in TV Rating Mess

NEW YORK, March 17.—Bernard E. (Ben) Duffy, president of Batten, Barton, Durstine & Osborn, this week challenged the television networks on two points.

One was to bring down to the point where TV no longer would price smaller advertisers out of the medium, and the other was quick and accurate television ratings so that advertisers and agencies may have adequate knowledge of program standings and accomplishments.

Meanwhile, Duffy, in an interview with *The Billboard*, rapped the Federal Communications Commission for its protracted, 30 months' freeze. The FCC, Duffy declared, is costing advertisers millions because it has created video station monopolies in single-station areas. The result has been a false TV time supply and demand situation which continues to stunt the medium.

Fringers Out

This has led to an inflated price structure for TV time, Duffy claimed, thus driving fringe advertisers out of the medium. The advertising exec claimed that it

Dairymen Buy NBC Lawrence Series

NEW YORK, March 17.—The National Dairy Association this week signed with the National Broadcasting Company to sponsor a weekly 15-minute radio series featuring David Lawrence, editor of *U. S. News and World Report*. Lawrence will do a news commentary in the 3:30 to 3:45 p.m. slot Sundays, starting April 1.

The show moves into half the time currently occupied by the *Quiz Kids Show*, which winds up its run for Miles Laboratories March 25. The web is interested in continuing the kids on a sustaining basis and is seeking a suitable time period. The dairy business was placed thru the Campbell-Mithune Agency of Chicago.

now can cost 250G a year just to promote a TV show on a limited web via a spot strip. He believes that the overpricing, especially in the one-station markets, will hurt TV, because the medium will not want to reduce its time charges even when the FCC freeze is ended. "Once the prices are up there," Duffy said, "they don't come down. But we don't have to buy TV for our clients," he continued. "No one is holding a gun to our head. Because the prices are unreasonable in the one-station markets, we will go to other mediums," he said.

Duffy demanded that the webs, because of their future financial stake, capital investments and responsibility to important sponsors, get together and devise a uniform

system of ratings so that the business can learn what they are getting for their money. He charged that the existing video research organizations had not proved adequate to the task of providing information and that the networks were "compounding a felony" by failing to step into the picture.

Duffy suggested that a committee of researchers of unchallenged authority be formed and then be given carte blanche to blueprint a TV measuring stick that would evaluate the medium accurately, speedily and economically. He said that not only was the cost of such a rating system immaterial as long as it did the job, but that it didn't matter how long it took to devise as long as the work was begun.

Duffy said the web's attitude, in the face of the advertiser's pressure for such a system, would do the nets no good because, if they did not find the answer to the problem, the advertisers themselves would step in and brainstorm their own rating system.

PBS Shows Up for Sale

NEW YORK, March 17.—In an attempt to salvage some of the now defunct Progressive Broadcasting System investment, Larry Finley is trying to peddle several PBS transcribed properties to other networks.

Finley is currently pitching three soap operas, an audience participation ailer with Hal Sawyer and Bob McLaughlin's disk jockey show to the Mutual Broadcasting System. The web has already evinced enough interest in the deal to query its affiliates by mail about carrying the shows on a co-op sponsorship basis. The station replies to date are said to favor the project, but the web has been unable to come to terms with Finley.

The soapers which would be packaged as a daily 45-minute seg include *Cindy*, with Jeanne Cagney; *Betty Carr*, *Private Eye*, a Hope Emerson vehicle, and a third featuring movie starlet Barbara Britten. Another condition of the sale is said to be that Finley act as producer for all aiers.

\$1-Mil Saturation On Knickerbocker

NEW YORK, March 17.—Ruppert Beer is spending \$1,000,000 primarily on radio in its special saturation campaign to introduce its new Knickerbocker line to the metropolitan and New England areas. The money is being spent mostly on spot radio on such local stations as WNBC, WCBS, WJZ, WOR, WMGM, WNEW, WINS, WMCA and WFDR. Other outlets are being used in the surrounding territory.

The spot saturation campaign was kicked off March 1 and will continue until Ruppert is satisfied that the product has become accepted. On the TV side Knickerbocker is being plugged extensively on the client's *Broadway Open House* stanza on the National Broadcasting Company and its Zeke Manners show on WJZ-TV. Biow is the agency.

something worth hearing!

HERE IS A STRANGE STORY about a thing that sells goods and services and . . . Oh, anything you might think of — even sells fowl and pianos and zither strings.

Now, hold on, WOR just sold *hearing* devices; hundreds of them!

Imagine selling *hearing* aids to people maybe not able to *hear*! But that's precisely what WOR did.

That would seem like exactly the sort of job a magazine was made for, or an outdoor poster, or a subway card, or something you look at, read, or scan over.

But, WOR *told* people to buy *hearing* devices.

In the brief space of 11 months, a man who makes a very ethical and high-priced hearing device (costs anywhere from \$70 to \$200) got 21,393 people to ask him about the hearing device.

He did this by using WOR.

He did it at the lowest cost-per-lead in his company's advertising history. That's 47 years.

He did it at a cost 50% below that of any station used in 31 test cities, and 76% below the national average.

Why this paradox?

It's WOR, of course; which, in itself, is a paradox.

To repeat a phrase we have used repeatedly, WOR can sell *anything* — has, too.

Why? We are sorry, but we don't know. But we would be very glad to have anyone work on the matter and we will tell thousands of people the reason if we think the reasoning's good. We are pretty bright people when it comes to nickels and dimes, but rather dumb on the introspective side.

However, as a matter of consolation, we'll repeat —

WOR sells everything *fast* (even hearing devices) to more people, more often, for less cost than any station in the United States.



The address is

— that power-full station at 1440 Broadway, in New York

P.S. What we've told you is merely part of the story. Please call or write us for a detail case history. No charge.



Mestres' \$1 Mil Faith Backed By Hefty CMQ-TV Time Sales

By JOE CSIDA

HAVANA, March 17.—Come hurricane or revolution the Mestre brothers (Goar, Abel and Luis Augusto) believe in the future of television and Cuba's place in the video sun with an unshakeable, overwhelming faith — \$1,000,000 worth, give or take a peso or two. They've just ploughed that amount into a modern, well-equipped, brilliantly designed and organized a TV plant as exists anywhere in the United States, or in the world for that matter. The new CMQ-TV operation, as a matter of cold fact, is better equipped and more modern than most U. S. plants.

That the Mestres' faith is well-placed is strongly indicated by the fact that this week, as CMQ-TV completed its official inaugural

telecast (it's been on the video air since December), only three and a half hours of time remains unsold in a schedule running from 6:30 to 10:30 p.m. (except when sports or other special events carry it later into the night).

Currently bankrolling full 15-minute, half-hour or hour shows are Cuban accounts such as Gravi (toothpaste), Kresto (powdered chocolate drink), El Cuno and Trinidad (cigarettes), Bacardi Rum and Hatuey Beer, Cervates Cristal Beer, Pilon and Flor de Tibes (coffee), and such U. S. firms as Sterling Products, Admiral, Procter & Gamble, Colgate-Palmolive-Peet, Philipps (radios), DuMont (TV receivers), Radio Corporation of America, Hotpoint, General Electric and Canada Dry.

Some of the above firms also have heavy spot schedules and are joined as spot users by such sponsors as Westinghouse, Zenith, Norge, Emerson, Ford and Artistic Foundations.

The almost s.r.o. situation, however, doesn't mean that the Mestres

will get their million back too quickly, since the audience is still pretty small (an estimated 15,000 sets, including bootlegged receivers). With receivers costing double what they run in the United States and the average Jose in town not too affluent, the audience isn't calculated to grow too huge too rapidly.

Small Profits

Profit margin for the Mestres on full shows, as a matter of fact, is relatively small, with a half hour of time going for \$137 plus \$30 for rehearsal time. The brothers are depending on spot sales to contribute most substantially to getting them off the nut. Only 30 per cent of the operation's income derives from big shows, with the remaining 70 per cent coming from

(Continued on page 44)

FCC Is Warned Against Issuing TV 'Blue Book'

WASHINGTON, March 17.—A warning to the Federal Communications Commission against issuing a TV Blue Book came this week from Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate and Foreign Commerce Committee. Senator Johnson's warning came as the FCC prepared to set a date for its upcoming industry conference on "television broadcasting problems."

Referring to FCC's plans for a public confab with the industry on TV matters, Senator Johnson told *The Billboard*: "The commis-

(Continued on page 10)

PLUS DIGNITY AND BLESSING

HAVANA, March 17.—Among well-wishing blessings bestowed on CMQ-TV at its inaugural ceremonies here last week, by far not the least were the prayers and gift of Cardinal Arteaga, who came to the station (11) to conduct a touching and impressive ceremony in the station's master control room. The cardinal who, incidentally, is the first native Cuban cardinal in the history of the Catholic church, also gifted the Mestre brothers with a golden "gateway to heaven." The church dignitary has a video set and is a rabid TV fan.

ABC Evolves "Pyramid Plan" 3-Show Deal

NEW YORK, March 17.—American Broadcasting Company, which a couple of seasons ago devised the idea of selling participations in a block of radio shows, this week came up with a new scheme to compete with National Broadcasting Company's variation on its original theme. The new ABC system is labeled the "Pyramid Plan," and is aimed at battling NBC's "Tandem" operation, which, in turn, was derived from ABC's "Five-by-Five" deal, which never was put over.

The new ABC pitch involves three shows, as compared with five utilized by NBC's Tandem. A sponsor may buy one-third or more of any or all of three programs: *The Sheriff*, *Fat Man* and *Stop the Music*, in the 8 to 8:30 period. ABC will put the plan in operation as soon as the first buyer appears. Minimum requirement is the web's top 75 markets. Cost is based on 20 per cent of the gross hourly rate.

Participations on all three shows, using the minimum full network, will cost about \$13,800 for time and talent, including agency commissions.

GOSCH MAY GAB AGAIN

NEW YORK, March 17.—Martin Gosch, one-time radio actor and columnist and most recently TV producer, may complete the circle soon. Gosch is talking with WJZ, New York, about doing a late-evening theater review show. An audition record may be cut soon.

"Hoppy's" KTLA Exit Sparks Feud Twixt Outlet and KNBH

HOLLYWOOD, March 17.—KTLA's Klaus Landsberg is throwing a rider on his *Hopalong Cassidy* films in an effort to minimize the station losing its No. 1 rated show

to NBC's KNBH after April 8. Prior to *Hoppy's* airing, KTLA informs the public that the films are completing their fourth run on the air, and inasmuch as no new *Hoppy* films are available, they are being seen for the last time. Instead KTLA promises, "When final showings have been completed we will bring you a sparkling, fresh Sunday line-up of top entertainment."

KNBH, burning at this "lack of ethics," supplied area TV editors with *Hoppy's* rating report card. *Hoppy*, KNBH admitted, gave KTLA the top-rated show in the area despite the number of reruns, and "no station has successfully been able to compete against it (*Hoppy*)." Further granting that the series has been telecast four times, KNBH points out that more than 500,000 sets have been added in this area since *Hoppy* hit local TV. Therefore the station doesn't anticipate a decrease in rating.

Trade, in the meantime, looks with interest toward April ratings. *Hoppy*, consistently the top-rated show here, may be the acid test

(Continued on page 10)

THEY DANCE, ACT, MUG, EMSEE; ALSO NURSE, GUIDE THE FANS

HAVANA, March 17.—Economics of the Cuban broadcast-telecast business make it necessary for staffers to perform in rather unique (by United States standards) capacities and for ditto considerations. At CMQ-TV here, for example, such outstanding actors, comics, actresses, emsees, etc., as Jesus Alvarino, Luis Echegoyen, Leopoldo Fernandez, Anibal De Mar, Enrique Santisteban, Carlos Badias, Minin Bujones, Jose De San Anton, Enrique Alzugaray, Rolando Ochoa, Gina Cabrera, Antonio Palacios, Velia Martinez, Angel Espasande, Alejandro Lugo and Eduardo Egea all work four to six soap operas, variety and/or musical shows a day on the CMQ-AM web, and in addition do one or two half-hour video shows weekly.

In their spare time, they perform other functions. For example, each year the station puts on a big anniversary shindig, and during the celebration the actors and actresses serve as guides and take the fans who see and hear them all year 'round, around the studios.

Similarly the CMQ newsgathering organization, Nocieres CMQ, has about 269 correspondents all over the island. Of these, about 25 or 30 are staffers on regular pay roll. The rest are "honorary" correspondents, who phone in an occasional local fire, theft or whatever, and are remunerated by a plug on the air in the reading of their item, i.e., "Our correspondent, Senior Jose Jones, of Santalupe, reports that..."

Radio's Best Foot Wears NBC's Shoes

AM Cheaper Than Video, Beats Other Media in Network's Latest Figures

NEW YORK, March 17.—As National Broadcasting Company this week began making a strong defense of radio's competitive status in a presentation shown to top advertisers and agencies, the Association of National Advertisers simultaneously renewed its efforts to get AM time charges slashed. The NBC pitch is the same as that first shown at the web's Station Planning and Advisory Committee sessions a few weeks back and, subsequently, taken on the road to show affiliates. The ANA effort takes the form of a supplement to

last summer's report, wherein the group began pitching for rate cuts.

The new ANA research claims "significant and continued declines" in the average ratings of commercial evening radio shows on NBC and Columbia Broadcasting System during the interval from October-November, 1949, to a year later. At the same time, ANA says, the cost per thousand homes jumped 24.6 per cent for CBS and 27.7 per cent for NBC. This compares with a claimed 21 per cent rise for CBS and 18.4 per cent for

(Continued on page 45)

NAB Still Up in Air Over Prexy Choice

WASHINGTON, March 17.—National Association of Broadcasters' special committee on picking a successor to Prexy Justin Miller is planning to meet here late this month in hope of coming up with a choice. Committee members indicated that they are as far as ever from a choice since Carl Haverlin, Broadcast Music Incorporated, prexy recently turned down the bid to head NAB. Over a score of names are on the committee's unofficial list of prospects.

Indications are that individual members of the committee will have weeded out at least a dozen names on the current list preparatory to the D. C. confab. Explained one committee member: "Most of the names have been written down without any idea as to whether the persons would be available or even whether we could ever agree on offering the invitation." Among these are Chairman Wayne Coy, of the Federal Communications Commission, and FCC Commissioner Rosel Hyde.

The upcoming session is figured to hold the last hope for picking a new prexy prior to NAB's convention in Chicago April 15-19. Among most seriously considered

prospects are Edgar Kobak, consultant; Robert D. Swezey, WDSU, New Orleans; Eugene S. Thomas, WOR, New York, and G. Richard Shaffo, Columbia, S. C. However, individual members are expected to toss in some "dark horse" newcomers to the list. Still being suggested in some quarters is William B. Ryan, who quit as general manager to head Broadcast Advertising Bureau, Inc.

Hugh B. Terry, veepee and general manager of KJLZ, Denver, another prospect for the presidency, was elected to the board in a run-off election against John Esau, veepee and general manager of KTUL, Tulsa, Okla. Terry and Esau were tied in original balloting, and run-off return was announced by NAB this week.

"Hoppy's" KTLA Exit Sparks Feud Twixt Outlet and KNBH

HOLLYWOOD, March 17.—KTLA's Klaus Landsberg is throwing a rider on his *Hopalong Cassidy* films in an effort to minimize the station losing its No. 1 rated show

to NBC's KNBH after April 8. Prior to *Hoppy's* airing, KTLA informs the public that the films are completing their fourth run on the air, and inasmuch as no new *Hoppy* films are available, they are being seen for the last time. Instead KTLA promises, "When final showings have been completed we will bring you a sparkling, fresh Sunday line-up of top entertainment."

KNBH, burning at this "lack of ethics," supplied area TV editors with *Hoppy's* rating report card. *Hoppy*, KNBH admitted, gave KTLA the top-rated show in the area despite the number of reruns, and "no station has successfully been able to compete against it (*Hoppy*)." Further granting that the series has been telecast four times, KNBH points out that more than 500,000 sets have been added in this area since *Hoppy* hit local TV. Therefore the station doesn't anticipate a decrease in rating.

Trade, in the meantime, looks with interest toward April ratings. *Hoppy*, consistently the top-rated show here, may be the acid test

(Continued on page 10)

Socarras Calls TV Fight Vs. Dictators

HAVANA, March 17.—Tip-off to the vanguard position Cuban and other Latin-American broadcasters are taking in the current world struggle between totalitarian states and the democracies was the speech Cuban President Carlos Prio Socarras made via CMQ-TV here on the occasion of the new video station's inaugural ceremonies. After opening with the usual congratulatory remarks directed at the Mestre brothers (Goar, Abel and Luis Augusto), owners of the station (see separate story), and the entertainment, cultural and educational benefits of video—Socarras blasted the dictators and pointed up the importance of television as a weapon in the fight against them.

Goar Mestre, CMQ-TV president, left for Sao Paulo, Brazil, a couple of days after the inaugural festivities to attend the conference of the Inter-American Association of Broadcasters, of which group he is also prexy. With the recent ill-fated end of *La Prensa*, militantly independent Argentine newspaper, folded by Peron pressure, fresh in their minds, the Latin American broadcasters are expected to devote considerable time and discussion to the whole subject, of totalitarianism.

Mestre, himself, not too long ago got out of Argentina just in time to avoid being knocked off by Peron's strong-arm hoods because of differences he had at the time with the Argentinian dictator.

Judge Justin Miller, president of the National Association of Broadcasters and member of the

five-man United States Advisory Commission on Information and Propaganda, and the newly formed 11-man broadcast committee to aid the USACIP, is also in Sao Paulo for the meet. It is anticipated that the Inter-American group will shortly begin close working relationships with the National Association of Radio and Television Broadcasters in the United States, and other similar groups around the world.

Cuban House May Go Video

HAVANA, March 17.—Another movie house which may go to video is the Warner Theater in Radio Centro here. The house is currently leased to the Warner Bros., and showing first-run pictures. When the lease runs out in the near future, however, there is a distinct possibility that the Mestre brothers (Goar, Abel and Luis Augusto) will convert the house into a TV studio and theater.

The Mestres own the house, which is located in "little Radio City," site of the Mestres AM and TV operations and some 30 class shops of all kinds. If the Mestres take over, the probabilities are they will remove all the orchestra seats to create working area. The house now has 1,650 seats, and removal of ork chairs would still leave some 900 seats in the mezzanine.

CBS-TV "Photog" For Closed Test

NEW YORK, March 17.—Columbia Broadcasting System TV is putting together a closed-circuit showing of the TV version of *Crime Photographer* for consideration by Arrid, which bought the Thursday night 10:30-11 period.

None of the radio cast—including Staats Cotsworth and John Gibson—will be used but, instead, Casey, the lead, will be played by John McQuade. Sullivan, Stauffer, Colwell & Bayles is the agency for Arrid.

KREISLER! NOT CHRYSLER

NEW YORK, March 17.—The new American Broadcasting Company-TV weekly name band show will be sponsored by the Jacques Kreisler (wrist-watch bands) company and will be known as the *Kreisler Bandstand*.

It was incorrectly reported in these columns last week that Chrysler Motors was scheduled to pick up the tab. Show kicks off March 21 with Benny Goodman's ork leading off.

Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4
LANCASTER, PENNA.

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

Represented by

ROBERT MEEKER ASSOCIATES 

New York Los Angeles San Francisco Chicago
Clair R. McCollough, Pres. A STEINMAN STATION

BELL TOLLS FOR ONE TUNE

NEW YORK, March 17.—An unusual promotion deal was arranged this week by London Records and six local radio stations. Gimmick calls for all the stations to play the Anne Shelton record of *Come Back to Angouleme* at the same time Friday morning (23). The record company sold the disk jockeys and stations on the fact that 1951 is the 700th anniversary of the French cathedral town.

Involved in the promotion are Ted Brown, WMGM; Gallagher and O'Brien, WMCA; Skitch Henderson, WNBC; Sweeney and March, WJZ; Art Scanlon, WINS, and Max Cole, WOV. Topper to the whole thing is that the disk jockeys are supposed to tell listeners at 8:10 a.m. to check the other stations and see whether the disk is being played.

Colonna ABC Show To Net Via Kines

HOLLYWOOD, March 17.—Jerry Colonna will kick off his initial TV show series May 2 via American Broadcasting Company with a 30-minute seg to originate here and be kined for the full net. Local live airing (KECA-TV) and San Francisco kinecast (KGO-TV) will be bankrolled by Goebel Brewery (Oakland, Calif.) at \$6,000 per week for time and talent. Show will be carried sustaining by ABC nationally, with Goebel holding an option in Eastern markets.

Jerry Colonna Show is owned by Music Corporation of America, with commission house's Bernie Tabakin handling the deal. Goebel account was set with ABC by King Harris, of San Francisco's Russell, Harris & Wood, Inc. Kick-off of the show is timed with Goebel's invasion into the Southern California market.

Camel Signs for Helfer 'Scoreboard'

NEW YORK, March 17.—Camel Cigarettes this week signed to sponsor the five-minute seg following all of Mutual's *Game of the Day* series. The show *Scoreboard With Al Helfer*, was also bankrolled by the cig outfit last year. Contract runs from April 16 thru September 29.

Mutual is making the *Game of the Day* co-op broadcasts available to its affiliates on a seven-day schedule this year. Beginning April 22, Sunday double-headers will be offered to all stations able to clear the time spot. One of the Sunday games will also be taped each week and made available for night broadcasting to stations unable to carry the afternoon games. However, if the time can be cleared, the affiliates can carry both Sunday games at will.

TV Producer Gets 200 Rohmer Yarns

NEW YORK, March 17.—Herb Swope, National Broadcasting Company-TV producer-director, this week acquired production rights to more than 200 short stories, novels and plays by Sax Rohmer, including the *Fu Manchu* stories. Swope's affiliation with NBC gives that web first refusal on any shows he develops from the Rohmer material. Two series are already in preparation. One is *Fu Manchu*; the other, *Sax Rohmer Presents*. Rohmer probably will act as narrator on the latter.

Wyllis Cooper, veteran radio and TV writer, is working with Swope on the Rohmer material. Lester Shurr will represent the series.

Bill Gillett May Get Gray TV Post

NEW YORK, March 17.—Former Young & Rubicam Veepee Roland (Bill) Gillett is among the leading contenders for the vacant TV directorship of the Gray Agency. The position was formerly held by Jack Wyatt, who resigned to go into business with Reggie Schuebel.

Gillett was in charge of TV production at Y. & R. and, before that, was a director at CBS-TV.

HOTTEST TV: A NEWS REVIEW

N. Y. Crime Hearings Pack An Unprecedented Wallop

Continued from page 3

Watching them became equally invidious, in the sense that they relegated other duties and daily routines to the background.

The "casting" of the show couldn't have been improved on. The three senators comprising the subcommittee—Kefauver, Charles H. Tobey and Herbert R. O'Connor—were the essence of dignified virtue, "heroes" with an almost Horatio Alger touch. Rudolph Halley, chief committee counsel, was the little guy fighting the big gees against long-shot odds.

In a way, Tobey was also the show's Pagliacci. Several times throughout the hearing, he turned comic—referring to a man named Saucer as a "flying Saucer," for example. At another time, tears coursed down his face as he commented on the deep-rooted evil and criminality the hearing is spading up.

The Star

The "star"—is one sense—of the show was a man who fought bitterly against appearing on the TV screen; who was seen in full vision only rarely and then only when he was waiting to testify, and who, when he did testify, was shown almost symbolically. He, of course, was Frank Costello.

Following the example set by the St. Louis operator, James Carroll, Costello protested against TV as an invasion of privacy. Thru his counsel—grey, slow-speaking George Wolf—Costello argued that he could not confer with the lawyer while TV cameras picked up his every movement and mikes recorded their every word. He also raised objection to the "television lights." Actually, they weren't TV lights; they were installed by the newsreels. WPIX originally planned to cover the show using only the normal court room lighting and was set to do so at any time.

The result of the Costello-Wolf parlay was that Kefauver forbade showing Costello full-screen, and the cameras picked up only his hands and part of his nattily clad figure. The effect was electric. At first the inability to see Costello as he spoke, in a hoarsened, desecum-dose fashion, produced resentment. Then, as his thin, rather hairy fingers—constantly manipulating a scrap of paper, or fidgeting with his glasses—revealed his tension, the faceless quality became peculiarly fitting to this mysterious man, about whom so much is conjured and rumored, but about whom so little is known. It was right out of a television drama—DuMont's *Hands of Mystery*, the Lawrence Menkin-Charles Speer whodunit.

Costello's second day on the stand only served to dramatize the disclosures his hands unwittingly made. As he sat on the witness stand, he hid his hands resolutely under the table. In keeping with a drama of such intensity, Costello seemed to be taking direction, as does the star in any performance.

Ironic Twist

Despite all of Costello's objections to being televised, tho, he did appear on TV screens large as life a few hours after leaving the stand. This irony stemmed from the fact that newsreels were shooting film all during the hearings, and clips of this coverage were used by virtually all TV stations in the course of their regular newscasts.

Costello wasn't the show's only "heavy." He was preceded on the stand by another, somewhat lesser character, whose appearance added up to a serio-comic one-day stand, Frank Erickson, convicted gambler. Once a king in gambling circles, but now serving time and facing additional trials at the conclusion of this sentence, Erickson reversed the course of a lifetime—this time he took no chance, made no gamble; he just dummied up.

So it was a serious business for Erickson and a frustrating, slightly comic one for viewers. Whether a question was pointed or seemingly innocuous, he answered only, "I refuse to answer on the ground it might incriminate me." A bulky man, with a pursed mouth, he had the air of a boy caught smoking cornsilk cigarettes behind the barn.

Even Glamor

The hearing had glamor, too, right out of Hollywood, Las Vegas, Paris, Bar Harbor, Florida and

Mexico, in the person of the well dressed, highly attractive Virginia Hill, close friend of Bugsy Siegel (who was murdered in her Hollywood home) and other shadowy figures. During the course of her testimony, Miss Hill noted she had traveled to all the places mentioned, tossing parties here and there. Altho Miss Hill gave the show its sex appeal, she spoiled the effect, after she left the stand, when she belted a fem reporter, kicked a man reporter and characterized photographers as "bums."

Thruout the hearing TV viewers heard every word uttered—whether by a witness, counsel, or the senators. John McClay and Ted Estabrook, producer and director, respectively, for WPIX, which fed both radio and TV stations, additionally kept viewers visually on top of the action. They wisely avoided hoking up the proceedings—no fancy dissolves or super-impositions—on the theory that it was an event calling for

straight reportorial presentation.

Ben Larsen and Warren Wade, general manager and program head, respectively, of WPIX, originally set the deal for the TV coverage, and then offered it to other stations and networks, who then participated in the costs. All equipment, however, and all personnel, were WPIX-ers. Two cameras were used, eight mikes for audio pick-up, with a control room set up in an anteroom. Harry T. Brundige, of *The St. Louis Times-Star*, was the WPIX commentator.

American Broadcasting Company-TV took advantage of its feed to sell the show to *Time* magazine, which originally bought the show for WJZ-TV locally and then added ABC's owned-and-operated video stations. The *Time* commercials consisted mostly of shots of the magazine cover and spiels about *Time* stories; all too frequently they cut into proceedings in a distracting fashion. The importance of the video

CAN'T TELL SCORE SANS---

NEW YORK, March 17.—At 47th Street and Avenue of Americas (just off radio row) a newsie was hawking his wares one afternoon this week as follows: "Here y'are! Read all about it! Biggest television show: My Friend Costello." He sold lotsa papers.

coverage, however, extends far, far beyond the mere aspects of drama it provided. It demonstrated, once and for all, TV's ability to penetrate into the character of those within camera range. It shed light, as it has never been shed before, on the unsavory aspects of the link between crime and politics; of the far-reaching effect on all citizens when unrestrained power goes underground, and duly authorized officials become derelict in their duties. In thus informing the public, television performs the public service function of a responsible communications medium in the truest sense.

Producer, John McClay; director, Ted Estabrook; supervisor, Oliver Fulton; technical director, Charles Vaso; TV control, Burt Praetorius; audio control, Robert Maloff. Cameramen: George Sharman, Leonard Left and Stewart Leeman.

1 1/2 Million radios in the WWJ market!

The WWJ market is the fabulous DETROIT market, where one million families spend 3 billion dollars annually in retail stores. It is an industrial market where more than one million workers are paid the highest wage rate of the nation's five largest cities... with factory workers averaging over \$75 weekly! It's a busy market that is currently at capacity production of new cars and trucks... a long-range market with well over a billion dollars in defense orders placed for completion in this area.

This is the market-place that WWJ has been selling so effectively for the past thirty years... and is still doing it today! Renewals by steady advertisers show it. Results for YOUR products can prove it to YOU! Get a list of availabilities... today on WWJ!

WWJ AM-7M
Basic NBC Affiliate

AM - 950 KILOCYCLES - 5000 WATTS
FM - CHANNEL 246 - 97.1 MEGACYCLES

Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
Associate Television Station WWJ-TV

FIRST IN DETROIT

Philip Morris Playhouse

RADIO—Reviewed Thursday (15), 10 to 10:30 p.m. EST. Sponsored by Philip Morris thru the Biow Company, via CBS. Producer-director-adaptor, Charles Martin; musical director, Lehman Engel; script, this show, The Heiress, by Henry James; stars, Louis Calhern, Dorothy McGuire, Richard Carlson.

Ten years ago Philip Morris first aired this dramatic radio series, featuring name thespians in top marquee adaptations. Now the tobacco firm has chosen to revive the show, mainly because it has been unable to clear sufficient stations for an additional video stanza.

The current Playhouse series apparently will take no chances and will stick with tried and tested properties. Initial offering was The Heiress, and second show is skedded to be Golden Boy. Cast of the preem featured Louis Calhern, Dorothy McGuire and Richard Carlson.

Production leaned heavily on the emotional values, with some scenes going a bit overboard. This was mainly the fault of the adaptation, which emphasized such gems as the one in which Miss McGuire lamented tearfully, "Morris, Morris, why did you do this to me?" And the one in which Calhern scathingly remarked, "Mr. Townsend, you are beneath contempt."

Calhern, playing Dr. Sloper, had a solid role to fit his caustic delivery. Carlson, as Townsend, sounded awfully sincere to have been the bouncer the part made him out. Miss McGuire, as the naive Catherine, was properly restrained as the shy lass and convincingly bitter after her disillusionment.

Alfred E. Lyon, the Philip Morris board chairman, led off proceedings with a brief statement that the series was being revived after long public demand. Commercials, as usual, plugged the Philip Morris "nose" test, with Bud

Television—Radio Reviews

Mr. Wizard

TELEVISION—Reviewed Saturday (3), 4-4:30 p.m. CST. Sustaining via NBC from WNBQ, Chicago. Producer, Jules Pewowar. Director, Larry Auerbach. Cast, Don Herbert and Bruce Lindgren.

National Broadcasting Company has tackled the tough job of explaining physics to youngsters and still be entertaining enough to hold their interest. They made an impressive start with the first show of Mr. Wizard. Herbert, a Chicago radio actor and announcer, wisely didn't try to oversell. The set was a room in a home, decked out with home lab gadgets. Herbert was in his shirt sleeves as he gave graphic demonstrations of the effect of air and air pressure on our lives. He was not condescending and he did not overdramatize.

He was helped by Bruce Lindgren, 11, who asked questions that led to the experiments. Good visual tricks were used, such as collapsing a five-gallon can with air pressure, and using air pressure to break a board.

Herbert did an excellent job. The boy blew his opening lines and thruout the show was a child actor and not a curious kid in a lab. NBC is donating the time and the Cereal Institute pays for the talent in this deal. Herbert worked in two good plugs for eating cereal for breakfast as part of a balanced diet.

Jack Mabley.

Collyer picking a volunteer at random to find the sponsor's brand milder than his own.

Sam Chase.

TV Garden Club

TELEVISION—Reviewed Sunday (11), noon to 12:25 CST. Sponsored by Vaughan's Seed Store via WENR-TV, Chicago. Producer, Ivor McLaren. Emcee, James Burdett.

Vaughan's is a large garden store which normally sends out men to talk to garden groups in the spring. This year they decided to reach more people by putting one of their men on TV. This show was the result. It turned out just like a meeting of a garden club. All that was missing were some Helen Hokinson ladies in the front row.

Burdett, an elderly man, stood at a desk and called the meeting to order. He and one assistant were the only persons on the show. Burdett kept his script close at hand, reading it and carrying it from seed box to seed box. Burdett told the objective of the show and spent the first session demonstrating how to plant an indoor seed box.

It was not sensational television but it was good gardening. The whole thing was rather grim and wouldn't do much toward attracting non-gardeners to the joy of growing things. But Burdett, of course, knows his gardening, presented his facts clearly and graphically, and undoubtedly had considerable appeal for people already bitten by the gardening bug. There were no commercials, or the entire show was one commercial, depending on the viewpoint. Every tool, seed and piece of material used by Burdett is for sale at Vaughan's. Straight commercials were confined to opening and closing announcements.

Jack Mabley.

A Hit Is Made

TELEVISION—Reviewed Tuesday (13), 10:30-11 p.m. CST. Sponsored by Rheingold Beer thru Jack Brand Productions via WENR-TV, Chicago. Producer and writer, David Durston. Director, Dan Schuffman. Cast: John Barclay, Tony Parrish, Bill Fine, Marya Saunders, Ben Senesque.

This was another show within a show. Opening shot was of Barclay as the director in bare TV studio. He explained he would show how a TV play is put together. He introduced the cast, pointed out the scenery, said the cast already knew their lines and told them to begin rehearsal.

Most of the next 25 minutes was taken up with the play. Barclay interrupted occasionally to tell Parrish "Use a European accent" or to instruct the cast "Let's give this all you've got." But he tried to avoid interrupting the continuity of the play.

The play was a story of a young painter who lost his will to paint and of his teacher's efforts to instill inspiration in him. It was so melodramatic that it was difficult for the viewer to figure whether he was being spoofed or whether the actors were serious. This was the line of action: Hero buries head in arm on table, cries: "No! No! I can't (sob) go on. I can't. (Pound. Sob) I can't!"

The idea of the show should make fair entertainment, but they'll have to tone down their dramatics. Camera work was good, and the cast did what they could with the material. Two live commercials, depicting man and wife patching a tiff over a bottle of beer, were excellent.

Jack Mabley.

Nick Kenny Speaking

RADIO—Reviewed Thursday (15), 10:15-10:30 p.m. EST, Monday thru Friday. Sponsored by Monarch-Saphin, via WMCA, New York. Emcee, Nick Kenny.

Nick Kenny's new across-the-board series finds him on the same old polka platter kick. On the show caught, The New York Mirror's radio columnist, who also dabbles in poetry and songwriting, introduced each disk with a bit of folksy chatter and a rousing "play that polka" as a final send-off.

The chatter, mostly human interest stuff, ranged from a whimsical dissertation on Times Square pigeons to his late mother's secret remedy for spring fever. Kenny displayed an eager affability at the mike but his delivery was marred by an "Al Capp style" of expressing emotions; i.e., "Like some people, pigeons (chuckle, chuckle!) are careless with public property."

Poetry Corner

No Kenny show would be complete without its poetry corner, and Thursday's ainer was no exception. An ode to spring, scripted in the columnist's usual schmaltzy style, finished off the 15-minute session. As an added incentive for listeners to take advantage of sponsor Monarch-Saphin's free set demonstration-gimmick, Kenny offered to send the first caller a first edition of his new book of poems, adding modestly, "Someday, maybe in 100 years, it'll be worth something."

"Uncle Nick" has built up a sizable readership over the years and this series should appeal to the same audience, with a slight reduction in interest due to the specialized musical programming.

June Bundy.

The Continental

RADIO—Reviewed Wednesday (14), 11-11:15 p.m. via KHJ, Hollywood. Sustaining via KHJ, Hollywood. Syndicated by Cheshire Associates. Narrator, Renzo Cesana. Producer-writer, Renzo Cesana.

Renzo Cesana caresses the mike as if it had gender, dripping sweet nothings into the ears of his fem audience. His foreign accent and patent leather patter sounds like the stuff the gals should go for. Goey love stuff for late evening listening has clicked with Lonesome Gal, and from all indications, the male carbon of LG's format should prove a winner.

Recorded selections are linked with the patter. Music is restful and well suited to the show's for-

Duquesne Show Time

TELEVISION—Reviewed Wednesday (14), 8 to 8:30, EST. Sponsor, Duquesne Brewing Company. Producer, V. I. Maitland. Director, Pete Barker. Cast: Kyle MacDonnell, Jimmy Saunders, Bernie Armstrong, Marilyn McCabe, Irving Barnes, Billy Cover, Ken Hildebrand, Charles Garrett, others.

In his second Duquesne Show Time seg Producer Vic Maitland has taken his highly successful Welcome Aboard AM show and, with a few added visual features, has made a very entertaining TV stanza. But, in moving from one medium to another, Maitland should have put in a little more dancing, novelty or comedy turns instead of relying solely on his cast of singers.

Jimmy Saunders, who comes to Pittsburgh every four weeks for this show, along with mistress of ceremonies Kyle MacDonnell, was the highlight of the show with a rendition of If, and then coming back at the end to do a duet with Marilyn McCabe. Kyle MacDonnell kept the show moving at a brisk pace as she called upon the parade of singers. Marilyn McCabe opened the show with My One and Only Highland Fling and did a few dance steps with the number. Irving Barnes, baritone, followed with a stirring spiritual, Joshua. In keeping with the St. Patrick's Day spirit, Billy Cover, ex-Blue Barron vocalist, led the chorus in a well-presented version of Galway Bay.

The commercial, featuring Hildebrand and Garrett, was superb, with the two announcers playing a song-and-dance team and exchanging patter with the quartet as they extolled the virtues of the sponsoring beer. The sets were all top drawer, and the direction followed the crisp pattern of the first show. Duquesne Show Time is living up to its earlier promise and can probably move onto a web any time the sponsor feels ready to invade the national market.

Len Litman.

Ethel Thorsen Show

TELEVISION—Reviewed Wednesday (14), 1:15 to 1:30 p.m. Sponsored by S. Klein via Reiss Advertising on WCBS-TV, New York. Producer, Gary Stevens; director, Rick Leighton; announcer, Herb Polesie. Cast: Ethel Thorsen and models guests, Robert Q. Lewis, William Eythe.

This show has a couple of fairly good twists, but so much is compressed into the 15 minutes that the pace seemed a bit breathless. Antics included funny sayings by Herb Polesie, a fashion show featuring several dolls draped in S. Klein stylings, patter between femsee Ethel Thorsen and two guest panelists, and the panelists' attempts to select their favorite creation.

The models were rushed on and off so hastily that there were some stage waits because of a couple were unable to switch costumes on time. Miss Thorsen proved that as a femsee she's one of America's 10 best dressed women. A couple of camera slips showed her reading her script as the models paraded, but the heavy action called for by the show made some technical clinkers inevitable. Unfortunately, the result seemed frenetic, rather than swift-paced.

Turmoil Tossed

Miss Thorsen seemed affected by the turmoil, as she had little of the soft, intimate quality fem shows seem to thrive on. Her voice and manner were on the hard, brittle side.

Polesie brought with him his standard mother-in-law cracks, but otherwise did a capable job. Guests were Robert Q. Lewis and Bill Eythe, with Lewis doing a particularly good job of sparking this show. His tart comments were the brightest item on the program.

As to commercials, in effect the entire stanza was one long plug, inasmuch as it was never forgotten that all styles being modeled came from the bankroller's stores in Manhattan and Newark.

The show could be strengthened if it attempted to be slightly less ambitious and enthusiastic with the short amount of time at its disposal.

Sam Chase.

mat. As in the case of LG, Continental is also being peddled for syndication and currently is heard in the Chicago market.

Lee Zhito.

ED SULLIVAN

presents...

THE HOUR OF CHARM

ALL GIRL ORCHESTRA AND CHOIR

under the direction of ...

Phil Spitalny

on...

"TOAST OF THE TOWN"

Easter Sunday

MARCH 25 CBS-TV—8 P.M.

Air Checks

Brief but important radio news

Axt Heads New Dept. For RCA Thesaurus . . .

Donald D. Axt has been appointed manager of a newly created commercial research department for RCA's Thesaurus and syndicated programs. The department will correlate and disseminate general sales and merchandising information for use by Thesaurus station subscribers. Axt, most recently Northeastern sales rep for Thesaurus, has been associated with RCA recorded program services since September 1949.

Terry Victor in NAB Director Run-Off . . .

Hugh B. Terry, veepee-general manager of KLZ, Denver, last week was elected to the board of directors of the National Association of Broadcasters, in a run-off election against John Esau, veepee-general manager of KTUL, Tulsa, Okla. Terry, who will serve as director-at-large, representing medium size stations, will begin his two-year term immediately following the NAB's Chicago convention April 15-19. The run-off vote was the result of a deadlock in last month's election.

Up the Line All the Way At D. C. & S. Agency . . .

Lawrence L. Shenfield, prexy of Doherty, Clifford & Shenfield, Inc., New York, was elected chairman at the agency's annual board of director's meeting this month. At the same time, Veepee Donald K. Clifford was upped to president, and Assistant Treasurer Nelson O. Argueso moved into the treasurer post. Shenfield has been president since the agency was formed in 1944.

McKay Named WMON P.M.; Nelson to Albuquerque . . .

Ted McKay, with WKNA, Charleston, W. Va., the past two years, has been appointed program manager of WMON, Mutual affiliate in Montgomery, W. Va. McKay succeeds Ted Nelson, who joins KVER, Albuquerque, N. M., as assistant manager.

Feather To DeeJay WOR Platter Stint . . .

Jazz expert Leonard Feather this week (20) kicks off a new all-night platter remote over WOR, New York, from Monte Proser's new cafe-theater nitery. The record-interview show, which will be aired four times a week from 3 to 5 a.m., is bank-rolled by Pass Books, a premium admission mail-order operation. Feather already pilots a jazz record hour over WOR Saturday afternoons.

Hines Gets Promotion, P. R. Slot at WKRC . . .

William B. Hines, sales promotion manager of WKRC stations, Cincinnati, has been named director of promotion and public relations by Hulbert Taft Jr., president of Radio Cincinnati, operator of the outlets. Hines succeeds Fred Gregg, who resigned Friday (16).

Production Notes and Personnel Intelligence . . .

Frank Folsom, Radio Corporation of America president, vacationing in Florida. Due back April 1. . . WOR entertainment bureau manager Nat M. Ambramson's first grandchild, a girl was born this month; father is WPIX TV engineer Ephraim M. Ambramson. . . Dynamic Television Stores have signed to sponsor Alan Stewart's hour-long wax cavalcade program three days a week over WMCA, New York. . . Charles V. Dresser has joined sales at WOV, New York. . . Ben Kaufman, Mutual promotion, New York, leaves for Chicago next month as the web's publicity-promotion man for the forthcoming "Queen for a Day" tour. . . Bilton Brown, NBC press staff writer, succeeds Ursula Halloran as the web's column editor. Miss Halloran resigned to join the Mack Millar and Henry Rogers flackery. . . Alan (Bud) Brandt,

WNEW, New York, publicity head, lectured on radio publicity at Smith College Saturday. . . Harold Peary celebrates his 10,000th radio broadcast Wednesday (21).

Bernice Judis, WNEW boss lady, leaves for Florida vacation next week. . . Dave Margolies and George Vogel have joined sales at WLIB, New York. . . William F. MacCrystall appointed West Coast sales rep of Metro-Goldwyn-Mayer Radio Attractions and Station WMGM, New York. WNEW announcer Lonny Starr celebrates his 20th anniversary in radio this month. . . Ralph Hatcher, ex-manager of WPLH, Huntington, W. Va., has joined ABC's stations department, and Keith Culverhouse has joined the sales presentations department of the same web. New Wyatt & Schuebel firm purchased its first time this week—a series of station breaks for Barton Candy Shops over WOR, New York.

Paul Martin, formerly program director of WKBW, Buffalo, appointed station manager and program director of WCCC, Hartford, Conn. . . Cal B. Kolby named general manager of WIBS, Bristol, Conn. Exec has served as acting manager for the indie since last October. . . Robert C. Warren has joined KATL, Houston, as an announcer, replacing William Doak, who succeeds Justin House as publicity and promotion director.

Short Scannings

Brief but important video news

Fontaine Pitch to CBS For Switch to H'wood . . .

Move is under way for Columbia Broadcasting System comic Frank Fontaine to switch to the Coast. Fontaine asked for the move as he's tiring of the flights to Hollywood for participation in the Jack Benny show. CBS is shaping a TV show for Fontaine which would originate there. Sam Perrin was named to supervise writing. Audition kine will be made this spring. If Coast-originating show can be sold, Fontaine will get his wish.

Coast Hospital Peddling "Medicine On the March" . . .

Distribution of "Medicine On the March" will be handled by United Television Programs. The pilot being shown in New York by UTP Exec Veepee Dick Dorso. Show, to run weekly, was conceived by RKO Producer John Beck, Dr. Joel Pressman and Dr. John Egan, latter pair of St. John's Hospital, Santa Monica, Calif. St. John's owns the quarter-hour package and proceeds of any sale will go to the hospital. Idea of the seg is to bring to the public in lay language info on modern medicine.

CBS-TV Preps for Summer Schedules . . .

Columbia Broadcasting System-TV has hired three directors and an associate megger in the last several weeks in preparation for its summer sustaining programing effort. They are Martin Manulis, Martin Wagner and Jack Gage; Marcella Cisney is the associate director put to work by the web. Manulis is now the resident director at the Westport Country Playhouse summer theater and has staged several legit shows, including *Made in Heaven*; Gage is a long-time film dialog director whose debut as a movie director was made with Rosalind Russell's *Velvet Touch*; Wagner has many radio shows to his credit.

Spitalny Girls On Sullivan Show . . .

The Phil Spitalny "Hour of Charm" All-Girl Orchestra and Choir make their second video appearance Easter Sunday, repeating on the Ed Sullivan "Toast of the Town" stanza on that date.

March of Time TVer Opened to Sponsors . . .

"March of Time Thru the Years," aired co-op on ABC-TV, last week opened the doors to
(Continued on page 44)

TV Talent and Show Tips

Foreign Language Series

In view of current FCC controversies raging over the allocation of educational video outlets, commercial stations could put their most studious programing foot out right now, via a foreign language series. If the shows were patterned after the army's "picture" technique (pairing foreign words with photos of objects, rather than their English equivalents) they should carry considerable visual entertainment value as well. This "think in the language" technique should lend itself to a variety of visual gimmicks, including guest star appearances, films and brief dramatizations. For instance, a French show could spot Edith Piaf as the personification of the word *chanteuse*, etc. J. B.

Jarmila Novotna

The Metropolitan opera soprano, caught Sunday night on the *Colgate Comedy Hour* via NBC, is a potent TV performer. She has voice, poise, a sense of comedy. Plus this, Miss Novotna proves photogenic. This combination of assets is relatively rare, and if TV producers do not rush for the gal they have rocks in their heads. Her hoke comedy sequences with Abbott and Costello were polished and she gave the burlesque sequences the proper amount of class to make them palatable and proper for the television audience.

In addition to her ability to deliver Minsky routines with propriety and eclat (and this is no mean accomplishment), the thrush scores 100 per cent with the pipes, natch! It's the old story: When a highly trained classical singer
(Continued on page 44)

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Curbstone Cutup

Reviewed Thursday (8), 10-10:15 p.m. CST, on WBKB, Chicago

This is a straight sidewalk interview show, skillfully handled by Ernie Simon, AM disk jockey. Now in its third year of five nights a week, with solid sponsorship, it's a mystery why the show doesn't have any imitators. It uses one camera, scenery by the Chicago Department of Streets, and the cast is composed of passersby. Show is done in front of the WBKB studios in the Loop, making a remote crew unnecessary.

On show reviewed Simon talked with five citizens, and closed, as always, with youngsters who seem to be available on State Street any hour of the day or night. This night he got two cuties, six and two. With adults Simon gabbed about their likes and dislikes, families, views on life, and the question for the night, "At what age do you find the most happiness." Simon obviously likes people, is an easy talker and parlays the two into a low-cast 15 minutes that will sustain interest as long as there are people on State Street. Jack Mabley.

Realtors Plan Own Your Home Show

NEW YORK, March 17.—The National Association of Real Estate Boards this week was close to purchasing a half-hour radio show featuring the talents of John Nesbitt, the story-teller. The show would emphasize an "own your own home" theme.

No network has yet been selected. Benton & Bowles is the agency.

We Take Your Word

CBS-TV, Friday (16)
We Take Your Word, which returned to the air this month in a new time spot (Friday, 10:30-11 p.m.) is still the last word in intelligent video entertainment. This adult quiz session bears the same relation to the average quiz that *The New York Times'* crossword puzzle does to *The Daily News*.

Panel on the show caught included regular member Abe Burrows, stage-screen actress Nina Foch and movie actor-writer Richard Carlson. Burrows, of course, was as keen as ever, and surprisingly, Miss Foch's word knowledge almost matched her spectacular blond beauty. Carlson, however, was a bad choice. He is both poised and pleasant, and on paper he's certainly brainy enough. In this ad lib session, tho, his verbal reticence rather bogged down proceedings, particularly when contrasted with Miss Foch's vivacity and the garrulous Burrows.

Burrows' penalty bout with "Voice of Authority" Tony Marvin, anent the word "acetabuliform" (shaped like a saucer), was particularly outstanding. When advised to sip his coffee from the saucer, the bald Socrates snapped primly, "The Voice of Authority is a vulgarian." Moderator John McCaffery displayed his usual Kefauver-like calm as the show's balance wheel.

Since all three panelists and McCaffery puffed away on cigarettes thruout the whole half hour, it's difficult to understand why some enterprising tobacco outfit hasn't picked up the show for sponsorship. All that smoke should certainly blow up a storm of cig sales. June Bundy.

LORRAINE
RAINE

"Take Time (To Pray)"
and
"Where the Red Roses Grow"

London Records

Exclusive Personal Management
TIM GAYLE
451 Wrightwood, Chicago 14
Publicity, Song & Record Exploitation Management

WM. MORRIS AGENCY
TV Direction

"... Miss Raine has the lyrics to go with the looks... sensitive, vibrantly full tones in caressing 'Bittersweet' or the provocative 'Indiscreet'... enhanced on TV."—Frank Brookhouser, Philadelphia Inquirer.

VIDEODEX --- BB RATINGS LIST

National Ranks for Western Film and Kid Shows on TV

NEW YORK, March 17.—Videodex ratings for kid and Western film shows for February, 1951, are listed below. Because of the basic appeal of these two types of shows, their ratings have been combined into one single listing. Also shown are the network, sponsor, agency, homes reached and number of cities in which telecast. Production costs are estimated by *The Billboard*.

Rank	Program	Net.	Time	Sponsor	Agency*	Videodex Rating**	Homes Reached (000's)	No of Cities***	Est. Prod. Cost
1.	Hopalong Cassidy	NBC	Sun. 6-7	Gen. Foods	Y&R	35.1	1784	23	\$ 7,500
2.	Lone Ranger	ABC	Thur. 7:30-8	Gen. Mills	DFS	29.9	2296	45	15,000
3.	Howdy Doody	NBC	Mon.-Fri. 5:30-6	Welch	DFS	23.7	2407	57	1,000
				Wander	Gr				per 1/4 hr.
				Colgate	Ba				
				Kellogg	LB				
				Mars	LB				
				Int'l. Shoe	HHMcD				
4.	Gene Autry	CBS	Sun. 7-7:30	Wrigley	R&R	18.7	1579	28	17,000
5.	Big Top	CBS	Sat. 12-1	Sealtest	NWA	16.4	1368	33	8,500
6.	Gabby Hayes Show	NBC	Sun. 5-5:30	Quaker Oats	S&M	15.0	1340	38	7,000
7.	Captain Video	DuM	Mon.-Fri. 7-7:15	Johnson	FB	13.1	849	23	7,500
				Candy					
8.	Small Fry Club	DuM	Mon.-Fri. 6-6:30	Co-Op		12.9	509	5	2,000
9.	Gabby Hayes	NBC	Mon.-Wed.-Fri. 5:15-5:30	Quaker Oats	S&M	10.3	805	36	8,500
10.	Mr. I. Magination	CBS	Sun. 6:30-7	Nestles	C&P	9.6	739	20	6.00*
11.	Space Cadet	ABC	Mon.-Wed.-Fri. 6:30-6:45	Kellogg	K&E	9.1	669	19	4,500
12.	Lucky Pup	CBS	Mon.-Fri. 5-5:15	Sundial Shoes	H&P	8.6	500	17	5,000
13.	Ranger Joe	ABC	Sun. 12-12:15	Lehn & Find	L&K	3.8	207	16	3,000

* The names of advertising agencies for which abbreviations are used above are as follows:
 Ba—Bates
 C&P—Cecil & Presbrey
 DFS—Dancer-Fitzgerald-Sample
 FB—Franklin Bruck
 Gr—Grant
 HHMcD—Henri, Hurst & McDonald
 H&P—Hoag & Provanidie
 K&E—Kenyon & Eckhardt
 LB—Leo Burnett
 L&K—Lamb & Keen
 NWA—N. W. Ayer
 R&R—Ruthrauff & Ryan
 S&M—Sherman & Marquette
 Y&R—Young & Rubicam

** Ratings used is Videodex National Rating, which is a rating projected against all TV sets in the markets in which the program is actually telecast. Ratings are for February, 1951.

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

TV SUCCESS STORY

Medium Makes "Mistletoe" Major Gimmick for Field's

Continued from page 1

the previous year's sales; 20,000 coloring books at 50 cents apiece, and 50,000 coloring cards. Last Christmas the store ran out of Uncle Mistletoe dolls two weeks before Christmas. All of the sales are in Field's. The character also is being introduced in Field's store in Seattle, Frederick & Nelson.

The payoff for Field's has been tremendous. Mistletoe rivals and perhaps surpasses Hopalong or Howdy Doody as a character in Chicago children's minds. Field's has refused continual offers for nationwide merchandising and tie-in deals because they don't want Mistletoe to lose his identity with the store. Having this symbol of the store in tens of thousands of homes in the Chicago area as an intimate part of children's play life, and with approval of parents, is a striking promotional payoff.

Field's attributes the success of the character to careful handling of the shows, which are packaged for them by the James L. Saphier Agency. Psychiatrists are consulted regularly about the show. *The Child from 3 to 10*, by Dr.

Arnold Gesell of Yale, is the show's bible. Uncle Mistletoe never is used in commercials and never preaches or gives sermons to kids. He embodies kindness and fun, and is supposed to be an antidote to the noisy, boisterous type of kid shows. As a consequence, most parents encourage their kids to watch.

The most amazing aspect to Field's is that Mistletoe was strictly a Christmas promotion, but he has caught on so solidly that he now is used year-round. Cost of the show per week, including time, talent and promotion, is about \$3,000. The show airs from 5:45 to 6 Monday, Wednesday and Friday.

JWT ACCEDES

'4 Star Revue' Norge Blurbs Piped to N. Y.

CHICAGO, March 17.—The main commercial for Norge every three weeks on NBC's *Four Star Revue* will be piped from Chicago beginning with the March 28 show. This is the first time a major TV show has gone to another city for live commercials.

The reason behind the shift is that the J. Walter Thompson Chicago office handling Norge has for weeks been seeking a fresh, pretty, friendly gal personality for commercials. They found exactly what they wanted in Kay Westfall, Chi TV actress, who has a two-hour daily interview show on WENR-TV with Bob Murphy, and an every-other-Saturday morning "at home" on the ABC net. Miss Westfall was interested, but wouldn't go to New York. So JWT arranged to do the commercial from WNBQ studios here. Pitch will be, "here's Kay Westfall, actress, busy woman, but still a housewife, and here she is in her kitchen, happy with her Norge."

Miss Westfall is in line for the cross country commercial championship. Oldsmobile flies her to California a couple of times a year to ride the rockets in their film commercials. She won't settle in California or New York because she likes Chicago.

FCC Is Warned

Continued from page 6

sion has a responsibility under the law, and since television programs enter the people's homes, the FCC must pay attention to them—but the commissioners must watch themselves in respect to another Blue Book."

The commission is expected to pick a May date for what it announced last January 29 would be "a public conference" to discuss "television broadcasting problems from the viewpoint of the public, the commission, and industry." In deciding to stage that meeting, a majority of the commissioners vetoed a suggestion by some staffers to come out with a TV counterpart of the radio "Blue Book." At least four members of the commission are convinced that the FCC blundering in issuing its famous radio Blue Book report, particularly in singling out stations for scorching criticism. View of these commissioners is that FCC had no business excoriating these stations unless the commission was ready to back its words with action, such as license revocation.

Feeling currently is that FCC will avoid even an informal TV "public service responsibility" report. This could change, however, if the upcoming confab develops into a brawl and some of the industry spokesmen goad the commission into defensive action. Most of the commission members right now are hopeful that a public service report on TV won't be needed and that matters can be disposed of by "some soul-searching in public" between industry and the FCC. Commissioners feel that television operators, after listening to and exchanging views, will take care of program changes themselves.

THE HOLLYWOOD PITCH

M.O. Promoter Finds Gold In Them Thar TV Spiels

NEW YORK, March 17.—Hollywood film actors of moderate name value here are beginning to ease into the TV mail-order commercial field, heretofore dominated by pitchmen. Trend was spearheaded this month by West Coast promoter Harry Schooler, when he decided to peddle his premium admission pass books, via pitches over WOR-TV here by John Carradine and Ian Keith, in an attempt to dress up the sales palaver.

Keith, once Helen Hayes' leading man, made the first pitch, dressed in white tie and tails. According to Schooler, the leads doubled immediately. Schooler plans to spot a different personality each week-end and is currently negotiating with William Morris for the services of Jack LaRue and Chester Morris. Schooler opines that long-time flicker vets like LaRue and Morris are better bets for video than new actors, since TV audiences are more familiar with players in the older movies.

Fem film performers are not in the running for the pass books

stints because Schooler estimates that 75 per cent of the booklets are bought by women, and the gals are sold faster by men. Carradine has been so successful as a video pitchman that Harold Kaye's mail-order network is dickering for his services on a full-time basis.

Schooler is also readying a scheme to drop the pitchman technique from his pass book radio spots, substituting well-known radio names. He has already signed Andrew Baruch and is negotiating with Norman Brokenshire and Kate Smith, who, it seems, is an exception to the "no women" rule.

CBS To Program Special UN Series

NEW YORK, March 17.—The *Price of Peace*, a new 15-minute 14-week radio series will be programmed by Columbia Broadcasting System in co-operation with the United Nations starting March 31. The program will be aired also on the South African radio, on the British Broadcasting Corporation and in Australia.

The 6:15-6:30 Saturday evening show will feature 14 of the top UN delegates explaining their countries' position toward peace. Sir Benegal Rau will be on the first program and will be followed by Carlos Romulo, Sir Gladwyn Jebb and Padilla Nervo. The show will be put on disks in 25 other languages.

State Plugs 'Voice'

Continued from page 1

hearing time with testimony and exhibits purported to show that the *Voice of America* and the rest of the State Department's far-fung propaganda operations are doing an effective job and warrant expansion. He will be armed with evaluation reports stemming from State Department officials, and he is planning to show that Soviet Russia has been spending considerable on trying to jam out the *Voice*. He will insist that the Soviet has attested to the *Voice's* effectiveness by frequently criticizing it.

Senator Benton has insisted that Congress make an impartial and objective study of the information program before pouring more millions into it. State is pressing for a \$100,000,000 supplemental outlay and hopes to have an informational staff of over 13,000 by June 30.

A MIKE CAN BE HUMAN, TOO

NEW YORK, March 17.—In a move to "localize" its mike personality, NBC's flagship here, WNBC, is readying a series of 20-second spot "salutes" to neighborhood names and places.

The spots, which will be programed during the web's prime evening time, will pay tribute to local names and events in the news, emphasizing deeds of heroism and charity. Sample would read, "WNBC salutes motor man Joe Doakes of 203 West such-such street, who saved the lives of three school children today when he..."

FM Broadcasters Near Agreement on Production Plans

WASHINGTON, March 17.—Likelihood that FM broadcasters and Radio-Television Manufacturers' Association will reach accord on a final plan for FM set production developed as the result of this week's confab here of FM-ers and RTMA's policy committee.

The FM group, consisting of National Association of Broadcasters FM committee and an independent FM industry committee, after a day-long meeting with RTMA's policy committee Tuesday (13) agreed on a program of separate surveys of the FM situation with findings to be reported at another meeting here next month.

Both broadcasters and manufacturers agreed at the session that there is a shortage of AM-FM receivers, but manufacturers attributed this to defense and economic factors and said that similar shortage exists in AM receivers. The broadcast group insisted that demand for FM combinations has far exceeded production. It was agreed that FM broadcasters will forward to RTMA all detailed information they now have on shortages of receivers in specific areas.

4 TV Webs Agree

Continued from page 4

olumbia Broadcasting System were the only ones which had to re-schedule any programs, but in neither case, it is said, did the time exceed one hour. Actually, NBC and CBS favored allocation by station acceptance, the policy followed. ABC and DuMont each had sought Federal Communications Commission (FCC) intercession but settlement was received without this federal action.

BACK TO PIX

Detroit Mgr. Reconverts TV Lounge

DETROIT, March 17.—"Movies are here to stay," David Korman, local circuit owner, has decided, and is making plans to convert his 210-seat television lounge back into a duplex theater auditorium. Over a year of operation has proved that video has a strong attraction on the occasion of a big fight, but that is about all, according to Korman. This lounge, constructed to cater to the Negro trade in an East Side neighborhood, is believed to be the only one in the country appealing to that particular clientele.

It is located in what was once the second auditorium of the Carver (formerly Catherine) Theater, but was a tavern between movie and video days. Admission is secured only thru the theater box office, with all theater patrons invited to wander in and watch the current television attraction. Revenue from popcorn and other refreshments added a nice piece to the total revenue, but Korman decided regular theater operation of parallel houses will be preferable, with conversion dependent upon cost and availability of equipment.

KFI-TV Plays Lone Hand Against TVA

HOLLYWOOD, March 17.—Earl C. Anthony's KFI-TV remained the sole Los Angeles station refusing to enter contract negotiations with Television Authority this week after *The Los Angeles Times'* KTTV, the only other hold-out, agreed to join other outlets in pact talks. Earlier this week TVA's board voted to strike KFI-TV, but so far no date for this action has been picked.

Anthony station refuses to negotiate on the basis that TVA hasn't gained National Labor Relations Board certification. Same argument was used by KTTV prior to its change of heart. KTLA remains the sole L. A. outlet to have inked a TVA contract. Successful conclusion of negotiations is expected before month's end, with most of the wrinkles blocking contract signing having been ironed out. Chief stumbling block at this point in the talks is station's refusal to pay extra for entertainers doubling between performing and airing commercials. Talks will continue next week.

Webs-NCCAMeet

Continued from page 1

week that he hoped the webs would arrive with some "revolutionary proposals." He said the networks maintain a staff of planning and research brains which NCAA doesn't have, so the initiative must come from the broadcasters. The Eastern body will pass its recommendations on to the full body for decision early in April.

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

English Pubber Kassner Moves To U.S., Canada

NEW YORK, March 17.—Edward Kassner, co-owner with Sidney Bron of Kassner Associates, British publishing group, has taken up residence here and in Canada, establishing publishing firms in both countries. He plans to become an American citizen.

The Canadian firm is Edward Kassner Music Company, Ltd., with offices in Toronto. The American firm is one which the British pubber had established in partnership with Dave Dreyer in 1948; he has bought out Dreyer's interest and will activate and operate the firm, also known as Edward Kassner Music. He has also acquired a half interest in Abner Silver's Lincoln and Starlight pub-
(Continued on page 18)

London Sets Peak Release Sked for LP

NEW YORK, March 17.—As part of the company's accelerated LP disk release schedule, London Records has set the largest release in its history for the end of this month. The label will issue 22 LP records in addition to its special sound-track diskings of the film, *Tales of Hoffmann*.

According to classical a. and r. chief, Remy Farkas, the heavy recording schedule undertaken by the London parent organization, English Decca, requires that the American firm step up releases for the rest of 1951. The heavy spring release will also introduce the firm's first LP disks recorded by American pop artists.

Pop Artists

The pop LPs will include three Al Morgan albums and one each by Josh White, the Bill Snyder ork, Ted Heath's ork and the Edmundo Ros ork. The classical list includes such works as Rachmaninoff's 24 Preludes by Moura Lympany;
(Continued on page 38)

20-Man Rumba Crew Formed By Mrs. Cugat

HOLLYWOOD, March 17.—Lorraine Cugat, the orkster's estranged wife, has formed a 20-piece band and bows the beginning of April with two dates in Phoenix and one in Tucson, Ariz. Fem orkster goes into the Riverside Ballroom (Phoenix) and Civic Auditorium (Tucson) at \$3,000 against a 55 per cent percentage. Three-G figure is by no means what Mrs. Cugat will ask on future dates. Carlos Molina-Igor Dega Agency is asking a \$10,000 guarantee against percentages for theater bookings.

Billed as "Mrs. Xavier Cugat, the Queen of the Rumba," Mrs. C. checks into Universal-International March 30 for a musical short. Following completion of the flicker the gal and ork will prep for their
(Continued on page 32)

Coasters Beat Fed Mail Rap

HOLLYWOOD, March 17.—Mortimer Singer, David M. Gordon, Harry K. Watkins and Sanford H. Dickinson, local music pubbers, were acquitted this week on charges of mail fraud and conspiracy. Charges were filed last September against the four and their combined interests in Nordyke Publishing Company, S. H. Dickinson Recording Company, Gordon Music Company and Camdem Music Company.

Pubberies estimated a loss of \$50,000 in business each due to inability to contract with individ-
(Continued on page 38)

TV TURNS A WHEEL, CAP SHOWS WAY

NEW YORK, March 17.—Cap's use of TV as a top promotion medium and sales hypo for disks is another indication of history repeating itself. When radio first blossomed, music interests were alarmed that AM broadcasting would kill music—songs would be plugged to death, etc. In fact, record companies at one time tried to restrict the performance of disks on the air. ASCAP, too, once charged the broadcasters with "the murder of music." Yet radio became the great medium of song exploitation.

With the onset of TV, the same alarms were sounded. "The medium would kill song material." Now the wheel has come to a full turn, with TV generally recognized as a prime exploitation factor, one which is likely to outweigh radio in the long run.

Survey of LP Trade Shows Price Structure in Muddle

Uncovers 17 Rates for 10" Platters, 12 for 12" Plus Dealer Hypo Gimmicks

NEW YORK, March 17.—Following an increasing number of record retailer complaints over the variety of prices listed by manufacturers for long playing records, a *Billboard* survey this week disclosed that the 80-odd LP labels have set 17 different prices for 10-inch disks and 12 different prices for 12-inchers. In addition, a single diskery often has three different prices for its 10-inch line and two for 12-inch disks.

Wide variety of prices does not include the various dealer gimmicks to hype business, including discounts of 30, 33 1/2 and 40 per cent, trade-ins of shellac on LP records and package gimmicks. The problem of quoting price to customers is reported to have grown to such an extent that clerks

spend 10 minutes in searching thru catalogs and price lists to come up with the correct figure. This, of course, is on top of the search thru disk shelves to spot the one record ordered from among the releases of the more than 80 LP labels.

Prices for 10-inch LP records now range from \$1.29 to \$4.95 and include such minute differentials as \$3.85, \$3.98 and \$4. Complete list of prices for the 10-inch disks runs as follows: \$1.29, \$1.60, \$1.99, \$2.50, \$2.85, \$3, \$3.15, \$3.35, \$3.85, \$3.98, \$4, \$4.25, \$4.45, \$4.67, \$4.75, \$4.85 and \$4.95. Prices for 12-inch records are: \$2.19, \$3.85, \$4.19, \$4.85, \$4.95, \$4.98, \$5, \$5.45, \$5.72, \$5.85, \$5.95 and \$6.50.

Following Columbia's original price schedule for their first LP release, succeeding issues by other labels began to vary, but to a small degree. The great variance in prices occurred when the diskeries raised list prices last December. As manufacturer execs worked out price schedules for their labels, such factors as competition, costs and excise taxes all combined to create the situation now existing.

According to diskery toppers there is apparently no quick solution to the problem. All believe that their own price schedules are correct. Dealers, meanwhile, are faced with an added selling problem.

Many disk retailers complain

"Heart" to Ivy as Mr. B. Cuts Wax

NEW YORK, March 17.—Chappell, Inc., has switched *What Will I Tell My Heart* from its Crawford to its Ivy Music subsidiary for plug activity. Tune, a 1937 copyright, has been on the rise since Al Morgan waxed it for London several weeks ago. Billy Eckstine has cut the tune for MGM; disk will be out next week. Other waxings are in the works.

Professional manager Jack Perin has put on Artie Valando, recently with Barton Music, as Coast rep. Vic Selzman continues as New York staffer.

P. D. Tune Center of Unique Legal Threat

"Brown Eyes" Pubber Serves Notice It Will Hold Dealers Liable If Infringed

By JERRY WEXLER

NEW YORK, March 17.—American Music, pubber of *Beautiful Brown Eyes*, has put the trade on notice thru its attorney, Andrew Weinberger, that jobbers or dealers will be liable if they sell other publishers' editions of the tune which are found to infringe on American's copyrighted version. The notification points up an interesting price-licensing-copyright situation.

Ditty, which is climbing via waxings by Rosemary Clooney for Columbia and Jimmy Wakely for Capitol, is a reworking of a public domain tune. There had been some doubt until late this week as to mechanical licensing, but Weinberger ended securing licenses for American on all of the 14 current recordings of the tune.

Competing publishers rushed out editions, including Lou Levy, who offered his edition to the trade for 18 cents. American immediately dropped its price to 18 from the usual 22 cents, thus enabling it to get the Music Dealer Service rack. The tune is pegged to sell at the regular 40-cent price in retail outlets and on the rack.

The MDS attitude as far as the rack is concerned is this: The

rack has been established in the trade as a vehicle largely for copyrighted music, pegged at 40 cents. When some pubber's edition of a p. d. tune steps out and sets off a flurry of competing editions at cut rates, jobbers and retailers will naturally tend to order the cheapest version so long as it is a close facsimile of the demand version. MDS could not buck the trade by ordering the "original" music; i.e., the one which created the demand if it were priced at the regular 22 or 23 cents. It would feel morally bound to order the "original" edition all other things being equal.

However, if the competition forces the price too low, MDS would prefer not to handle the song at all, hit tune or no. A spokesman for the rack pointed out that the situation rarely arises, and
(Continued on page 38)

Capitol Plans Heavy Artist TV Promotion

P.A.'s Already Bring Sock Results; Road Tours Also in "See Them" Idea

NEW YORK, March 17.—Capitol Records has blueprinted plans whereby its artists will be promoted extensively, and consistently, via television. The venture, which marks the first time that a diskery has decided to take full advantage of the sales and promotion impact of TV, is under the guidance of Hal Cook, Cap promotion chief, who has been in New York setting details. Cook returned to the Coast this week after arranging TV dates for Margaret Whiting on the Paul Whiteman, Perry Como and Steve Allen programs. Dick Linke, formerly with Cap and recently engaged in free-lance promotion, returns to the company to handle Eastern TV bookings, reporting to Walter Rivers, who will also be active in this phase of artist promotion.

Both the Eastern and Coast offices of the diskery will actively

guide the TV operation. In the event the artist has no booking office, Cap has lined up an indie agent in the East, and another on the Coast, to set the TV dates.

The decision to embark heavily upon TV promotion stems from a number of experiences the diskery had, whereby it became convinced of the medium's sales potential. Examples are Kay Starr and Dean Martin—the former on *Wabash Cannon Ball*, performed on the Ed
(Continued on page 18)

Victor Plans Opera Promosh

NEW YORK, March 17.—RCA Victor will undertake its most extensive program of full-length opera record merchandising this fall. The push, to be highlighted by the release of the 1946 Arturo Toscanini-National Broadcasting Company Symphony program, was announced by Paul Barkmeier, veepee and general manager of the Victor record department.

La Traviata, a recording of a 1946 broadcast, features Licia Albanese, Robert Merrill and Jan Peerce. *Carmen* is a studio-recorded venture with Rise Stevens, Jussi Bjoerling, the Robert Shaw Chorale, with the performance directed by Fritz Reiner.

Remainder of the program will be dedicated toward the issue of
(Continued on page 38)

Billie Holiday Inked by Aladdin

HOLLYWOOD, March 17.—Billie Holiday this week was signed by r. and b. diskery, Aladdin Records. Deal was worked thru Associated Booking Corporation in New York and Aladdin's Eastern attorney. Terms were undisclosed, but it is believed to be a long-term
(Continued on page 38)

Canada Seeking U.S. Music Pact

TORONTO, March 17.—Talks are being held with the U. S. government with a view to having that country relax its laws as it affects musicians coming in on contract labor. This was revealed here this week by Walter Mur-
(Continued on page 18)

that customers are unwilling to accept price quotations because "I bought a record last week and it was 15 cents cheaper." This, when the dealer adheres to the list price schedules issued by the labels. When, in addition, the retailer offers discounts, the problem of convincing the customer that the price quoted is correct becomes increasingly difficult.

While prices for 78 and 45 r.p.m. records also vary to a degree from label to label, the situation is not nearly as serious and acute. Neither is the number of 78 and 45 labels having national distribution as large as the LP list.

CLEFFS & BARS

Convicts in Mich. Turn To Classics

DETROIT, March 17.—Serious music has developed a new field of listeners. But the market is not a very lucrative one at present. At the federal prison at Milan, Mich., weekly voluntary classes in music appreciation have been introduced for the government's guests there, using classical and semi-classical music, with a program of records supplied by WUOM at Ann Arbor.

The prison chaplain is in charge of the program, which has been given little promotional push inside the institution, leaving it up to the men themselves to find out about it via grapevine methods. The series is being taken up seriously, with some of the prisoners doing research into the music on the program, reporting on the biography of the composers, and following with a discussion session. Trend in tastes, indicated by requests, is for modern music, typified by Katchaturian, Stravinsky, Copland and Lobos.

FRIGID KISS

Martin Tune Too Long in RCA Ice Box

NEW YORK, March 17.—Tony Martin finds himself in the anomalous position of having co-authored and waxed a tune, then watching a competitive version come out while his dinking remains in the icebox at Victor.

Tune is *The Kissing Song*, which he waxed with Dinah Shore, subsequently assigning pubbing rights to George Simon. Victor and Simon agreed on a March 1 release date; Capitol released a Dinning Sisters version at the appointed time.

Meanwhile Victor found itself without a Martin-Shore duet side for a coupling for *Kissing*, having rejected one of four sides cut by the pair at their only joint session. Martin's waiting—and so is Simon.

Decca '50 Profits Up 24% Over 1949

NEW YORK, March 17.—Decca Records, Inc., and its wholly-owned subsidiaries, including Coral and Brunswick Records, accrued net earnings of \$1,004,177 in 1950, according to the annual stockholders' report made by Prexy Milton Rackmil this week. These earnings computed after provision for taxes and all other charges, are equivalent to \$1.29 per share on the 776,650 shares of capital stock. The total amounts to a profit increase of approximately 24 per cent over the 1949 figures. The diskery took in \$803,870 in 1949. Rackmil stated the diskery's business for the first quarter of

the current year is running ahead of 1950 in volume, but that earnings will probably match last year's take inasmuch as the tax bite this year is 47 per cent as opposed to the 38 per cent of 1949. The Decca chief pointed out that Decca's 1951 first quarter volume increase is attributed to a generally healthy level of disk business, since it was accomplished in a period where the firm ran without a front-running, big volume hit waxing.

Rackmil, who has previously voiced his optimism for the record
(Continued on page 18)

Rifkind Called as TV Aid in ASCAP Fuss

Outlets Asked for War Fund Donations; Out-of-Court Settlement Still Hopeful

NEW YORK, March 17.—Telecasters have retained former federal Judge Simon H. Rifkind as special counsel in the industry's attempts to work out a per-program contract covering the use of music controlled by the American Society of Composers, Authors and Publishers. The move was announced late this week by Dwight W. Martin, chairman of the all-industry TV per-program committee, and comes shortly after the collapse of negotiations between the committee and ASCAP. The appointment was made on the recommendation of Stuart Sprague, of Sprague & Peck, attorneys for the all-industry committee. Sprague and Rifkind will work together, with Rifkind slated to act as trial

counsel in the event the matter reaches the courts.

Fund Asked

Also, the all-industry committee's letter to the TV stations asked that a fund be created. "The time has arrived, therefore, to call for funds to meet the contingencies which have arisen as a result of the present stalemate . . . we are asking the stations to pledge payment to the committee of an amount equal to four times their highest one-hour card rate. This would be payable one quarter now, one quarter in three months, one quarter in six months, and the balance in nine months."

ASCAP and the industry committee have been working on the per-program negotiations some 20 months. Altho the negotiations collapsed, Martin's letter to the stations indicates that some hope is still held for an amicable settlement. He said: "ASCAP's action has compelled us to employ additional legal counsel to try this case and to plan its preparation in collaboration with Mr. Sprague. This does not mean all hope for an out-of-court settlement has gone. Whenever the opportunity presents itself, negotiations, whether by the committee or by

(Continued on page 18)

Agent Pitches For SPA Deal On Collections

NEW YORK, March 17.—Songwriters' agent Edward Traubner, who recently effected a collection of some \$6,000 in song-book royalties for a group of his clients (*The Billboard*, January 13), is here from the Coast to make a pitch to Songwriters' Protective Association. He is scheduled to appear before the SPA council Monday (19); it is understood that he will ask the association for official authorization to represent members as collection agent for certain types of writer royalties.

It is known that Traubner has had several discussions with SPA (Continued on page 18)

Catalina Casino Plans Hit Snag

HOLLYWOOD, March 17.—Catalina Island's summer plans for the Casino Ballroom hit a temporary snag this week. Santa Catalina Isle Company, which last year took over operation of the ballroom, isle's main entertainment center, pulled out of the picture, saying they didn't want to spend the money. Island Chamber of Commerce is now seeking a group or individual to run the summer teryery. Casino's season runs from Decoration Day to Labor Day.

C. of C. spokesman told *The Billboard* that a Casino recommendation committee has approached Music Corporation of America and Western Amusement Company, but no decision has been reached.

MITCHELL'S MIL "HEARTS" EARNS GOLD MASTER

NEW YORK, March 17.—Guy Mitchell will be presented with a gold master representing the 1,000,000th copy of his disking of *My Heart Cries for You* at a cocktail party given by Columbia Records at Toots Shor's Wednesday (21). The party, for local deejays and press, will be attended by the diskery's brass from both New York and Bridgeport offices, and Prexy Jim Conkling will make the presentation.

Mitchell makes his first New York theater appearance when he opens at the Strand Monday (26) for an 18-day engagement. The young warbler is currently spreading the charts with four waxings. *Heart*, backed with *Roving Kind*, and *Sparrow* in the *Tree Top*, backed with *Christopher Columbus*, on all of which he is co-billed with Mitch Miller's ork. Miller, Columbia pop a. and r. chief, has been pursuing a policy of developing the label's youthful artists, and Mitchell's ascension began soon after Miller took over the pop helm at the diskery.

RCA "FORTUNE" SPINS 4 WAYS

NEW YORK, March 17.—An RCA Victor gimmick at the Music Operators' of America convention in Chi this week will be a new disk which has four different endings, any one of which may turn up any time the record is played. The tune is called the *Fortune Teller Song* and is done by the Fontane Sisters. The reverse side is *The Fifth Wheel on the Wagon*, Spinlan Music tune. The idea with the 4-way ending *Fortune* song is that juke players will drop two or more nickels in the box to hear the several endings. The tune was written by Charlie Grean, RCA Victor pop artist and repertoire manager.

Mercury Adds Georgia Gibbs, Long to Stable

NEW YORK, March 17.—Mercury Records this week made the first major talent grab in its history by securing term disking pacts with thrush Georgia Gibbs and orkster Johnny Long. Heretofore, the diskery observed a policy of developing its own talent and grew with the development of such artist as Patti Page, Vic Damone and Frankie Laine. Only other instance of the diskery's picking up a developed talent was when the company took over the Majestic diskery's holdings, thus inheriting the recording paper of Eddy Howard.

The Gibbs and Long deal were set this week by veepee in charge of Eastern operation for the diskery, Joe Carlton, on behalf of (Continued on page 18)

"New Sound" Drive by Cap

HOLLYWOOD, March 17.—Capitol is continuing its quest for new sounds by pairing artists with different accompanying orks. Move favoring variation in instrumental backgrounds comes on the heels of diskery's successful results with Peggy Lee's latest release. For Miss Lee, Cap abandoned its almost traditional adherence to Dave Bar- (Continued on page 18)

'B' Outlets, 802 Start Huddles

NEW YORK, March 17.—Negotiations between Local 802, American Federation of Musicians, and Class "B" radio stations for contracts covering musicians have already begun. Present contracts expire March 31. Talks have been initiated with WMGM. Stations (Continued on page 16)

"CLOCK" TICKS

Decca Disk Guinea Pig In D. J. Bally

NEW YORK, March 17.—Decca Records currently is reaping the first profits of its newly organized national promotional set-up, with the success of the Leroy Anderson disking of *The Syncopated Clock*. Until last month Decca had observed a conservative promotion program, particularly in its handling of deejays. But at that point the diskery decided upon a full- (Continued on page 18)

Simon-House Gets 'Believe' & 'Heart'

NEW YORK, March 17.—Simon-House, a Broadcast Music, Inc., affiliate, this week acquired rights to *Just Believe in Me*, a tune written by the wife of a Cincinnati dentist. The ditty has been getting play by Cincinnati deejays via a home-grown recording featuring warbler Gene Griffin, of WLW. Both *Believe* and the flip ditty, *Me and My Big Fat Heart*, were penned by Mrs. Lila M. Fratz.

Also this week, Sam Wigler, who has been with Herb Levine's Jewel and Encore pubberies as professional manager for several years, joined Simon-House as professional manager. Wigler is setting the tune for recordings here; George Simon, head of the pubbery, leaves for the Coast this week-end to plant the tune there.

Petrillo Wins for Smallies; 802 Is Unhappy Over Web Pact

TV-Film Agreement One of AFM's Chief Goals on National Level

By PAUL ACKERMAN

NEW YORK, March 17.—James C. Petrillo, chief of the American Federation of Musicians, and network presidents late this week were driving ahead in order to officially wind up by Sunday (18) the contract covering musicians on AM and TV. For all practical purposes, however, the deal was set Tuesday (13), when Petrillo's office and the networks agreed upon a pact calling for status quo on minimum employment, status quo on the use of recorded music on AM and TV, a 15 per cent raise for staffers on the networks and their owned-and-operated stations. In addition, the AFM and the networks agreed to work out a

separate pact covering TV film. This pact is to provide for payment to the music performance trust fund of 5 per cent of the gross program revenue of the film.

These are the most important pertinent facts of the contract itself. It's no secret, however, that the sudden, amicable denouement, one day before a scheduled strike, left New York Local 802 in a state of complete bewilderment. On Wednesday (14), members of the executive board and the rank and file committee met to discuss the pact, and perhaps ratify it. But the meeting became a confused affair when it was discovered that nobody at the local had a copy of the terms of the contract. Later

YIP'S "FLAHOOLEY"

Cap Bags Original In Fast Footwork

Continued from page 3

Me Madam as the result of a \$225,000 investment by its NBC affiliate. Since, Victor has taken a plunge in the forthcoming *Make a Wish*, to the tune of a reported 25G. Acquisition of the record rights to the album have not been confirmed, but it is expected that it will be shortly. Columbia has just clinched the rights to the albuming of *A Tree Grows in Brooklyn*, after making a sizable investment in the show.

All diskeries are aware that the chances of making money on a show album project are quite slim, but feel that the gamble pays off in adding class material to the catalog. Generally speaking, a show album costs between \$10,000 and \$15,000 for recording costs alone. In addition, the production usually draws a straight 10 per cent royalty from the diskery. If name recording artists are involved, additional royalties are paid to them. Packaging, merchandising and advertising investment in show albums also run far in excess of the normal overhead expenses for regular pop or longhair releases.

With Victor and Columbia investing in shows for the recording rights, and with Decca grabbing several because of exclusive waxing pacts with featured artists in shows, Capitol found itself unable to come close in the competition for these album rights.

Rivers, handed the assignment of coming up with a show album, actually built the foundation for acquiring the rights to *Flahooley* about a year ago. He approached producer Cheryl Crawford with the idea of using Yma Sumac, the South American thrush, who scored heavily with her Capitol album, *Voice of the Xtabay*, in her next show. Rivers at the time knew it was going to be written by Harburg, whose last was *Finian's Rainbow*. As the show began materializing in subsequent months, the producer, having watched the *Xtabay* album sales, finally inked the thrush.

With Miss Sumac in the bag, Rivers learned that movie actor Jerome Courtland was going to land the male lead. To make the Capitol position even more secure, Rivers advised Cap Prexy Glenn Wallichs to draw up a recording contract option on Courtland, then working on the MGM lot in Hollywood. Wallichs got the option.

The legit grapevine also came up with the news that the Crawford production was going to make use of Cy Pitts Baird's puppeteers. Rivers reached Pitts and took out an option for a kidisk album to be built around the puppeteers.

Armed to the teeth with contracts and commitments, Rivers then approached producer Crawford for the recording rights to *Flahooley*. He was told that the company was considering several cast album offers which offered "angel" money as incentive. Rivers told Miss Crawford that he had the key players of her show tied up for records and wouldn't consider relinquishing them under any circumstances.

Result was that Rivers this week

completed the deal for the recording rights to *Flahooley*. Deal was consummated without a single cent of investment involved, and with no guarantees other than the standard 10 per cent royalty and payment for the cost of recording.

The Fain-Harburg musical is due to hit New Haven April 9, move to Philadelphia to finish out-of-town try-outs beginning April 16, and is scheduled to wind up on Broadway on or around May 14.

The last show which Capitol produced on wax was *St. Louis Woman*, which was co-written by Johnny Mercer, who at the time was an active cog in the diskery's operation.

THE DETAILS

Pact Insures 15% Increase, AM-TV Parity

NEW YORK, March 17.—Networks' pact with the American Federation of Musicians, likely to be officially set this week-end (see separate story), will be a three-year deal retroactive to February 1, 1951, and extending to January 31, 1954. Deal sets a 15 per cent increase for staffers on networks and their owned and operated stations, parity of AM and TV scales and maintenance of minimum employment quotas.

Local TV scales will be worked out by AFM locals, as is the case (Continued on page 18)

Southern Goes Longhair With Carnegie Bow

NEW YORK, March 17.—Southern Music is intensifying its activity in the serious music field, and has been pacting a flock of composers. To promote its serious music, firm will stage a concert, in co-operation with the League of Composers, in Carnegie Recital Hall April 1. Concert, which Southern intends to do annually, is for the purpose of introducing new, serious works to serious musicians.

Pacted within the last six months (Continued on page 18)

Harper, Walker Set For Graham Flicker

HOLLYWOOD, March 17.—Cowboy singer Redd Harper and Western clefter Cindy Walker this week were inked to major roles in the new Billy Graham color flicker, tentatively titled *Mr. Texas*. Harper, who tapes a weekly show for Armed Forces Radio Service and waxes for International Sacred Recordings, leaves Sunday (18) for Fort Worth, where the pic will be shot. Great Commission Films, Sherman Oaks, Calif., is producing the religious film.

Billy Graham troupe, featuring Cliff Barrows and Beverly Shea, are also in the pic. Company will location in Fort Worth 12 days while shooting rodeo scenes at Hardin-Simmons University in Abilene, Tex. Finished product will be distributed to churches, schools and civic groups.

3 CARMENS--- AND NO BULL!

NEW YORK, March 17.—Co-incident with RCA Victor's announcement of its Red Seal schedule for fall, in which a complete *Carmen* is highlighted, Columbia broke this week with word that it has a complete *Carmen* to go on sale before the end of the month. At the same time it was revealed that London Records has its own complete *Carmen* ready for early release.

Dick James

VOCAL with

STANLEY BLACK

and his orchestra



"Life's Desire"

Coupling: "Theater"

... another hit by the writers of "If," bigger than "If," a more brilliant recording than "If," London leads again with the "Stanley Black Sound"

45 r.p.m.
45-1013



78 r.p.m.
1013

Of the BIG FIVE only LONDON has
ffrr

The finest sound on record

Music as Written

Composer Gillis Named Rexford Music Director . . .

Don Gillis, young American symphonic composer, was named musical director of Rexford Records last week. According to Nanette Guilford, diskery president, Gillis will also be featured on the label as an artist, conducting his own works and those of other composers. The new label has already recorded Gillis's "This Is Our America." Gillis's works have previously been issued on the London and Remington labels.

Pubber Conn Turns Clefier After 16 Years . . .

Chester Conn, one-third of the Bregman, Vocco, Conn pubbery, has made his first serious song-writing effort in the 16 years that he has been in the publishing end of the business. The song, "I'll Never Know Why," has lyrics by Sammy Gallop. The first recording of the ballad was made by Hugo Winterhalter's ork and chorus for RCA Victor. Conn, prior to his efforts as a publisher, was a writer of note and is remembered for such tunes as "Sunday," "Josephine," "Why Should I Cry Over You" and "Don't Mind the Rain." To help give the song a send-off, Conn will take to the road to hit deejays in all the major cities east of Chicago.

Hand's Guild Analyzes Singers' Voices . . .

John Hand, founder and head of the New York Light Opera Guild, has announced a free voice clinic as a service to singers. Thrushes—actual, potential or hopeful—may have a complete voice analysis by contacting the Guild.

ASCAP To Elect Board of Directors . . .

The American Society of Composers, Authors and Publishers' committee on elections is scheduled to meet in New York Thursday (15). The session, called by Cleffer Milton Drake, chairman of the committee, will count the ballots for the election of members to the Society's board of directors.

Barnet Swing Crew Writes Finis March 23 . . .

Charlie Barnet's present swing band makes its final appearance Friday (23) at the Oasis, Hollywood. Orkster returns Thursday (22) from a one-night tour which was kicked off January 31. No break-in date has been set for the new Barnet "society" ork. Johnny Richards, musical director for Discovery Records, is still arranging the book for the sweet band and will not be finished for several weeks. New aggregation will number 22, three more than the present crew.

Columbia Huddles Over Album Bally . . .

Columbia Records has instituted a regular monthly meeting devoted to album production and merchandising. Contents and background of the albums are explained by the a. and r. reps, with the advertising, sales, merchandising and art chiefs in attendance. Staff then figures out

LATINS VIE IN MAMBO JAMBO

NEW YORK, March 17.—The battle of mambo is scheduled to take place next Saturday and Sunday (24 and 25) at Manhattan Center. Perez Prado, Latin-American king of the mambo, who just completed a South American tour, is scheduled to play dance dates there, alternating with Cesar Concepcion and Tito Pirente. Prado is to bring only several of his men who are members of Local 802. Remainder of the band will be picked up here. Frederico Pagani set up the affair. Southern Music, Praker's publisher, pushing the orkster's Mambo Jambo and other mambos this month, is tying in on the promotion.

cover and liner possibilities, packaging, promotion, etc.

Halonka Joins Alpha As Sales Manager . . .

John Halonka, formerly with Decca and Tower diskeries in sales capacities, is now sales manager for Alpha Distributors, which is handling the much discussed Pyramid waxing of "Gotta Find Somebody To Love." Leading publishers are trying to get the tune, and major diskeries are reported covering.

New York

Lucille Norman and Dennis Morgan, both currently appearing in Warner Bros. "Painting the Clouds With Sunshine," were inked by Capitol to standard terms pacts. Initial album will duet pair in tunes from the WB pic.

Hy Ross joined Robbins Music last week as a contactman under professional manager Murray Baker. . . . Contactman Les Reis switched from E. H. Morris to Bourne as Coast rep; Eddie Shaw, who has been Coast man for Bourne, will transfer to the New York staff of that pubbery. . . . Virginia Wicks is flacking for Norman Granz's JATP. . . . Ken Carson, of the Garry Moore TV show, has been signed by Bible-tone Records, which is pitching in the pop field.

Publisher Jack Bregman entered Lebanon Hospital last week with a kidney ailment. . . . A fast switch of Eddie Fisher for Perry Como saved RCA Victor the cost of a recording date cancellation Tuesday (20). Como was skedded for the date but came down with a cold and begged off but too late for the cancellation to take effect without paying off musicians and singers. . . . The E. H. Morris pubbery obtained for publication a new ditty penned by Hoagy Carmichael and Harold Adamson. "My Resistance Is Low." Ditty already has been recorded by Carmichael with Gordon Jenkins' ork for Decca. Decca Prexy Milton Racmil has been asked and will probably serve as head of the record industry committee for the Anti-Defamation League. . . . Thrush Marion Morgan sliced a bracket of duets with Art Lund for the MGM label.

Billy Bishop and orchestra return for a third visit to the Empire Room of the Rice Hotel, Houston, for a four-week engagement. They replace Don Reid, who goes to the Mural Room of the Baker Hotel in Dallas.

Commercial research department for RCA Thesaurus and syndicated programs has been set up, with Donald D. Axt in charge. . . . Aaron Levine, musical director of the Sid Caesar and Bob Hope TV shows, has clefted a ditty, "The Man Behind the Man Behind the Baton." . . . The Alpine Record Company, of San Mateo, Calif., is a new diskery in the Bay region of San Francisco. The company has recorded the Swiss Family Fraunfelder, yodelers from the Swiss Alps. . . . Bill Boyd and His Cowboy Ramblers have recorded "Drifting Texas Sand" and "Stop Polka" for RCA Victor.

Maestro Elliot Lawrence has switched some of his sidemen. Al Steele, tenor sax, replaced Stan Weiss. The latter has joined Buddy Rich. Ed Sawyer is now arranging for Lawrence.

Ben Selvin, general manager of Southern Music, New York, off to Chicago Sunday (18) to take in the convention of the Music Operators of America (19-23). Thence to Hollywood for talks with Ralph Peer, Southern's chief. . . . Jazz pianist Erroll Garner opens Thursday (22) at Birdland. He's also set for TV dates on Steven Allen's TV show, the Frank Sinatra radio stanza, and other airers.

Chicago

Frank Walsh has left the Fairgrounds Ballroom, St. Cloud, Minn., to assist his brother in the operation of a New York State amusement park. Walsh, a member of the National Ballroom Operators' Association, was largely instrumental in bringing a number of new Minnesota ops into the ballroom ops' org during the last year. His partner, Cliff Beau-

lieu, will operate the ballroom. . . . McConkey Music Corporation has inked Jimmy Featherstone's ork. Featherstone left GAC last week. He is set for eight weeks at the Martinique, starting in early May. Featherstone will follow Art Kassel, who opens the Chicago suburban spot April 2 for four weeks. Kassel has been vacationing for the past four months at his California home.

McConkey has also put its first two bands into the Cavalier Hotel, Virginia Beach, with Leo Pieper opening May 18, followed by four weeks of Don Reid's ork June 2. . . . Don Foreman has replaced Savie Dowell as local flack for Capitol Records. . . . Jan Garber set to return to Melody Mill, following Larry Faith. . . . Billy Strayhorn has joined Johnny Hodges' unit at the Blue Note. . . . John McCormick will do a nightly d. j. shot from the Vine Gardens over WCFL. . . . Danny O'Neil, the TV singer here, is doing a daily morning d. j. show over WOPA, Oak Park, Ill., from his home with Jim Ameche. . . . Carl Sands' ork into the Cleveland Hotel March 24, indefinitely. . . . Billy Bishop has turned over four masters to George Tasker, who will put the disks out on his North American label. . . . Phil Chess, the Chess diskery exec, became father of a daughter, Melanie, born March 14 in Chicago.

Hollywood

Discovery Records' first LP 1951 releases are skedded to hit the stands in April. Disks include eight sides by Zoot Sims Quartet and same number by Cleo Brown. Label is currently negotiating for Roy Eldridge and Jerry Wiggins masters for LP release. . . . Lyman Gandee and Jack Carson's missus, the former Kay St. Germaine, are entertaining at the Los Angeles Press Club. . . . Community Symphony Rehearsal ork, formed a year ago to bring together Negro and white musicians, will stage a birthday ball Saturday (24). Professional, student and amateur tootlers comprise the nonprofit org which meets weekly. . . . Ziggy Elman and ork inked by Universal-International for featurette which also has Sportsmen's Quartet, Mel Henke Trio and the Knight Sisters. . . . Gordon MacRae is cutting eight sides with Jo Stafford, fulfilling her pact with Capitol. . . . Hollywood Bowl Easter Sunrise Service committee has Lucille Norman as vocal soloist. . . . Eight Dutch Boys at Song Writers' Co-Operative, Inc. (SWCI) are prepping six waltzes for LP release. . . . Rex Allen is back at Republic following a p. a. in Las Vegas, Nev. . . . Alexander Brothers have waxed four sides for Mercury. . . . Eddie Peabody and Sonny Burke's ork signed for a U-I short. . . . Freddy Otis and Iggie Shevak beating out solid jazz at Club Rancho. . . . Art Rupe, Specialty; Leo Mesner, Aladdin, and Lou Chudd, Imperial, in Chicago for juke box confab. . . . Percy Mayfield's "Lost Love" outselling his "Please Send Me Someone To Love."

Local offices of Associated Booking Corporation will be moved April 1 from 9151 Sunset Boulevard to the Century Artists Building, 8619 Sunset Boulevard. ABC has been in the present quarters for two years. Move will give the bookers three times more office space. ABC will occupy the entire building (two floors).

ROBINSON JOINS POP'S HEROES

NEW YORK, March 17.—The latest addition to the series of pop tunes written about athletic heroes is a ditty called Sugar Ray (He's a Champ All the Way), written by Frankie Davis and published by Ostrow Music. The ode to Sugar Ray Robinson is now making the rounds of the diskery a. and r. execs, with the champ himself reported to be hyping the promotion of the tune.

Previously, Joe Louis, Joe DiMaggio and Kid Gavilan have been subjects for pop tunes.

Davis is known as the writer of Why Do They Always Say No? and I Wish I Had a Sweetheart.

TV-Phono Merchandising

NEW YORK, March 17.—Television tradesters are convinced that local newspapers will shortly be flooded with a raft of dealers' ads offering special trade-in deals, low-priced leaders and various promotional gimmicks. The fact is, it's now extremely easy for any prospective set purchaser to get a 25 per cent discount on name brand sets. Seventeen-inch table models are selling for \$200, 14-inch table models are down to \$185 and several stores are advising customers that they will "meet the best price you can get anywhere else." If sales continue to fall, as expected, the price cutting will have to come out in the open in some manner. At least these are the trade expectations.

The various promotional deals being offered to dealers by distributors and manufacturers are becoming more numerous and easier to obtain. In addition to vacation trip offers, dealers are now being approached with deals to maintain list prices despite healthy cuts in cost prices and to entice the consumer with dramatic trade-in offers. Talk about "shortages" has almost completely disappeared. Only consumer dollars appear to be in short supply at the moment.

Low Priced Phonos Lead Field, Dean Prexy Reports . . .

Recently returned from a six-week sales and promotion tour across the country, George Fass, president of Dean Electronics, here, reports that lower-priced phonograph units are still holding up sales-wise, tho consumer calls for the more expensive portables have fallen. The Dean president and sales manager introduced several new models while on tour, including single-speed and three-speed phonographs.

NARDA Sees Shift Away From Top \$ TV . . .

Next week's issue of *The Appliance and Radio Dealers News*, official publication of the National Appliance and Radio Dealers' Association, reports that the National Production Authority is going to use the "allocation club" to keep manufacturers from shifting their production to the high end of the line. The NARDA paper claims

Greenfield Village Label Makes Bow

DETROIT, March 17.—A new record label, Greenfield Village Memoirs, is making its debut here under the direction of Clayton Perry, one of the acknowledged leaders in the field of old-time dance music. Perry has authored books in the field during the past two decades, and got national publicity as the leader of the early American dance orchestra sponsored since 1925 by the late Henry Ford.

First recordings are by Perry's own orchestra, under the subtitle of Fiddle Art Series, but later releases will include the works of other artists. The label title comes from Ford's early American museum at Dearborn, with which Perry has long been associated.

Initial releases are being set to reach the market by Easter, and include *The Flower Girl*, singing waltz call, with vocal by James D. Johnston, backed by Medley of *Irish Jigs*, and *Alabama Schottische*, backed by Tickner's *Quadrille*, with Francis X. Brancheau as caller.

"B" Outlets, 802

Continued from page 12

to be included in the talks are WNEW, WMCA and WINS. The local is still striking against WINS. The station some weeks ago offered to set aside a certain budget for musicians, with the number of men employed to be left to the wishes of the local. The latter didn't take the deal.

The pattern set by the AFM-network negotiations is expected to have a bearing upon the kind of contract worked out by 802 and the indie outlets. This would mean the probability of a scale raise, but the retaining of the status quo on the minimum number of men and the use of recorded music.

that NPA will attempt to keep production of various priced goods in balance.

RTMA Says 18% Radios, 10% TV Sets Have FM . . .

Preparatory to a confab between the Radio - Television Manufacturers' Association policy committee and an FM broadcast group Tuesday (13), the RTMA last week announced that 18 per cent of all home radios and 10 per cent of all TV receivers produced in 1950 contained FM. Based on computations by Frank W. Mansfield, head of RTMA's statistics committee, the report showed 1,471,900 radio receivers with FM circuits produced last year, compared with 1,000,000 the year before. Production of TV sets capable of FM reception reached 756,120 last year, compared with 500,000 the year before.

PECORA JOINS ASCAP BATTERY

NEW YORK, March 17.—As predicted in *The Billboard* several months ago, former Supreme Court Justice Ferdinand Pecora is retiring Monday (19) as referee of the Supreme Court to join Schwartz & Frohlich as counsel. The move buttresses the legal battery of the American Society of Composers, Authors and Publishers at a critical time—when negotiations with the telecasters for a per-program contract threaten to land in the courts (see separate story). Herman Finkelstein is guiding the ASCAP strategy. Stuart Sprague is counsel for the telecasters. The latter, at the recommendation of Sprague, have retained former Federal Judge Simon H. Rifkind as special counsel.

AVID AUSSIES

Kids in Line Day Before Concert Sale

SYDNEY, March 17.—Some indication of the interest in music by young people was witnessed at the Sydney Town Hall this week when booking for the Australian Broadcasting Commission's youth concert season opened. The first arrival was in line 24½ hours before the booking actually opened at 6:45 a.m. By 10 p.m. at night well over 100 youngsters from 16 to 25 were in position with sleeping bags and pillows. By dawn, the number was over 1,000. Many had cooking facilities, vacuum flasks, sandwiches kerosene burners and billycans.

No individual was permitted to buy tickets for more than six persons. Tickets are \$1.50 and give the holder the right of admission to six concerts given by the Sydney Symphony Orchestra. By 10:30 some 5,000 tickets had been sold. Sales are limited to persons between 16 and 25.

TOP TEN FOR FEB. IN FRANCE

PARIS, March 17.—The 10 top tunes in France for the month of February were:

- (1) *La Petite Diligence (The Little Carriage)* . . . Arpege.
- (2) *Gigi* . . . Paris-Melodies.
- (3) *Bonsoir, Lily (Good-night, Irene)* . . . Imperia.
- (4) *Maria Chapdelaine (Wedding of Lili Marlene)* . . . Francis-Day.
- (5) *Cerisier Rose et Pommer Blanc (Pink Cherries and White Apples)* . . . Hortensia.
- (6) *Maia* . . . Arpege.
- (7) *Premier Printemps (First of Spring)* . . . Arpege.
- (8) *Les Trappeurs de L'Alaska* . . . Meridian.
- (9) *Domino (Masque)* . . . Arpege.
- (10) *Si Tu Viens Danser Dans Mon Village (If You Come To Dance in My Village)* . . . Continental.

First time together

JO ^{STAFFORD} and NELSON ^{EDDY}

sing

"WITH THESE HANDS"

and

"TILL WE MEET AGAIN"

Orchestra under direction of Paul Weston

A wonderful first recording featuring two of America's most admired, most versatile voices.

Stock It—Display It—Play It—

Sell it today!

78 rpm 1-G
33 1/3 rpm 3-1-G
45 rpm 4-1-G

Note this new record number!

Columbia Black Label G Series is an entirely new record category. This special label will appear from time to time on Columbia releases of unusual merit. Watch for it!



Columbia  Records

First, Finest, Foremost in Recorded Music

Petrillo Wins for Smallies

Continued from page 12

for proportional representation, in order that large locals, like 802 and 45 (Hollywood) might have power within the AFM in accordance with their size.

The disaffection of the 802 men stems from two sources: (1) The local, while it was in on the negotiations, had stressed the principle of a curb on mechanical music in order to create more employment. This was not obtained. Instead, the national AFM, armed with a strike mandate, obtained from the networks acquiescence on the 5 per cent royalty principle for TV films. The latter concession, 802 men feel, is of small import to the working radio and TV musicians.

Secondly, the 802 men take umbrage over the fact that, once Petrillo had the strike mandate, they had no say whatever in the settlement. This technique on the part of the national office reduced the stature of 802 execs in the eyes of the network managements, it was stated.

National Interests

The amicable AFM-network settlement, on the eve of a scheduled strike, was accompanied by an official AFM "order" presenting the thesis that Petrillo and the international board considered the interests of the Federation paramount to those of any individual local. Documenting this position, the order points out that Petrillo and the board are the duly elected representatives of the members. "Theirs is the custody of the welfare of all members. . . . Theirs is the obligation to subordinate immediate wishes, however passionate, justified and well-founded, to the accomplishment of future objectives. Theirs is the duty to protect the Federation, its locals and its members from injury, even when the threat be of danger self-inflicted."

From the standpoint of the Federation, the contract represented the best that could be obtained. Petrillo, in a press conference on Tuesday, stated his belief that the

AFM would be unsuccessful in trying to win a strike on the principle of a curb on mechanical music. Petrillo, however, did get a scale raise, parity of AM and TV, certain other concessions, plus one point which is very close to his heart and strongly desired by the small locals—namely, the TV film deal.

The importance of the film TV agreement cannot be minimized, even the AM-TV musicians in New York and Hollywood might regard it as a concession of no immediate value to them. From the Petrillo-AFM viewpoint, the agreement is the natural corollary to the royalty principle which Petrillo established on records.

Bulwark

At the AFM convention in Houston last June, the AFM chief presented the film royalty proposition as a great protective bulwark. He mentioned the AFM's laxity in obtaining a similar protective contract in the early days of sound motion pictures. What the Federation has in mind now, of course, is the extension of the royalty principle to cover all sound track—whether the film is made for theaters or TV.

To the small locals, this would be a major boon, and Petrillo has already promised them that monies accruing from such a fund would be distributed to all locals on the principle of share-and-share alike.

It is to be noted that, up to now, the TV industry, including the networks, held aloof from the AFM film deal. Protracted negotiations with indie packagers and networks collapsed months ago. Now, however, with the networks in the bag, it would seem that Petrillo has won a striking point—even if the winning necessitated bowing to the networks on the issue strongly fought for by 802, namely, a curb on recorded music.

Mercury Adds

Continued from page 12

executive veepee Art Talmadge. Both are for three years and call for extensive promotion. The Gibbs paper is effective in April while Long will join the Mercury stable in May.

Trade Stir

The Gibbs deal raised quite a trade stir. The thrush has been recording for the Coral label, the wholly-owned subsid of Decca. She was picked up for Coral a year ago specifically to do a cover of *If I Knew You Were Coming I'd've Baked a Cake*. The waxing did well, and she was handed a one-year paper as a consequence. In recent months, she dropped up with a couple of fairly solid waxing, *I Still Feel the Same About You* and more recently *Once Upon a Nickel*. The thrush is said to have become upset with Coral on the grounds that she created *Nickel* and that the parent Decca firm immediately jumped on the song with the potent name power of Ethel Merman and Ray Bolger. Consequence was that the thrush instructed her agent, Music Corporation of America (MCA), to shop for a new deal, and the office came up with the Mercury pact.

Long, who in the early 1940's was one of the top recording bands with the introduction of his ensemble-singing style on such items as *Shanty in Old Shanty Town*, has been recording for King Records in the past couple of years.

"New Sound"

Continued from page 12

bour's guitar in favor of a hot jazz combo paced by Jim Wynn.

Other changes include Joe (Fingers) Carr (Lou Busch) for Dottie O'Brien, who heretofore hit wax with Dave Cavanaugh's ork. Helen O'Connell, who originally bowed on Cap with Frank DeVol's ork, is now being backed by Harold Mooney. Margaret Whiting, previously framed in Frank DeVol's settings, is now appearing with hubby Lou Busch's ork.

Dick Stabile will appear on Cap wax for the first time providing ork settings for Dean Martin's vocals. Previously, he was backed by Weston and Busch. Nat Cole, whose trio for the most part provided instrumental backing (with exception of Frank DeVol on *Nature Boy* and Stan Kenton for *Orange Colored Sky* will now shed his combo and be heard with Joe Lipman. Latter backed many of Sarah Vaughan's Columbia sides.

"Clock" Ticks

Continued from page 12

blown exploitation scheme which involved developing key territorial deejay promotion posts in New York, Chicago and Hollywood. Plan also entailed greater emphasis on promotion thru jobbers.

Clock was selected as the guinea pig platter. It was kicked off in the New York area. Response was rapid and the disking was kicked over locally Friday (9) when 10,000 copies were reordered for the single day. The promotion, now supported by the tune's publisher, Mills Music, resulted in its selection as theme platter for a late hour CBS-TV movie presentation, *The Late Show*, as well its choice as the theme song for the WNEW deejay team, Rayburn and Finch. Disking this week began to spread to other territories with standout reactions reported by the diskery in San Francisco, Boston and Chicago.

Result of the reaction to the platter forced the diskery to remove it from its longhair Gold Label series and issue it in 40,000 specialty series, which like the classics sell at a retail tab of \$1.15. Idea is to produce the disk on shellacs in order to lend the firm greater production flexibility across the country; all of its non-breakable production is done only in its Bridgeport plant.

Mike Conner, head of the Decca promotion and artists relations department, will head for the Coast following the music operators' convention to round out his coast-to-coast staff.

Rifkind Called

Continued from page 12

the counsel, will be continued in an effort to obtain a fair and reasonable license."

Consent Restriction

Sprague, in a report to Martin, which the latter includes in his communique to the stations, states: ". . . . The condition of no payment on non-ASCAP spots was not concocted by the industry committee, but was a restriction prescribed by the terms of the government consent decree." Sprague further termed ASCAP's proffered rate as "most extravagant, exorbitant and unreasonable." He added, "In my opinion, the announced rate is presented purely as a groundwork for court action."

Martin, speaking of the proposed rates, told the stations: "Your committee cannot endorse this proposal (ASCAP's proposal) and regretfully must take the view that any hope for fair terms with ASCAP will require a great deal more time and/or court action."

Rifkind, who is representing Emerson Radio in the TV color case before the U. S. Supreme Court, is regarded as conversant with ASCAP matters and acquainted with Herman Finkelstein, Schwartz & Frohlich (the ASCAP legal battery) and ex-Judge Robert P. Patterson. In the event of a court case, the latter is expected to handle the performing rights Society's case.

Pact Insures 15%

Continued from page 12

with AM. Networks have also agreed to a 15 per cent adjustment on rates for copyists and arrangers. On multiple-sponsored or network participation shows there is a \$5 raise for each half hour. Local participation programs take the local single engagement rate.

A new provision provides for two weeks' vacation with pay for staffers at networks and owned and operated outlets.

Another new one provides that the networks may use musicians for simulcast programs, such musicians to receive in addition to radio pay an additional \$25 for each such commercial simulcast and \$10 for sustaining simulcast. Using musicians for simultaneous AM and FM broadcasting entails no extra charge.

The following were also set, with the possibility of minor revisions: Make-up fee hiked from \$6 to \$12; simulcast fees hiked from \$7.50 to \$10 on sustainers, and from \$15 to \$25 on commercials.

Other points of the settlement, including those dealing with the status quo on use of mechanical music and the agreement on TV film, are found in companion story.

Cap Plans TV Promotion

Continued from page 11

Sullivan show, and the latter on *I'll Always Love You*, on the Martin and Lewis show. Appearances on TV had an immediate effect in hyping sales. A later instance was King Cole with *Jet*, a disk which Cap believes received strong impetus via Sullivan's TV airer.

Cap considers the TV shots not as a method of building new talent, but rather as a means of hyping sales of already-established artists in key markets. Too, some artists which are strong in certain areas but relatively weak in others stand to be aided in the latter areas by TV bookings. Examples are Tennessee Ernie and Les Paul. Both are relatively strong sellers on the Cap label but are not too well-known in the East, which constitutes a great segment of the record market. Cook, therefore, plans to have both these artists come East immediately after the wind-up of the Music Operators of America convention in Chicago (19-23). The artists will remain here for four or six weeks in order to take in as many TV guest shots as possible.

Neither of these artists is set with a talent agency. General Artists' Corporation is angling for them, but the agency which finally lands them will be the one which can offer the most attractive TV proposition.

TV's direct reaction on disk sales has been noticed before. About two years ago Evelyn Knight's disk on Decca, *A Little Bird Told Me*, seemed to be reaching the end of a good sales run. It had sold about 700,000. The thrush's appearance over Ed Sullivan's TV airer was credited with hyping the disk for an additional 200,000.

Others Aware

Other diskeries have been occasionally aware of possibilities of TV promotion, but for one reason

Canada Seeking

Continued from page 11

doch, Canadian head of the American Federation of Musicians.

For some years, the U. S. has had a barrier against the entry of bands working south of the border. Three years ago a similar ban against U. S. musicians was lifted by the Canadian Government, but the Americans have not taken reciprocal action.

This regulation does not apply to the entry of symphonic groups, solo artists and string quartets, or those who have "unusual professional excellence."

The barrier was erected some 25 years ago when there was "an inundation of Europeans into the country and the United States decided something must be done about it," according to Murdoch.

Decca '50 Profits

Continued from page 11

business in the current year, reiterated that he feels that 1951 will be a big wax year. He said that Decca should do at least as well this year as it did last year and possibly better. To accomplish this, the prexy pointed out that the firm will have to accumulate a much larger volume business in order to equal 1950's earnings with the increased tax bite at hand.

Net sales of Decca and its subsidiaries totaled \$21,408,618 in 1950, representing an increase of 8 per cent over 1949's figures. Net sales for '49 were \$19,820,987.

The strength of the company is reiterated in the accumulation of \$6,320,255.78 in cash and U. S. Treasury notes. The report also carries a sizable inventory accumulation totaling \$2,244,326.77, with the inventory determined at lower than approximate cost.

English Pubber

Continued from page 11

beries; a staff will be hired with representation here and on the Coast.

Kassner retains his interest in his English holdings, which will be operated by Bron. The firms include Cecil Lennox, Ltd., which owns *If*; Kassner, Yale and Pic Music firms. Among the hits Kassner handled last year were *Silver Dollar*, *Chattanooga Shoe Shine Boy* and *I Never See Maggie Alone*. Kassner's English firms have representation for 15 American catalogs. His plan now is to operate a two-way feeder belt, acquiring material for exploitation both here and abroad.

or another never got into the medium on a continuous basis. About one year ago, for instance, RCA Victor planned a close promotional tie-up with the parent National Broadcasting Company, providing for plugging of disks over NBC - owned - and - operated stations and appearances of disk talent on the network's TV and AM programs. Some promotion of this multi-faceted type was done.

Tying in with the TV promotion will be a continuation of Cap's efforts in the public appearance field. The diskery, for instance, arranged a tour for Paul Nero in order to get more steam behind his *Hot Canary*. Last year, Cap promoted most of Stan Kenton's concert dates. The diskery will do the same this year with Kenton, and will have the co-operation of its branches and distributors. In fact, whenever an artist lends himself to public appearances, tours will be arranged. The diskery's philosophy is that the artist, whenever possible, should be seen—whether this be via TV or on the road.

Agent Pitches

Continued from page 12

along these lines in the past, but to date there has been a division of opinion in the organization as to the advisability of bringing in an "outsider" to carry on what amounts to a policing of publishers. There is, in fact, no real agreement within the association as to how far SPA can or should operate as an enforcement or policing agency.

It is known that several of the heavyweight publishers have, curiously enough, wanted SPA to police all the music publishers on royalty matters. This stems from a desire to put all the publishers on the same footing in regard to paying writers; i.e., those who pay their writers what's due them and on time don't want to be at a competitive disadvantage with those who circumvent these obligations.

Just what Traubner will ask isn't yet clear; it is believed that he will concentrate on the song book and folio royalty question and perhaps the matter of foreign royalties.

Southern Longhair

Continued from page 12

are a flock of writers including Virgil Thomson, Alan Hovhaness, William Flanagan, Lou Harrison, Claudio Santoro and others. Already with Southern are such top rank writers as Heitor Villa-Lobos, Elie Siegmeister, Charles E. Ives, David Diamond, Henry Cowell, Lukas Foss, Tibor Serly and others. Vladimir Lakond, chief of Southern's serious music department, has many contracts pending with writers in the United States and abroad.

Southern is the fourth publishing house to stage a concert this season. Others were Carl Fischer, Mercury Music, and Edward B. Marks, all done with co-operation of the League of Composers.

THE LITTLE GENERAL
presents
"LITTLE SMALL TOWN GIRL"
"THE LITTLE WHITE DUCK"
"POETRY!"
"SOMEBODY STOLE MY HORSE AND WAGON"
GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

"I WON'T CRY ANYMORE"
United Music CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

SO DEEP MY LOVE
Recorded by TONI ARDEN (Columbia)
J. J. ROBBINS & SONS, Inc.

TWO HITS!
"BOUTONNIERE" and "LET ME IN"
OXFORD MUSIC CORPORATION
1619 Broadway, New York 19, N. Y.

MUSIC BOURNE TO LIVE
"FAITHFUL" Vaughn Monroe
VICTOR 20-4039
ABC MUSIC CORP. 709 W. 4th St., N.Y.C.

Another BMI Pla-Up Hit!
"If It Hadn't Been for You"
Johnstone-Mental
Eddie Fisher-Hugo Winterhalter . . . (Victor)
Lee Brothers-Paul Weston . . . (Columbia)
Jan Garber . . . (Capitol)
Henry Jerome . . . (London)
Licensed exclusively by BROADCAST MUSIC, INC.



WHAT!

**NEVER
BEEN
KISSED**



**FREDDY MARTIN'S
OVER NIGHT *HIT!***

RCA VICTOR Records

45 rpm—47-4099

78 rpm—20-4099

CAPITOL

scoops the Field

... with

LES BAXTER'S

orchestra and chorus

and the new vocal discovery

LINDY DOHERTY

singing the endearing new ballad. . . .

TONIGHT WE'LL GO DANCING

Capitol
1440



THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received March 14, 15 and 16.

Last Week | This Week

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.

4. 2. Mockin' Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552.

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

3. 3. Tennessee Waltz

By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 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. Tucker 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.

2. 4. 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. Rechtzeit-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.

5. 5. Be My Love

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

From the MGM film, "Toast of New Orleans."

RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V. (45)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 Felst (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-Cr 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.)

8. 7. Would I Love You?

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

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

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.

7. 8. 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. Chapel-D. LeWinter Ork, Mer 5545; P. Como-Fontane Sisters, Vic 20-3945; M. Martin & Son, Larry, Col 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)49-3108; 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.

9. 9. A Penny a Kiss, a Penny a Hug

By Buddy Kaye and Ralph Care—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: T. 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.

10. Sparrow in the Tree Top

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

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

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

WARNING: The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

**DEALERS!
OPERATORS!
DISC JOCKEYS!** *Capitol Buyer's Guide*

COMING UP FAST!

	78	45
	rpm	rpm
"TONIGHT WE'LL GO DANCING," "SPARROW IN THE TREETOP" Les Baxter	1440	F1440
"SHENANDOAH WALTZ," "THE KISSING SONG" The Dinning Sisters	1429	F1429
"THE HOT CANARY" Jan Garber, Paul Nero, violin, Ewing Sisters	1430	F1430

HOT SELLERS!

POPULAR

"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
"JOHN AND MARSHA" Stan Freberg	1356	F1356
"CHEW TOBACCO RAG," "LET ME IN" Red Ingle	1431	F1431
"ALWAYS YOU," "DESTINATION MOON" Nat "King" Cole	1401	F1401
"YEAH, YEAH, YEAH," "ROCK ME TO SLEEP" Peggy Lee	1428	F1428
"YOU AND YOUR BEAUTIFUL EYES," "TONDA WANDA HOY" Dean Martin	1358	F1358
"YOU ARE THE ONE," "SING YOU SINNERS" Margaret Whiting	1417	F1417
"K-K-K KATY," "FLYING SAUCERS" Mel Blanc	1441	F1441
"BE MY LOVE," "I WONDER WHAT'S BECOME OF SALLY!" Ray Anthony	1352	F1352

WESTERN & FOLK

"THE SHOT GUN BOOGIE" Tennessee Ernie	1295	F1295
"HOT ROD RACE" Ramblin' Jimmie Dolan	1322	F1322
"SHENANDOAH WALTZ," "JUST LIKE TWO DROPS OF WATER" Bucky Tibbs, Jimmie Dale, Cliffie Stone	1425	F1425
"IF I COULD ONLY LIVE MY LIFE OVER," "I DON'T KNOW WHY" Leon Payne	1405	F1405
"NEW ROVIN' GAMBLER" Hank Thompson	1379	F1379



Week ending
MARCH 24, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

LES PAUL & MARY FORD



remember . . .
NOLA . . . Then GOOFUS . . .
and then
MOCKIN' BIRD HILL
Now . . .
Hear Their LATEST and GREATEST
Critics acclaim it
The BIG song of '51

"HOW HIGH THE MOON"

coupled with

"WALKIN' AND WHISTLIN' BLUES"

Capitol Record No. 1451 on 78—No. F-1451 on 45

NEW RELEASES ON Capitol

		78 rpm	45 rpm
POPULAR			
NAT "KING" COLE	TOO YOUNG coupled with THAT'S MY GIRL <small>with Orchestra Conducted by LES BAXTER</small>	1449	F1449
PEGGY LEE <small>With Orchestra</small>	THE CANNONBALL EXPRESS THAT OL' DEVIL (WON'T GET ME)	1450	F1450
LES PAUL	HOW HIGH THE MOON <small>Vocal by MARY FORD</small> WALKIN' AND WHISTLIN' BLUES	1451	F1451
SHARKEY <small>and His Kings of Dixieland</small>	SHARKEY STRUT <small>coupled with Instrumental</small> I'M GOIN' HOME <small>Vocal by JEFF BIDDICK</small>	1452	F1452
WESTERNS			
TEX RITTER	IF I COULD STEAL YOU FROM SOMEBODY ELSE THERE'S NO ONE TO CRY OVER ME	1453	F1453
CARL BUTLER	SHAKE, RATTLE AND ROLL NO GUARANTEE ON MY HEART	1454	F1454
OKLAHOMA SWEETHEARTS	LITTLE MISS MISCHIEF SOMEWHERE IN OLD WYOMING	1455	F1455
LARRY CASSIDY	DO NOT DISTURB THE NEW OKLAHOMA BOUND	1456	F1456
SPIRITUAL			
JAMES & MARTHA CARSON	LOOKING FOR A CITY JESUS SPOKE TO ME	1457	F1457

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

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received March 14, 15 and 16

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

POSITION	Weeks Last This to date	Week/Week	Tune	Artist	Label
11	1	1	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
5	5	2	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
14	2	3	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
7	7	4	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
3	9	5	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
18	3	6	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
8	6	7	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP
16	4	8	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
4	17	9	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (33)3-39190; (45)4-39190—ASCAP
15	8	10	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—BMI
4	14	11	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI
10	17	12	IF	J. Stafford	Col(78)39082; (45)4-39082; (33)3-39082—ASCAP
4	29	13	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45—ASCAP
16	12	14	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
13	11	15	YOU'RE JUST IN LOVE	P. Como-Fontane Sisters	V(78)20-3945; (45)47-3945—ASCAP
2	19	16	WOULD I LOVE YOU	H. O'Connell	Cap(78)1368; (45)F-1368—ASCAP
13	10	17	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
10	16	17	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
9	15	19	BE MY LOVE	R. Anthony	Cap(78)1352; (45)F-1352—ASCAP
8	13	20	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
2	25	20	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
6	22	22	IF	B. Eckstine	MGM(78)10896; (45)K-10896—ASCAP
3	—	23	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016—ASCAP
4	21	24	SO LONG	P. Weston	Col(78)39160; (45)4-39160; (33)3-39160—BMI
7	—	25	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360—ASCAP
1	—	26	LET ME IN	B. Wayne	London(78)973; (45)45-973
10	22	27	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
3	22	28	IT IS NO SECRET	B. Kenny-Song Spinners	Dec(78)27326; (45)9-27326—BMI
13	—	28	TENNESSEE WALTZ	J. Stafford-P. Weston	Col(78)39065; (33)3-39065; (45)4-39065—BMI
1	—	30	WOULD I LOVE YOU	T. Martin	V(78)20-4056; (45)47-4056—ASCAP
2	—	30	YOU'RE JUST IN LOVE	G. Mitchell-R. Clooney	Col(78)39052; (33)3-39052—ASCAP

Songs With Most TV Performances (RH Tele-Log)

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

Tune	Points
1. If—Shapiro	130
2. Zing Zing—Zoom Zoom—Robbins	85
3. You're Just in Love—Berlin	75
4. You and Your Beautiful Eyes—Paramount	65
5. A Penny a Kiss—Shapiro	60
6. Be My Love—Miller	55
7. Tennessee Waltz—Acuff-Rose	55
8. Night Is Young and You're So Beautiful—Words and Music	40
9. A Bushel and a Peck—Morris	35
10. Nobody's Chasing Me—Chappell	30
11. And You'll Be Home—Burke-Van Heusen	30
12. Boutonniere—Santly	30
13. How Could You Believe Me When I Said I Love You—Feist	30
14. If I Were a Bell—Morris	30
15. Aba Daba Honeymoon—Feist	20
16. Always You—Dreyer-Marks	20
17. Best Thing for You—Berlin	20
18. Bring Back the Thrill—Maypole	20
19. Chapel of the Roses—Triangle	20
20. Get Out Those Old Records—Lombardo	20
21. Huliaballo—Mills	20
22. I Love the Way You Say Goodnight—Remick	20
23. I've Never Been in Love Before—Morris	20
24. Little White Duck—General	20
25. Mockin' Bird Hill—Peer	20
26. My Heart Cries for You—Massey	20
27. Nevertheless—Crawford	20
28. Once Upon a Nickel—Valando	20
29. Pagan Love Song—Robbins	20
30. Peter Cottontail—Hill & Range	20

VOX JOX

Preems

Robert Huse has joined WFGM, Fitchburg, Mass., as an early morning spinner. . . . Dottie Pavelka, WWSO, Springfield, O., 17-year-old high school senior, has been a disk jockey since she was 16. Snagged the job, via a gag "guest" shot. . . . Bob Bailey, WCAV, Norfolk, has taken over the station's afternoon "Mailbag" show. . . . Jim Palmer has replaced Earl Boardman at KSIM, Sikeston, Mo. The latter spinner has joined the air corps. . . . Don Haam moves over to KAFP, Petaluma, Calif., succeeding Bob Bishop, who has entered the navy. . . . Charley King is a new staffer at KSOA, Odessa, Tex. . . . Al Stevens has joined Baltimore's new indie WWIN. . . . Bob Larsen, WEMP, Milwaukee, is emceeing the grand openings of all IGA stores in Southern Wisconsin. . . . Jay Gould has taken over Kee Murray's wax shows on WMCK, McKeesport, Pa., now that Murray has been recalled to active duty with the navy. . . . "Vera," of KLER, Rochester, Minn., celebrates her first year on the air this month as the only fem disk jockey in South-eastern Minnesota. . . . Ted Work, WINX, Washington, has assumed "Sandman" duties on Sunday night. . . . Carl Caudill, WLEE, Richmond, Va., has taken over emcee chores on Harvey Hudson's afternoon wax session, now that operations manager Hudson has taken charge of all departments but sales. . . . Fletcher Smith, WTNC, Thomasville, N. C., has extended his daily afternoon airer to an hour and 45 minutes.

Mike Gripe

Uncle Don Andrews, WSGW, Saginaw, Mich., pens us the following legit beef—"I'm spinning more records now than any jock but the all-night boys in this State. My problem, Mr. Agony, is how the h— does this station go about getting mentioned in Vox Jox? The Billboard is always yapping about jockey co-operation. Does it work both ways, or is that an old-fashioned idea? The Billboard completely ignores copy from this part of the country; and, mind you, a few jocks (in a State located and shaped as is Michigan) control the whole disk show audience in the State."

Ad Lib Cuttings

Mrs. Mike Levine, of Groove Record Shop, Norfolk, writes anent The Billboard's recent article on Negro disk jockeys. . . . "I notice you mentioned almost every disk jockey with the exception of one of the best, Jack Holmes, of WLOW, Norfolk, the most popular and best loved in the entire Tidewater area. . . . Five spins of "John and Marsha" on Mark Sheeler's "Blues Chaser Club" over WEBC, Duluth, Minn., proved the show to be a potent platter seller. As a result, two local record dealers sold out their entire "speculation stock" (300) on the new disk and Capitol's Minneapolis distributor received several "rush" orders for the wax from other out-of-luck platter stores. Sheeler pulled the same multiple-play gimmick on Les Paul's "Little Rock Get-Away," with similar results. . . . Rick Thomas, WARM, Scranton, Pa., reports a tremendous response to his recent spinning of The Weavers' Decca dishing of "On Top of Old Smoky," in spite of fact that waxing was a departure from his usual lush programming. "Looks as if the Weavers have another 'Irene,'" raves Thomas. . . . Art Ford, WNEW, New York, introduced a unique programming gimmick recently. He played records by artists, who, in his opinion, should have clicked, but didn't, because of bad tunes, wrong arrangements and insufficient promotion.

Best Selling Sheet Music

Based on reports received March 14, 15 and 16

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

POSITION	Weeks Last This to date	Week/Week	Tune	Publisher
17	1	1	TENNESSEE WALTZ (R)	Acuff-Rose
9	2	2	IF (R)	Shapiro-Bernstein
5	4	3	MOCKIN' BIRD HILL (R)	Southern
12	5	4	IT IS NO SECRET (R)	Duchess
13	3	5	MY HEART CRIES FOR YOU (R)	Massey
13	7	6	BE MY LOVE (F) (R)	Miller
3	7	7	ABA DABA HONEYMOON (F) (R)	Feist
4	14	8	WOULD I LOVE YOU (R)	Walt Disney
3	9	9	PETER COTTONTAIL (R)	Hill & Range
7	10	10	A PENNY A KISS (R)	Shapiro-Bernstein
11	8	11	YOU'RE JUST IN LOVE (M) (R)	Berlin
2	—	12	SPARROW IN THE TREE TOP (R)	Santly-Joy
2	15	13	BEAUTIFUL BROWN EYES (R)	American
6	11	14	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
8	12	15	ZING ZING—ZOOM ZOOM (R)	Robbins

England's Top Twenty

POSITION	Weeks Last This to date	Week/Week	Tune	English	American
8	1	1	TENNESSEE WALTZ	Cinephonic	Acuff-Rose
13	2	2	PETITE WALTZ	Duchess	Duchess
6	3	3	MY HEART CRIES FOR YOU	Morris	Massey
7	5	4	SEPTEMBER SONG	Chappell	Chappell
2	17	5	THE ROVING KIND	Leeds	Hollis
5	7	6	C'N I CANOE YOU UP THE RIVER?	Leeds	Leeds
7	9	7	I'LL ALWAYS LOVE YOU	Chappell	Famous
9	4	8	IF	Lennox	Shapiro-Bernstein
12	6	9	BELOVED BE FAITHFUL	Pickwick	Pickwick
14	10	10	FERRY BOAT INN	Campbell-Connelly	Shapiro-Bernstein
14	8	11	ALL MY LOVE	Maurice	Mills
3	14	12	PATRICIA	New World	Bregman-Vocce-Conn
3	12	13	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	*
8	11	14	NEVERTHELESS	Chappell	Chappell
14	13	15	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.	*
3	19	16	TIPPERARY SAMBA	Reine	*
18	15	17	AUTUMN LEAVES	Maurice	Ardmore
3	18	18	SENORA	Dash	*
1	—	19	BE MY LOVE	Francis Day	Robbins
1	—	20	TEASIN'	Pickwick	Leeds

Songs With Greatest Radio Audiences (ACI)

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

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

(Beginning Friday, March 9, 8 a.m., and ending Friday, March 16, 8 a.m.)

Aba Daba Honeymoon (F) (R)	Feist—ASCAP
Always You (R)	Dreyer-Marks—ASCAP
Be My Love (F) (R)	Miller—ASCAP
Boutonniere (R)	Oxford—ASCAP
Bring Back the Thrill (R)	Maypole—ASCAP
Destination Moon (R)	Fred Fisher—ASCAP
Down in Nashville, Tennessee (R)	Witmark—ASCAP
Faithful (R)	ABC—ASCAP
Get Out Those Old Records (R)	Lombardo—ASCAP
I Am Loved (M) (R)	Chappell—ASCAP
I Love the Way You Say Goodnight (R)	Remick—ASCAP
I Remember the Cornfields (R)	Leeds—ASCAP
If (R)	Shapiro-Bernstein—ASCAP
If It Hadn't Been for You (R)	Johnstone-Monte—BMI
It's a Lovely Day Today (M) (R)	Berlin—ASCAP
May the Good Lord Bless and Keep You (R)	Pickwick—ASCAP
Mockin' Bird Hill (R)	Southern—ASCAP
My Heart Cries for You (R)	Massey—ASCAP
Night Is Young and You're So Beautiful (R)	Words & Music—ASCAP
Nobody's Chasing Me (M) (R)	Chappell—ASCAP
Penny a Kiss, Penny a Hug (R)	Shapiro-Bernstein—ASCAP
Peter Cottontail (R)	Hill & Range—BMI
Roving Kind (R)	Hollis—BMI
So Long (R)	Folkways—BMI
St. Patrick's Day Parade (R)	Bullseye—ASCAP
Tennessee Waltz (R)	Acuff-Rose—BMI
Would I Love You (R)	Walt Disney—ASCAP
You and Your Beautiful Eyes (F) (R)	Paramount—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP
Zing Zing—Zoom Zoom (R)	Robbins—ASCAP

• **The Billboard Picks**

3

Smash Hits

(All in one week of March 17 Issue)

MAMA Vic Damone



The warbler turns an admirable vocal on a familiar Italian melody; one of Damone's strongest recent efforts.

Mercury 5444 - X45

TOO YOUNG Richard Hayes



One of the loveliest and likeliest ballads of the day is warbled with sincere and winning feeling by the up-coming youngster.

Mercury 5599 - X45

METRO POLKA Frankie Laine



Laine proves his versatility as he turns his hand to a polka and provides the first rate material with an enthusiastic effort which could send this soaring.

... MORE NEW RELEASES READY FOR BIG SALES!



Mercury 5607

TONY FONTANE

WITH LEW DOUGLAS ORCHESTRA

'I'M YOURS TO COMMAND'

AND

'SYNCOPATED CLOCK'

GEORGE SIRAVO

AND HIS ORCHESTRA

Featuring

RAY BARBER

'ON TOP OF OLD SMOKY'

Mercury 5612 - X45

BOB CONNALLY

'CHAPEL OF THE ROSES'

AND

'KENTUCKY WALTZ'

Mercury 5608 - X45

AL TRACE

AND HIS ORCHESTRA

'PRETTY EYED BABY'

AND

'THAT'S THE MAN FOR ME'

Mercury 5609 - X45



THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... Based on reports received March 14, 15 and 16

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
11	1	1	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
15	2	2	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
12	4	3	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067-ASCAP
19	3	4	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
6	6	5	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
7	5	6	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282-ASCAP
7	8	7	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45-ASCAP
5	10	8	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
12	7	9	YOU'RE JUST IN LOVE	P. Como	V(78)20-3945; (45)47-3945-ASCAP
4	9	10	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (33)3-39190; (45)4-39190-ASCAP
4	17	11	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
11	15	12	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376-BMI
3	11	13	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212-BMI
7	14	14	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019-ASCAP
16	13	15	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067-BMI
8	16	16	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016-ASCAP
9	12	17	I TAUT I TAW A PUDDY TAT	M. Blanc	Cap(78)1360; (45)F-1360-ASCAP
2	—	18	SPARROW IN THE TREE TOP	B. Crosby-Andrews Sisters	Dec 27477
15	23	19	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336-BMI
13	18	20	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316-BMI
3	24	21	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
1	—	21	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295-BMI
14	19	23	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978-ASCAP
2	24	24	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393-BMI
2	26	24	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45-ASCAP
3	27	24	WOULD I LOVE YOU	D. Day-H. James	Col(78)39159; (45)4-39159; (33)3-39159-ASCAP
1	—	27	IF	D. Martin	Cap(78)1342; (45)F-1342-ASCAP
2	21	28	VESTI LA GIUBBA	M. Lanza	V(78)10-3228; (45)49-3228
7	22	28	IT IS NO SECRET	B. Kenny-Song Spinners	Dec(78)27326; (45)9-27326-BMI
9	—	30	ROVING KIND	The Weavers	Dec(78)27332; (45)9-27332-BMI

DEALER DOINGS

Service Talk

"It took us 40 days to get an MGM order from our distributor. Need I say more?"—Adrian's, Hutchinson, Kan. . . . "Columbia release sheets never arrive until hits are established—except for good coverage on the classical field. By the time the salesman calls, the hits are unavailable." — Good Housekeeping Shop, Big Rapids, Mich. . . . "Seems as tho 45 records are still coming in slowly. Some of the numbers get here after the song has passed its peak. This is true of all companies." — The Music Box, Hillsdale, N. J. . . . "The 45 r. p. m. records are very slow in coming thru." — Heiser's Appliance, Freeport, Ill. . . . "The same old story—we can't get pop tunes until they start dropping off in popularity. The distributor always has some excuse for non-delivery, but still no pop merchandise on time." — University Co-Operative Society, Austin, Tex. . . . "Why don't Decca or Columbia send release sheets like Capitol and RCA Victor do? These are important to us." — Record Shop, Brockton, Mass. . . . "Why doesn't someone snap RCA Victor out of their lethargy? Surely they can give service comparable to their competitors." — Day and Waldrip, Waco, Tex. . . . "Columbia gives us poor service. Have had their Prades records ordered for seven weeks and still haven't received them. Instead of all their executive and a. and r. department changes they should concentrate on shipping records to dealers." — White's Record Shop, Livingston, Mont.

Standard Disks

"Record dealers who do not keep a small stock of hit numbers after they die out are missing a good bet for some extra business. As an example, we average about five 78 r. p. m. copies of Crosby's "Quicksilver" and four 45 r. p. m. copies every week. The number is supposed to be washed up!" — J. O. Glover, Melody Mart, Paducah, Ky.

Traffic Builders

After experiment for two years in the shop's sheet music department Jo Dojack, National Musical Supply Company, Regina Sask., Can., reports that the use of a coupon gimmick brings excellent results in both sheet music and record sales. Record department now gives customers a coupon with each disk purchased. The accumulation of 30 coupons entitles the holder to a free 78 or 45 r.p.m. pop, or country and Western record. Shop is said to be the largest disk dealer in the Canadian Northwest, and carries all labels and all speeds of both Canadian and American disks.

ASCAP Behind Nevada 8-Ball

Continued from page 5

high and that the organization also discriminated against Southern Nevada by charging lower rates in the Reno area. The Nevada Association of Broadcasters was represented by H. G. Wells, Merrill Inch and Ralph Wittenberg, all of Reno. They stated that if ASCAP were to pull out of Nevada they might lose their network connections. They added that they are satisfied with the present 2½ per cent royalties they now pay.

Near the conclusion of the meeting, Sen. Forest B. Lovelock offered a substitute measure. It would allow ASCAP to collect all its royalties, but would subject them to a 3 per cent tax on gross earnings in Nevada.

The committee took for study both the original bill and the offered substitute.

Best Selling Children's Records

... Based on reports received March 14, 15 and 16

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
6	1	1	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F-1360
25	2	2	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
3	3	3	PETER COTTONTAIL (One Record)	G. Autry	Col(78)MJV-68; (45)MJV-4-68; (33)4-727
58	4	4	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
23	5	5	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
142	6	6	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
28	9	7	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
17	—	8	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBXF-3077
23	7	9	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
139	—	9	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114; (45)CBXF-3050
2	15	11	PETER COTTONTAIL (One Record)	M. Shiner	Dec(78)K-27; (45)1-150
14	8	12	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	V(45)WY-33; (78)Y-33
55	11	13	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
1	—	14	SONNY, THE BUNNY (One Record)	G. Autry	Col(78)MJV-103; (45)MJV-4-103
4	15	15	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709
2	13	15	PETER COTTONTAIL (One Record)	R. Rogers	V(78)21-0423; (45)47-0262

Best Selling Pop Albums

... Based on reports received March 14, 15 and 16

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

Last Week	This Week	Record	Artist	Label
2	1	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
1	2	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
4	3	CARNEGIE HALL JAZZ CONCERT, Vol. 1 and II	B. Goodman	Col(33)SL-160
3	4	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
6	5	TWO WEEKS WITH LOVE	J. Powell-C. Carpenter-D. Reynolds	MGM(78)MGM-61; (33)E-530
8	6	OUT OF THIS WORLD	Original Cast	Col(78)MM-980; (33)ML-5439
5	7	CALL ME MADAM	E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304
6	8	CALL ME MADAM	D. Shore and Original Cast	V(78)OC-1; (33)LOC-1000
10	9	THREE LITTLE WORDS	Original Cast	MGM(78)MGM-53; (33)E-516
9	10	YOUNG MAN WITH A HORN	Doris Day-H. James	Col(78)C-198; (33)CL-6106

Last Week	This Week	Record	Artist	Label
1	1	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
2	2	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
5	3	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
3	4	TWO WEEKS WITH LOVE (Three Records)	J. Powell	MGM(78)MGM-61; (45)K-61
4	5	GUYS AND DOLLS (Seven Records)	Original Cast	Dec(78)DA-825; (45)9-203
6	5	THREE LITTLE WORDS (Four Records)	Original Cast	MGM(78)53; (45)K-53
7	7	CALL ME MADAM (Six or Four Records)	E. Merman-D. Haymes-E. Wilson-G. Jenkins	Dec(78)A-818; (45)9-166; Dec(78)A-813; (45)9-153
8	8	TEA FOR TWO (Four Records)	Doris Day	Col(78)C-215; (45)B-215
9	9	YOUNG MAN WITH A HORN (Four Records)	H. James-Doris Day	Col(78)C-198; (45)B-198
10	10	THEME SONGS (Three Records)	A. Shaw-B. Goodman-D. Ellington-G. Barnett-L. Hampton-L. Armstrong	V(45)WPT-1
—	10	OUT OF THIS WORLD (Seven Records)	Original Cast	Col(78)MM-980; (45)A-980

Classical Reviews

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

RESPIGHI: FESTE ROMANE—Arturo Toscanini and the NBC Symphony Ork (1-10") RCA Victor (33) LM-55

Toscanini does a magnificent reading of this colorful tone poem, the third in Respighi's Roman cycle. The maestro brings out all the glowing pageantry of the brilliant Italian tapestry, evoking scenes of ancient, mediaeval and modern Rome. Toscanini had the important hand in introducing this work in the United States as well as the other two in the trilogy, "Pines of Rome" and "Fountains of Rome." He infuses this performance with a thrilling vigor and dash. The recording is a splendid one, capturing with fidelity the rich colorings.

MOZART: EINE KLEINE NACHTMUSIK AND ADAGIO AND FUGUE IN C MINOR AND SYMPHONY NO. 33 IN B FLAT MAJOR—Herbert Von Karajan conducting the Vienna Philharmonic Orchestra (1-12") Columbia (33) ML-54370

Von Karajan's brilliant realization of the Mozart B Flat symphony, transferred from the several year old 78's, consumes one side of this new offering. The flip and featured side houses the brilliant young Viennese conductor's rather taut but still impressive conception of the familiar and still rewarding "Eine Kleine Nachtmusik" (made some years back but never before available here). The

conductor rises to brilliant heights as he makes a magnificent thing of Mozart's moving Adagio and Fugue. Here's a feast for Mozartians the likes of which comes along infrequently. The familiarity of the "Eine Kleine Nachtmusik" expands the potential of this disk to include a slice of the general longhair market.

SCARLATTI SONATAS—Kathleen Long, Piano (1-10") London (33) LPS 314

Sonatas in D Major (Longo 14); B Flat Major (Longo 46); G Major (Longo 129); G Major (Longo 209); A Major (Longo 45); F Major (Longo 119); C Sharp Minor (Longo 256); D Major (Longo 265) These eight selections, chosen from among the hundreds of sonatas written by Scarlatti, are typical in that they require much technical proficiency. They are also bright, spirited works that are highly listenable since the staccato and pizzicato effects give the music a colorful gaiety. Miss Long demonstrates consummate skill in her handling of the one-movement works, but it is questionable whether the die-hards will go for harpsichord music played on a piano. Some of these sonatas, however, have not been recorded on any instrument. Packaging and recording are superior.

(Continued on page 77)

Best Selling Classical Titles

... Based on reports received March 14, 15 and 16

Last Week	This Week	Record	Artist	Label
1	1	Best Selling 33 1/3 R.P.M.	Caruso (Treasury of Immortal Performances), E. Caruso	V(33)LC-1007
2	2	Strauss: Die Fledermaus, L. Pons, L. Weitch, R. Tucker, C. Kullman, M. Lipton, J. Brownlee, Metropolitan Opera Association Chorus and Ork, E. Ormandy, conductor	Col(33)SL-108	
3	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	London(33)LLP-281-82	
4	4	Rossini-Respighi: La Boutique Fantastique, London Symphony Ork, E. Ansermet, conductor	M. London(33)LLP-274	
4	5	Bach: Prades Festival Vol 5 (Sonata for Cello & Piano No. 3), P. Casals, tello; P. Baumgartner, piano	Col(33)ML-4349	
1	1	Best Selling 45 R.P.M.	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11
2	2	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1395	
3	3	Caruso Sings Light Music, E. Caruso	V(45)WCT-7	
—	2	Strauss: Highlights From Die Fledermaus, R. Stevens, J. Pearce, P. Munsel, J. Melton, R. Resnik, R. Merrill, J. Silver, H. Thompson-P. Lenchner, R. Shaw Chorale, R. Shaw, conductor	V(45)WDM-1457	
—	5	Rachmaninoff: Concerto No. 2 in C, Opus No. 18, S. Rachmaninoff, L. Stokowski, Philadelphia Symphony Ork	V(45)WCT-18	

Advance Classical Releases

J. S. Bach: Sheep May Safely Graze—L. Stokowski & His Ork (Bach: Jesus) (1-7") V (45) 49-3159	Hills of Home, The—Jennie Tourel (Down in) Col (33) 3-908
Copland: Billy the Kid—Prairie Night and Celebration Dance Album—Philharmonic-Symphony	Horowitz: Rakoczy March (Parts 1 & 2) (1-7") Vladimir Horowitz, V (45) 49-3154
Handel: Come to Me Soothing Sleep—Marian Anderson-Franz Rupp (Handel: O What!) (1-7") V (45) 49-3157	Songs of Schubert Album—Genevieve Warner-Franz Rupp (Songs of Mozart) (1-12") Col (33) ML-4365; Song of Mignon; To the Nightingale; In Spring; Sunset; God in Spring; The Bush
Handel: O What Pleasure and the Trumpet Is Calling—Marian Anderson-Franz Rupp (Handel: Come to) V (45) 49-3157	Griffes: The White Peacock, Op. 7, No. 1 Album—Philharmonic Symphony Ork of N. Y.-L. Stokowski, Cond. (1-10") (Copland: Billy & Gould: Philharmonic) Col(33)ML-2167
Ork of N. Y.-L. Stokowski, Cond. (1-10") (Griffes: The White & Gould: Philharmonic) Col (33)ML-2167	Mendelssohn: Concerto in E Minor for Violin and Orchestra, Op. 64 Album—I. Stern-Philadelphia Ork-E. Ormandy, Cond. (Brahms: Sonata) (1-12") Col(33)ML-4363
Down in the Forest—Jennie Tourel (The Hills) Col (33) 3-908	



JAN PEERCE'S NEW RED SEAL-POP SMASH PAIRING

SING, EVERYONE, SING

and

May The Good Lord Bless and Keep You

RCA VICTOR 10-3724—(49-3724)*

This week's

New Releases
... on RCA Victor

Release 51-12

Ships Coast to Coast, Week of March 25

POPULAR

- TONY MARTIN with Henri Rene's Orchestra and Chorus
Faithfully Yours
No One But You 20-4098—(47-4098)*
- FREDDY MARTIN and his Orchestra
Never Been Kissed
Jo-Ann 20-4099—(47-4099)*
- EDDIE FISHER with HUGO WINTERHALTER'S Orchestra and Chorus
Good-Bye G.I. Al
Get Your Paper (The Newspaper Song) 20-4100—(47-4100)*
- HENRI RENE and his Orchestra
You Are the One
My Lost Melody 20-4101—(47-4101)*
- THE FOUR TUNES
The Last Round-Up
Wishing You Were Here Tonight 20-4102—(47-4102)*

COUNTRY

- JUNE CARTER and her Bashful Rascals
A Bucket of Love
Mommie's Real Pecooliar 21-0450—(48-0450)*
- PEE WEE KING and his Golden West Cowboys
The Strange Little Girl
Chew Tobacco Rag 21-0451—(48-0451)*

WESTERN

- BILL BOYD and his Cowboy Ramblers
Drifting Texas Sand
Stop—Polka 21-0449—(48-0449)*

BLUES

- PIANO RED
Jumpin' the Boogie
Just Right Bounce 22-0118—(50-0118)*

POP-SPECIALTY

- BERNIE WYTE and his Polka Band
Charlie Is My Darlin'
The Candle Chandelier—Waltz 25-1192—(51-1192)*

NATIONAL SPECIAL

- GLAHE Musette Orchestra
Beer Barrel Polka 25-1009—(51-1009)*
- BERNIE WYTE'S Musette Orchestra
Hot Pretzels

*45 R.P.M. cat. nos.

Going Strong...

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

- IF/Zing Zing—Zoom Zoom
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)*
- Be My Love
Mario Lanza 10-1561—(49-1561)*
- In Your Arms/A Penny a Kiss
Dinah Shore and Tony Martin 20-4019—(47-4019)*
- You're Just in Love
Perry Como and the Fontane Sisters 20-3945—(47-3945)*
- Oh, What a Face
Phil Harris 20-4070—(47-4070)*
- Down the Trail of Achin' Hearts
Hank Snow 21-0441—(48-0441)*
- Rhumba Boogie
Hank Snow 21-0431—(48-0431)*
- Bring Back the Thrill
Eddie Fisher and Hugo Winterhalter Ork 20-4016—(47-4016)*
- Would I Love You
Tony Martin 20-4056—(47-4056)*
- Vesti La Giubba
Mario Lanza 10-3228—(49-3228)*
- The Aba Daba Honeymoon
Freddie Martin 20-4056—(47-4056)*
- St. Patrick's Day Parade
Dennis Day 20-4061—(47-4061)*
- There's Been a Change in Me
Eddy Arnold 21-0412—(48-0412)*
- The Golden Rocket
Hank Snow 21-0400—(48-0400)*
- Every Time I Fall in Love
Ralph Flanagan 20-4067—(47-4067)*

Coming Up...

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

- ★ Lonesome Gal
Dinah Shore 20-4060—(47-4060)*
Disk Jockeys Pick, Billboard, March 17 issue.
- ★ Let Me In
Fontane Sisters-Texas Jim Robertson 20-4077—(20-4077)*
Disk Jockeys Pick, Billboard, March 17 issue.
- ★ May the Good Lord Bless and Keep You
Jan Peerce 10-3724—(49-3724)*
Disk Jockeys Pick, Billboard, March 17 issue.
- ★ Beautiful Brown Eyes
Lisa Kirk 20-4062—(47-4062)*
Retailers Pick, Billboard, March 17 issue.

TIPS

GOOD-BYE, G.I. AL
GET YOUR PAPER
(THE NEWSPAPER SONG)

Eddie Fisher with Hugo Winterhalter Ork and Chorus
20-4100—(47-4100)*



Academy Award Nominee: BE MY LOVE—Mario Lanza's tremendous RCA Victor disc . . . This Lanzaslide is nearing the million mark in sales.

The song GOOD BYE, G.I. AL, which Eddie Fisher recorded for RCA Victor, is a musical farewell to the late, great Al Jolson.

When news of Freddy Martin's record of NEVER BEEN KISSED gets around (which should be two minutes after the deejays grab it) everybody and his brother will be saying "WHAAAAAT!!" (The gal in this song obviously married "The Thing" . . . Whaaaat??)

LOOK MAGAZINE (this week) says of RCA Victor's Helfetz-Plattgorsky-Rubenstein album of TRIOS: "Almost too good to be true."

RCA Victor's SINGERS' SERIES (54 tin pan alley laves—nine artists—nine composers) has proven to be a real programming boon to radio stations . . . hundreds of stations programming fifteen minute daily programs featuring three composer-artist sides in each quarter-hour seg . . . First day three Perry Como-Billy Rose discs, second day three Dinah Shore-Gus Kahn records, etc., for EIGHTEEN solid shows!

The Southwest is still talking about the colossal party RCA Victor distributor Strauss-Frank threw for Eddy Arnold at the Olmos Club in San Antonio . . . Dealers, disc jockeys, coin ops, radio and newspapermen turned out en masse to honor the artist who popularized country music.

Billy Rose and Perry Como will be guest stars of Wayne Howell's disc jockey show, THE STARS REVIEW THE HITS, aired over 242 stations (wk. of April 2).

Words are flying around about The Four Tunes, a great new quartet now making record-breaking records for RCA Victor . . . Their version of COOL WATER is getting as big as the Mississippi . . . But give a good listen to their newest disc—THE LAST ROUNDUP, just released . . . Stock up on this one, it's loaded.

Program tip: National Music Week is coming up . . . theme up your programs with Jan Peerce's recording of SING, EVERYONE, SING.

Requests for RCA Victor's RECORDING SESSION (Fran Warren doing STORMY WEATHER) pouring in at over 1000 a day.

The stars who make the hits are on

RCA VICTOR Records



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

Capitol Dynamic Duet

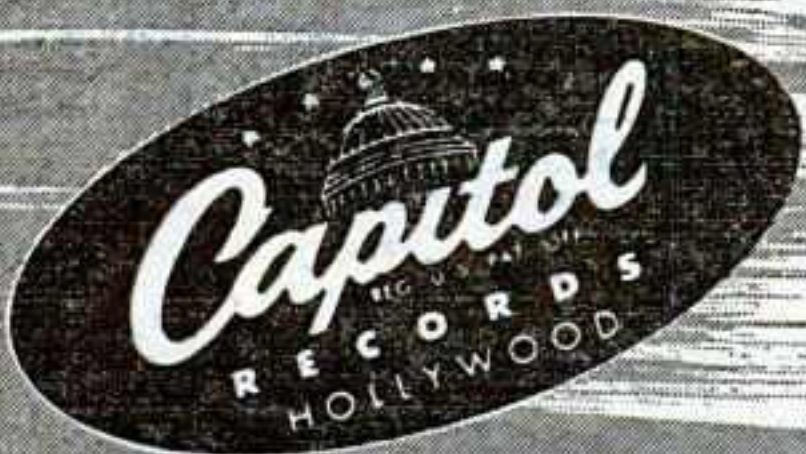
Les Paul

and...

Mary Ford

singing...

HOW HIGH THE MOON



45 rpm—F-1451
78 rpm—1451

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

- BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- IF**
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
- BRING BACK THE THRILL**
E. Fisher-H. Winterhalter, V(78)20-4016, (45)47-4016 ASCAP (If It Hadn't Been for You)
- MY HEART CRIES FOR YOU**
G. Mitchell-M. Miller, Col(78)39067, (33)-3-39067, (45)4-39067 ASCAP (Roving Kind)
- ABA DABA HONEYMOON**
D. Reynolds-C. Carpenter, MGM(78)30282, (45)-K-30282 ASCAP (Row, Row, Row)

Best-Selling Albums

- VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
- SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
- CALL ME MADAM**
D. Shore, V(78)C-1, (45)WOC-1, (33)LOC-1000
- CALL ME MADAM**
E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035

NEW ORLEANS

Best-Selling Pop Singles

- BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- IF**
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
- WOULD I LOVE YOU**
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
- MY HEART CRIES FOR YOU**
G. Mitchell-M. Miller, Col(78)39067, (33)-3-39067, (45)4-39067 ASCAP (Roving Kind)
- YOU'RE JUST IN LOVE**
P. Como, V(78)20-3945, (45)47-3945 ASCAP (It's a Lovely Day Today)

Best-Selling Albums

- 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
- TOAST OF NEW ORLEANS**
M. Lanza, V(78)DM-1417, (45)WDM-1417
- VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- CARUSO**
E. Caruso, V(45)WCT-11, (33)LCT-1007
- STRAUSS: DIE FLEDERMAUS**
L. Pons-R. Tucker-L. Welitch-C. Kullman-M. Lipton-J. Brownlee-E. Ormandy, conductor, Col(78)MOP-32, (33)SL-108

CHICAGO

Best-Selling Pop Singles

- BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- IF**
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
- WOULD I LOVE YOU**
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
- MOCKIN' BIRD HILL**
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- TENNESSEE WALTZ**
P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)

Best-Selling Albums

- TOAST OF NEW ORLEANS**
M. Lanza, V(78)DM-1417, (45)WDM-1417
- VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
- 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
- GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

ATLANTA

Best-Selling Pop Singles

- WOULD I LOVE YOU**
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
- IF**
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
- BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- ABA DABA HONEYMOON**
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
- MOCKIN' BIRD HILL**
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best-Selling Albums

- 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
- ROYAL WEDDING**
F. Astaire-J. Powell, MGM(78)MGM70, (45)-K-70, (33)E-543
- MENDELSSOHN: MIDSUMMER NIGHT'S DREAM OP. 21 AND 61**
Vienna Sym. Ork., Krauss, conductor, Vox-(33)PL-6830
- AL JOLSON SINGS AGAIN**
A. Jolson, Dec(78)A-716, (45)9-4, (33)-DL-5006
- TOM AND JERRY AT THE CIRCUS**
F. De Sales, narrator, MGM(78)MGM-51

ST. LOUIS

Best-Selling Pop Singles

- BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- MOCKIN' BIRD HILL**
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- WOULD I LOVE YOU**
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
- BEAUTIFUL BROWN EYES**
R. Clooney, Col(78)39212, (45)4-39212, (33)-3-39212 BMI (Shotgun Boogie)
- ABA DABA HONEYMOON**
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)

Best-Selling Albums

- 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
- VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180
- TOM AND JERRY AT THE CIRCUS**
F. De Sales, narrator, MGM(78)MGM-51
- GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

LOS ANGELES

Best-Selling Pop Singles

- BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- IF**
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
- ABA DABA HONEYMOON**
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
- WOULD I LOVE YOU**
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
- MOCKIN' BIRD HILL**
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best-Selling Albums

- VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- THREE LITTLE WORDS**
Original Cast, MGM(78)MGM-53, (45)K-53
- GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
- SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180
- TWO WEEKS WITH LOVE**
J. Powell-C. Carpenter-D. Reynolds, MGM(78)MGM-61, (45)K-61, (33)E-530

DENVER

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. IF**
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
- 4. I TAUT I TAW A PUDDY TAT**
M. Blanc, Cap(78)1360, (45)F-1360 ASCAP (Yosemite Sam)
- 5. YOU'RE JUST IN LOVE**
D. Haymes-E. Merman-G. Jenkins, Dec(78)-27355, (45)9-27355 ASCAP (Something To Dance About)

Best-Selling Albums

- 1. SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180
- 2. TOAST OF NEW ORLEANS**
M. Lanza, V(78)DM-1417, (45)WDM-1417
- 3. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"**
M. Lanza, RCA Victor Ork., C. Callinicos, conductor, V(78)DM-1506, (45)WDM-1506, (33)ML-1127
- 4. STRAUSS WALTZES BY ANDRE KOSTELANETZ**
A. Kostelanetz, Col(78)MM-41, (33)ML-2011
- 5. GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

WASHINGTON

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. TENNESSEE WALTZ**
P. Page, Mercury (78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)
- 4. MOCKIN' BIRD HILL**
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- 5. MY HEART CRIES FOR YOU**
G. Mitchell-M. Miller, Col(78)39067, (33)-3-39067, (45)4-39067 ASCAP (Roving Kind)

Best-Selling Albums

- 1. SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180
- 2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"**
M. Lanza, RCA Victor Ork., C. Callinicos, conductor, V(78)DM-1506, (45)WDM-1506, (33)ML-1127
- 3. CALL ME MADAM**
E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035
- 4. VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- 5. STAN KENTON PRESENTS**
S. Kenton, Cap(78)ECD-248, (45)KCF-248, (33)L-248

SEATTLE

Best-Selling Pop Singles

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

Best-Selling Albums

- 1. CARNEGIE HALL JAZZ CONCERT, Vol. I and II**
B. Goodman, Col(33)S-1-160
- 2. TWO WEEKS WITH LOVE**
J. Powell-C. Carpenter-D. Reynolds, MGM(78)MGM-61, (45)K-61, (33)E-530
- 3. TOAST OF NEW ORLEANS**
M. Lanza, V(78)DM-1417, (45)WDM-1417
- 4. KISS ME, KATE**
Original Cast, Col(78)C-200, (45)A-200, (33)ML-4140
- 5. SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180

DETROIT

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. ABA DABA HONEYMOON**
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
- 4. WOULD I LOVE YOU**
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
- 5. I APOLOGIZE**
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)

Best-Selling Albums

- 1. CARNEGIE HALL JAZZ CONCERT VOL. I AND II**
B. Goodman, Col(33)SL-160
- 2. TWO WEEKS WITH LOVE**
J. Powell-D. Reynolds-C. Carpenter, MGM(78)MGM-61, (45)K-61, (33)E-530
- 3. ARTHUR MURRAY FAVORITE RHUMBAS**
Chuy Reyes, Cap(78)CD-259, (45)CDF-259, (33)H-259
- 4. AL JOLSON SOUVENIR ALBUM VOL. 4**
Al Jolson, Dec(78)A-712, (33)DL-5031
- 5. SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180

PHILADELPHIA

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. 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 Kind)
- 5. ABA DABA HONEYMOON**
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)

Best-Selling Albums

- 1. GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
- 2. VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- 3. SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (33)ML-4180
- 4. TWO WEEKS WITH LOVE**
J. Powell-D. Reynolds-C. Carpenter, MGM(78)MGM-61, (45)K-61, (33)E-530
- 5. PAGAN LOVE SONG**
E. Williams-H. Keel, MGM(78)MGM-64, (45)-K-64, (33)E-534

PITTSBURGH

Best-Selling Pop Singles

- 1. BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- 2. I APOLOGIZE**
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
- 3. SHOTGUN BOOGIE**
Tennessee Ernie, Cap(78)1295, (45)F-1295, BMI (I Ain't Gonna Let It Happen Again)
- 4. IF**
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
- 5. TENNESSEE WALTZ**
P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)

Best-Selling Albums

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

BOSTON

Best-Selling Pop Singles

- 1. IF**
P. Como, V(78)20-3997, 47-3997 ASCAP (Zing Zing—Zoom Zoom)
- 2. TENNESSEE WALTZ**
P. Page, Mercury(78)5534, (45)5534X45 BMI (Boogie Woogie Santa Claus)
- 3. BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- 4. BEAUTIFUL BROWN EYES**
R. Clooney, Col(78)39212, (45)4-39212, (33)3-39212 BMI (Shotgun Boogie)
- 5. I APOLOGIZE**
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)

Best-Selling Albums

- 1. GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
- 2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"**
M. Lanza, RCA Victor Ork., C. Callinicos, conductor, V(78)DM-1506, (45)WDM-1506, (33)ML-1127
- 3. CALL ME MADAM**
D. Shore, V(78)C-1, (45)WOC-1, (33)LOC-1000
- 4. CHARLIE PARKER WITH STRINGS**
C. Parker, Mercury(78)C-101, (45)C-101X45, (33)MG-C-101 or (33)MG-35010
- 5. VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

DALLAS & FORT WORTH

Best-Selling Pop Singles

- 1. BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- 2. IF**
P. Como, V(78)20-3997, 47-3997 ASCAP (Zing Zing—Zoom Zoom)
- 3. WOULD I LOVE YOU**
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)
- 4. MOCKIN' BIRD HILL**
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- 5. ON TOP OF OLD SMOKY MOUNTAIN**
Weavers-T. Gilkyson, V. Schoen Ork., Dec(78)27515, (45)9-27515 (Across the Wide Missouri)

Best-Selling Albums

- 1. VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- 2. MUSIC FOR THE FIRESIDE**
Paul Weston, Cap(78)CC-245, (45)CCF-245, (33)H-245
- 3. SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)CDF-850, (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. OUT OF THIS WORLD**
Original Cast, Col(78)MM-900, (45)A-900, (33)ML-5439



“I
LOVE
YOU
MUCH
TOO
MUCH”

*From
Warren*



RCA VICTOR Records

45 rpm—47-4082

78 rpm—20-4082

THE BILLBOARD

THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

PRETTY LITTLE BELLS **Sammy Kaye Ork** Columbia 39270
 Kaye makes fluent use of every resource in his talented organization to create a happy, infectious slice of a lively new two-beat ditty.

"Pretty Little Bells"

and

"I Love You Because"

Latest release by

Sammy Kaye

78 rpm 39270
 33 1/3 rpm 3-39270
 45 rpm 4-39270

Feature it Now!

Columbia Records

First, Finest, Foremost
 in Recorded Music



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received March 14, 15 and 16

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,556 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks to date	Last Week	This Week	Record	Label
18	1	1	1	TENNESSEE WALTZ	P. Page Mercury(78)5534; (45)5534X45—BMI
10	2	2	2	IF	P. Como V(78)20-3997; (45)47-3997—ASCAP
15	3	3	3	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller Col(78)39067; (45)4-39067; (33)3-39067—ASCAP
5	5	4	4	MOCKIN' BIRD HILL	L. Paul-M. Ford Cap(78)1373; (45)F-1373—ASCAP
11	4	5	5	ROVING KIND	G. Mitchell-M. Miller Col(78)39067; (45)4-39067; (33)3-39067—BMI (Weavers, Dec 27332; B. Brand, Crest CR-20552-1; Melodeons, MGM 10879; R. Allen, Mer 5573; L. Baxter, Cap 1381)
5	8	6	6	MOCKIN' BIRD HILL	P. Page Mercury(78)5595; (45)5595X45—ASCAP
6	7	7	7	WOULD I LOVE YOU	P. Page Mercury(78)5571; (45)5571X45—ASCAP
12	8	8	8	BE MY LOVE	M. Lanza V(78)10-1561; (45)49-1353—ASCAP
11	6	9	9	SO LONG	G. Jenkins-Weavers Dec(78)27376; (45)9-27376—BMI (Les Baxter, Cap 1381; Red Foley-Ernest Tubbs, Dec 46297; R. Marterie Ork, Mer 5570; Lyn Murray, Coral 60366; Seymour Reichtzeit-Sam Medoff Ork, Banner B-2586; Paul Weston, Col 39160; Ken Griffin, Col(33) 3-39142)
12	8	10	10	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como V(78)20-3945; (45)47-3945—ASCAP
4	11	11	11	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter MGM(78)30282; (45)K-30282—ASCAP
3	17	12	12	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller Col(78)39190; (45)4-39190; (33)3-39190—ASCAP
7	12	13	13	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin V(78)20-4019; (45)47-4019—ASCAP
5	15	14	14	PENNY A KISS, A PENNY A HUG	E. Howard Mercury(78)5567; (45)5567X45—ASCAP
4	16	14	14	MOCKIN' BIRD HILL	Pinetoppers Coral(78)64061; (45)9-64061—ASCAP
2	19	14	14	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters Dec(78)27477; (45)9-27477—ASCAP
15	12	17	17	TENNESSEE WALTZ	G. Lombardo Dec(78)27336; (45)9-27336—BMI
2	—	18	18	BEAUTIFUL BROWN EYES	R. Clooney Col(78)39212; (45)4-39212; (33)3-39212—BMI (J. Wakely-L. Baxter Chorus, Cap(78)1393; (45)F-1393; Lisa Kirk, V(45)47-4062, (78)20-4062; Arthur Smith, Del & Don, MGM 10914; A. Smith & His Dixieliners, Cap 1426; D. Draw-L. Douglas Ork, Mer 5370; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130; A. Mooney, MGM 10924; Trio Los Mendoza, Col 6609X; C. Budny & His Boys, Col 18781; Eddie Zack, Dec 46302)
14	12	19	19	MY HEART CRIES FOR YOU	D. Shore V(78)20-3978; (45)47-3978—ASCAP
11	20	20	20	MY HEART CRIES FOR YOU	J. Wakely Cap(78)1328; (45)F-1328—ASCAP
2	20	21	21	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus Cap(78)1393; (45)F-1393—BMI
11	18	22	22	ROVING KIND	Weavers Dec(78)27332; (45)9-27332—BMI
4	24	22	22	PENNY A KISS, PENNY A HUG	Andrews Sisters Dec(78)27414; (45)9-27414—ASCAP
1	—	24	24	ABA DABA HONEYMOON	R. Hayes-K. Kallen Mercury(78)5586; (45)5586X45—ASCAP
9	23	25	25	SHOTGUN BOOGIE	Tennessee Ernie Cap(78)1295; (45)F-1295—BMI (Rosemary Clooney, Col 39212; H. Hawkins, King 932)
5	20	26	26	BRING BACK THE THRILL	E. Fisher-H. Winterhalter V(78)20-4016; (45)47-4016—ASCAP (Vinny De Campo, London 960; Billy Eckstine, MGM 10903; E. Fisher, V 20-4016; T. Fontaine-L. Douglas Ork, Mer 5575; Mary Mayo-Al Ham, Cap 1350; D. Cherry-D. Terry Ork, Dec 27484)
2	26	26	26	IF	J. Garber Cap(78)1351; (45)F-1351—ASCAP
1	—	26	26	WOULD I LOVE YOU	D. Day-H. James Col(78)39159; (45)4-39159; (33)3-39159—ASCAP
3	30	29	29	IF	Ink Spots Dec(78)27391; (45)9-27391—ASCAP
1	—	29	29	I APOLOGIZE	B. Eckstine MGM(78)10903; (45)K-10903—ASCAP (D. Washington, Mer 8209; D. Cherry-D. Terry Ork, Dec 27484; T. Martin, V 20-4056; Anita O'Day, London 964)



WINTERHALTER

Magic in every Groove!

I'LL NEVER KNOW WHY

HUGO WINTERHALTER
and his Orchestra and Chorus

on RCA VICTOR 20-4087 (78 rpm)
47-4087 (45 rpm)



RCA VICTOR Records



THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received March 14, 15 and 16

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	Weeks Last This	to date Week Week	Record	Artist	Label
11	2	1	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—BMI
4	3	2	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
15	1	3	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
17	4	4	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
38	6	5	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
2	7	5	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
12	8	7	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
3	10	8	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
1	—	9	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (45)4-20772; (33)3-20772—BMI
4	—	10	MAY THE GOOD LORD BLESS AND KEEP YOU	E. Arnold	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. BEAUTIFUL BROWN EYES J. Wakely-L. Baxter Cap(78)1393; (45)F-1393—BMI
2. PETER COTTONTAIL G. Aulry Col(78)38750; (33)1-575
3. I WAS SORTA WONDERIN' M. Mullican King 917

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received March 14, 15 and 16

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	Record	Artist	Label
11	1	1	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
13	2	2	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
4	3	3	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
20	6	4	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
18	4	5	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400—BMI
2	9	6	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI

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

... Based on reports received March 14, 15 and 16

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
14	1	1	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
9	2	2	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
3	7	3	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
17	3	4	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400—BMI
20	6	5	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
1	—	6	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
6	—	7	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
2	5	8	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI
4	—	9	TENNESSEE WALTZ	Pee Wee King	V(78)21-0407; (45)48-0407—BMI
1	—	10	I'LL SAIL MY SHIP ALONE	T. Hill	Mercury(78)5508; (45)5508X45—BMI
4	—	10	DEAR JOHN	H. Williams	MGM(78)10904; (45)K-10904—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. TAILOR-MADE WOMAN Tennessee Ernie-J. "Fingers" Carr Cap(78)1349; (45)F-1349
2. SHINE, SHAVE, SHOWER Lefty Frizzell Col(78)20772; (45)4-20772; (33)3-20772—BMI
3. HOT ROD RACE NO. 2 A. Shibley Gilt Edge 3985

4	5	7	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (33)3-20772; (45)4-20772—BMI
1	—	8	IT'S NO SECRET	S. Hamblen	Col(78)21-0390; (45)48-0390—BMI
6	7	9	POISON LOVE	Johnny & Jack	V(78)21-0377; (45)48-0377—BMI
1	—	10	TENNESSEE WALTZ	Pee Wee King	V(78)21-0407; (45)48-0407—BMI
1	—	10	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
1	—	10	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter	Cap(78)1393; (45)F-1393—BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1. HOT ROD RACE NO. 2 A. Shibley Gilt Edge 3985
2. PETER COTTONTAIL G. Aulry Col(78)38750; (33)1-575
3. CHEW TOBACCO RAG Z. Turner King 950—BMI

FOLK TALENT AND TUNES

By JOHNNY SIPP

Artists' Activities

Murray Nash leaves Mercury April 1 as full-time director of the h. b. roster. Nash joins Acuff-Rose, but will continue to handle South and Southwest cutting and promotion of the rustic catalog for Mercury. ... **Jack Stapp**, program director at WSM and WSM-TV, lost his father recently. ... **Sue Thompson** has inked a pact with Mercury. Previously she made Mercury disks as a member of **Dude Martin's** San Francisco troupe. ... The **Jordonaire** (Capitol), currently at WSM, Nashville, inked recently with the **William Morris** office. Boys expect to do some vaude dates.

Jesse Rogers, the Philadelphia radio and TV artist, was in Chicago recently for the canners' convention. Rogers is doing the "Ranger Joe" TV series for a cereal firm. ... **Al Miller**, of Victor, reports that **Fiddlin' Red Herron**, who did sides for King, is working in a Cleveland gas station. ... The **Wilburn Brothers**, formerly with 4 Star, cut a session for Nemo Records.

Frank Kelton, the Nashville pubber, reports that **Paul Cohan**, of Decca, has inked **Farris Coursey** and his **Slew-Foot Five**. ... **Frankie Moore**, formerly of the **Log Cabin Boys**, WWVA, Wheeling, W. Va., is now associated with **J. L. Franks**, the Nashville promoter. ... **Cowboy Copas** and his teen-age daughter, **Kathy**, have cut their first duet for King. ... **Ozie Waters** (Coral) is co-featured with **Whitey Ford**, the Duke of Paducah, on an e. t. series for **Jax Beer**. ... **Tommy Jackson**, the Mercury fiddler, is now working with **George Morgan**. Morgan set for a series of Midwest store appearances on behalf of his milling concern sponsor, for whom he does an e. t. series. ... The **Jordonaire** (Capitol) will cut a session with **Tennessee Ernie**.

Disk Jockey Doings

Ken McClure is emceeding "Western Express," KCNC, Fort Worth, which replaced the **Charley St. John** d. p. shot on the station. ... **Bob Edwards**, WAKE, Greenville, S. C., is working regional dates with traveling names who come into his territory and help promote one-nighters. ... **Red Jones**, KVET, Austin, Tex., reports that **Floyd Tillman** is working temporarily with **Hub Setter**, of the station and not as a permanent member of the station's cast.

Clyde Chesser, KCLW, Hamilton, Tex., worked a week with the **Hank Snow** troupe thru his part of Texas. ... **Slim the Puncher** has taken over a h. b. and Western disk show at KSEL, Lubbock, Tex. ... **Cecil Bowers** has replaced **Frank Richards** at WACA, Camden, S. C. Bowers also works with his own band. ... **Frank Lokey**, WBIG, Greensboro, N. C., has added a seg for a local nitery, plugging rustic disks.

Smiley Clain has joined WDOX, Cleveland, working a three-hour sked daily, in addition on a Saturday morning kidisk show. Station has its own Saturday night jamboree from the local Circle Theater, featuring **Arkie Farrar**, the **Kendall Sisters**, the **Valley Boys**, **Jean and Jenny Locuss**, the **Rodeo Ramblers**, **Shorty Barnes** and others. ... **Larry Keith**, WKAB, Mobile, Ala., became the father of a daughter, **Charlotte Elizabeth**, born recently.

Don Davis, WCKY, Cincinnati, has cut two new sides for Tennessee diskery, with vocals shared by **Helen Carter** of the **Carter Sisters**. His sidekick, **Nelson King**, is taking over a larger part of the h. b. and Western cutting for King Records, according to prexy **Sid Nathan**. ... **Ed Keim** has replaced **Charley Stokely** at KSIJ, Gladewater, Tex. Stokely is now with KCNC, Fort Worth. ... **Bobby Dick** has left KFEQ, St. Joseph, Mo., to take over three h. b. shots daily over WREN, Topeka, Kan.

The writers of "THE TENNESSEE WALTZ"

Pee Wee King and Redd Stewart

Present their current list of songs

★"NO ONE BUT YOU"

Recorded by—
Paul Neighbors—Capitol
Adeline King—Victor
Published by: Ridgeway

★"PEEK-A-BOO"

Recorded by—
Redd Stewart—King
Bob Archer—Capitol
Published by: Tannen

★"IF I SHOULD COME BACK"

Recorded by—
Eddie Dean—Capitol #1389
Cowboy Copas—King (to be released)
Published by: Ridgeway

★"TOMORROW YOU'LL BE MARRIED"

Recorded by—
Redd Stewart—King
Rosalie Allen and Elton Britt—Victor
Published by: Tannen



MANAGEMENT:

J. L. Frank, c/o Pee Wee King
Radio Station WAVE, Louisville, Ky.

Tipped, Tabbed
and TERRIFIC

Eddy

ARNOLD'S

great



KENTUCKY WALTZ

and

A MILLION MILES

FROM YOUR

HEART



RCA Victor
21-0444 (78 rpm)
48-0444 (45 rpm)



 **RCA VICTOR** Records 

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received March 14, 15 and 16

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

POSITION	Weeks Last This	TITLE	ARTIST	Label
to date Week Week				
7	1	1. BLACK NIGHT	C. Brown	Aladdin 376—BMI
13	4	2. ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
6	3	3. LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
2	7	4. MAMBO BOOGIE	J. Otis	Savoy 777—BMI
21	6	5. PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)375-45—BMI
17	2	6. BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
18	5	6. TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
2	—	8. RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI
2	8	9. I'LL WAIT FOR YOU	Ruth Brown	Atlantic 930—BMI
1	—	9. TEARDROPS FROM MY EYES	L. Jordan	Dec (78)27424—BMI

• Best Selling Retail Rhythm & Blues Records

... Based on reports received March 14, 15 and 16

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

POSITION	Weeks Last This	TITLE	ARTIST	Label
to date Week Week				
6	1	1. BLACK NIGHT	C. Brown	Aladdin 376—BMI
12	3	2. ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
21	7	3. PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)375-45—BMI
2	—	4. DON'T TAKE YOUR LOVE FROM ME	J. Morris	Atlantic 923—BMI
5	5	5. LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
22	2	6. TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
6	9	7. RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI
10	—	8. EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
4	—	9. DO SOMETHING FOR ME	Dominoes	Federal 12001—BMI
1	—	9. BABY LET ME HOLD YOUR HAND	R. Charles	Swingtime 250—BMI

• Advance Rhythm & Blues Record Releases

Beer Drinkin' Blues—Mississippi Slim-Nite Owls (I'm Through) Tennessee 745	Room I'm Sleeping In—Billy Valentine (One Cocktail) Dec 48202
Don't Rush Me, Baby—Lloyd Thompson (Some Day) V 22-0115	Run for the Hills—Arnett Cobb (Willow Weep) Col 39247
Don't Say You're Sorry Again—Dinah Washington (I Won't) Mer 8211	Some Day You'll Want Me—Lloyd Thompson (Don't Rush) V 22-0115
I'm Through Cryin' Over You—Mississippi Slim Nite Owls (Beer Drinkin') Tennessee 745	Unlucky Girl—Johnny Moore (Four Years) Aladdin 3082
It's Drunk Out Tonight—Butterball Brown (I'm aint What) Mer 7320	Walkin' and Talkin' Blues—Floyd Dixon (Girl Fifteen) Aladdin 3069
One Cocktail—Billy Valentine Trio (The Room) Dec 48202	Willow Weep for Me—Arnett Cobb (Run for) Col 39247

• Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	RECORD	RECORD	RECORD	RECORD
JAN KERSEY Until Forever DECCA 48201—	Displaying a voice with some of the sassiest timbre, Kersey chants an okay ballad with nice orchestral backing. Guy hands the tune a heartfelt, virtuosic reading.	70--71--68--71			
And I Do Mean You	Tempo picks up for this side, but the result is a little less gratifying vocally. Band, tho, sets up a good rocking beat sparked by tenor and tram solos.	69--70--67--70			
ROY BROWN (Mighty, Mighty Men) Good Man Blues DELUXE 3312—	The mighty Brown outdoes himself in a terrific swinging blues. Material is excellent, band swings to a sock climax. Should be a big item.	86--86--86--86			
Sweet Peach	Another standout job, here a medium-slow blues studded with stop-choruses during which Brown gets in his most effective lines.	84--84--84--84			
LARRY DARNELL Nobody Cares, Nobody Knows REGAL 3315—	Darnell punches thru with a big, showy slow blues, with smart orking pegged around a walking figure.	83--83--82--84			
Why Did You Say Goodbye? Up-tempo riff ditty gets a lively and okay swing orking.	73--73--71--75				
SAVANNAH CHURCHILL And So I Cry REGAL 3313—	Thrush and male vocal group do a rather arty slow torch ballad. The blend and the feel are good, but there's no real sock.	70--70--70--70			
Wedding Bells Are Breaking Up That Old Gang of Mine Miss Churchill and the vocal group do a punchy, rhythm treatment of the oldie with plenty of beat and bottom.	78--78--77--79				
JOE THOMAS Sittin' Around KING 4434—	Routine up blues instrumental featuring the leader's tenor sax.	67--67--67--67			
Dog Food Lightweight little bop riffer of not much consequence.	61--61--61--61				
RED CALLENDER SEXTETTE Dolphin Street Boogie HOLLYWOOD 141—	An insinuating slow boogie spots a catchy riff and a gutty tenor solo; should catch the dancers' coin.	78--80--75--78			
Poinciana The same gutty tenor rocks the oldie against a fetching L-A beat set up by Callender's bass; the L-A trend in the market could earn plays for this one, a fine performance.	82--83--80--82				
JULIA LEE & BOY FRIENDS Ugly Papa CAPITOL 1432—	Julia states her preference for an ugly papa so she can have him to herself. There are at least a few Kansas City blues fanciers who would pay to find out why.	73--74--72--72			
I Know It's Wrong Subtitled "The Diet Song," Julia breaks the double entendre spell by telling it's wrong to have chocolate cake. The whole thing is on the unprovocative side.	58--60--55--60				
JOE LIGGINS (Honeydrippers) I Just Can't Help Myself SPECIALTY SP 392—	Liggins turns his hand to warbling a ballad; band lays down a neat dance setting but song and warble are not particularly inspiring.	71--73--70--70			
Frankie Lee More typical of Liggins is this honeydrippin' dance novelty; should pick up plenty of action on the r & b circuit.	82--82--82--82				

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Howard Lewis, of Dallas, is emerging as one of the foremost r. and b. attraction one-night buyers in the country. Lewis has built a string of 22 play dates thru the Texas territory and runs attractions in each spot on a once-monthly basis. His success with r. and b. talent on this route has encouraged Lewis to expand even further and he currently is reported plotting an entry into Louisiana and other nearby States. The other major r. and b. promoter is veteran Ralph Weinberg, who for years has held sway thru the South in the r. and b. promotion field.

Canadian pianist Oscar Peterson failed to obtain a permanent working visa in the United States and his agency, Shaw Artists Corporation, was forced to cancel some three months of bookings they had set for the 88er. Peterson will continue to work in Canada, with his next date skedded for Don Carlo's Casino in Winnipeg; he opened there at press time. . . . Savoy Records has inked a trio of new artists: The Gay Sisters, a spiritual group; Little Sylvia, a 13-year-old blues thrush, and warbler Elmer Warner. . . . The Dave Brubeck Trio will make its New York bow at the Hickory House April 15.

Atlantic Records' trial effort in the 45 r.p.m. field with Ruth Brown's "Teardrops From My Eyes" proved successful enough for the diskery to go into full-blown 45 production. Diskery is issuing 15 standard catalog items on the new speed and henceforth will release all new platters in the 45 form simultaneously with the 78's.

20-Man Rumba

Continued from page 11

break-in dates. Mrs. C. is using several sidemen from her husband's Latin band.

Billy MacDonald, another ex-orkster, is the band's p.m. Rumba fem will be repped in the Chicago area by the Leo Salkin Agency.

"BIG MAMA'S BACK IN TOWN"

backed by
"Good By, Good Luck, Good Riddance"



Sung by

Velma Middleton

with

Swings all time Greats . . .

★ EARL (Fatha) HINES . . . piano

★ COZY COLE . . . drums

★ ARVEL SHAW . . . bass

★ TINY WEBB . . . guitar

LIST PRICE . . . 85c
usual discount to dealers



Box 2979, Los Angeles 54, Calif.

Dot

RECORDS, INC.

Gallatin, Tennessee Phones 880-881

LITTLE RED ROOSTER

MARGIE DAY with
GRIFFIN BROTHERS' ORCHESTRA
1019

OUR HIT PARADE!

BEST SELLING
RHYTHM & BLUES
RECORDS
FROM
COAST TO COAST

SAVOY #766 #1

ROCKIN' BLUES

JOHNNY OTIS ORCH. WITH MEL WALKER

SAVOY #769 #2

I WILL WAIT

THE FOUR BUDDIES

SAVOY #777 #3

GEE BABY

JOHNNY OTIS ORCH. WITH MEL WALKER

SAVOY #776 #4

KEEP YOUR HANDS ON YOUR HEART

BILLY WRIGHT

SAVOY #780 #5

DOGGIN' BLUES

JOHNNY OTIS ORCH. WITH LINDA HOPKINS

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

Thank You—Billboard!

for nominating ROY MILTON'S
"THAT'S THE ONE FOR ME"

No. 386

as a PICK OF THE WEEK, March 10 Issue.

Also available on 45 R.P.M.

Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

THE BILLBOARD Music Popularity Charts

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- Apple Blossom Time Along the Opecquon—J. Giles-V. Wald (Rain Gets) Movieland MOV 61
- Bells of St. Patrick's Cathedral, The—Charles Kennedy (My Twilight) London 933
- Chapel of the Roses—J. Desmond-Patsy Lee (Forever and) MGM 10930
- Choir Boy—Lee Lawrence (So Deep) London 932
- Don't Leave Me Now—Fran Warren (I Love) V 20-4082
- Dream Away—Snooky Lanson (F'r Instance) London 984
- F'r Instance—Snooky Lanson (Dream Away) London 984
- Forever and Always—J. Desmond-Patsy Lee (Chapel of) MGM 10930
- Honeysuckle Rose—Erroll Garner (My Heart) Col 39249
- I Apologize—Champ Butler (There'll Be) Col 39189
- I Love You Much Too Much—Fran Warren (Don't Leave) V 20-4082
- I Owe It All To You—Dick Brown (I Won't) Jubilee 4025
- I Won't Cry Anymore—Dick Brown (I Owe) Jubilee 4025
- My Heart Stood Still—Erroll Garner (Honeysuckle) Col 39249
- My Inspiration—Don Cornell (You Can't) V 20-4083
- My Twilight Prayer—Charles Kennedy (The Bell) London 933
- One, Two, Drink Up—Stargazers (Red Apple) London 949
- Rain Gets Me Dreamin'—Johnny Giles-Virginia Walk (Apple) Movieland MOV 61
- Red Apple Cheeks and Blueberry Eyes—Stargazers (One, Two) London 949
- Silver Moon—Buddy Morrow Ork (Solo) V 20-4084
- So Deep in Love—Lee Lawrence (Choir Boy) London 932
- Solo—Buddy Morrow Ork (Silver) V 20-4084
- There'll Be Mornin' in the Mornin'—Champ Butler (I Apologize) Col 39189
- Tumbling Tumbleweeds—P. Como (You Don't) V 20-4081
- You Can't Tell a Lie to Your Heart—D. Cornell (My Inspiration) V 20-4083
- You Don't Know What Lonesome Is—P. Como (Tumbling) V 20-4081

RELIGIOUS

- I Was There When the Spirit Came—Pilgrim Travelers (What a) Specialty SP 382
- I'll Be Going To Heaven Somewhere—Masters Family (Let the) Col 20785
- I'll Fly Away—J. & M. Carson (We Will) Cap 1415
- I'll Meet You in the Morning—Chapel Quartet (I'm Satisfied) International CS 2043
- I'm Satisfied With Jesus—Chapel Quartet (I'll Meet) International CS 2043
- It Is No Secret—Campus Christian Hour Television Ork & Male Quartet (Old Rugged) International 1049
- Let the Spirit Descend—Masters Family (I'll Be) Col 20785
- Old Rugged Cross, The—Campus Christian Hour Television Ork & Male Quartet (It Is) International 1049
- One Day—Jordanares (Something Within) Cap 1407
- Our Father—Brother Joe May (There Must) Specialty SP 388
- Roll, Jordan, Roll—C. Turner (Stranger of) International HR 153
- Something Within—Jordanares (One Day) Cap 1407
- Step by Step—Starlight Spiritual Singers (This World) V 22-0111
- Stranger of Galilee—C. Turner (Roll, Jordan) International HR 153
- This World Won't Stand Much Longer—Starlight Spiritual Singers (Step) V 21-0111
- There Must Be a Heaven Somewhere—Brother Joe May (Our Father) Specialty SP 388
- Throne Eternal—Brown's Ferry Four (When He) King 933
- We Will Rise and Shine—J. & M. Carson (I'll Fly) Cap 1415
- What a Blessing in Jesus I've Found—Pilgrim Travelers (I Was) Specialty SP 382
- When He Calls His Reapers—Brown's Ferry Four (Throne Eternal) King 933
- When I Got Saved—Statesmen Quartet (You're Gonna) Cap 1416
- You're Gonna Reap What You Sow—Statesmen Quartet (When I) Cap 1416

LATIN AMERICAN

- Amemonos—Olga Chorens (Estos Es) V 23-5372
- Arrabalera—Fernando Fernandez (Romance Bajo) V 23-5362
- Baiao—Luis Gonzaga (Mangaratiba) V 23-5363
- Barbara Batibiri—Machito Ork (Hall of Mer) 5588
- Be Careful—Chucho Martinez (Bendita Seas) V 23-5361
- Bendita Seas—Chucho Martinez (Be Careful) V 23-5361
- Burujon Punao, A—Tito Puente (Cuban Cutie) Tico 10-020
- Catarina—Trio San Antonio (Monterrey) V 23-5366
- Cuban Cutie—Tito Puente (A Burujon) Tico 10-020
- Donde Estabas Tu—Machito Ork (Holiday Mambo) Col 39246
- Domingo Pantoja—Tito Puente Ork (Ya No) V 23-5346
- El Castigador—Chamaco Dominguez (Mambo Kaen) V 23-5364
- Estos Es Felicidad—Tony Alvarez-Olga Chorens (Amemonos) V 23-5372
- Falso Desprecio—Arsenio Rodriguez (Me Dijo Que) V 23-5365
- Hall of the Mambo King—Machito Ork (Barbara Batibiri) Mer 5588
- Holiday Mambo—Machito Ork (Donde Estabas) Col 39246
- Jing-a-Ling, Jing-a-Ling—Perez Prado (La Nina) V 23-5355
- La Nina Popop—Perez Prado (Jing-a-Ling) V 23-5355
- La Policia—Nora Morales (Me Pica) Col 39220
- Mambo Kaen—Chamaco Dominguez (El Castigador) V 23-5364
- Mangaratiba—Luis Gonzaga (Baiao) V 23-5363
- Me Dijo Que Si y Le Dije Que No—Arsenio Rodriguez (Falso) V 23-5365
- Me Pica la Lengua—Nora Morales (La Policia) Col 39220
- Misa de Once—Carlos Gardel (Noche de) Dec 21335
- Monterrey—Trio San Antonio (Catarina) V 23-5366
- Noche de Reyes—Carlos Gardel (Misa de) Dec 21335
- Romance Bajo la Luna—Fernando Fernandez (Arrabalera) V 23-5362
- Rosa—Pedro Vargas (Vanidad) V 23-5356
- Si Tu Fuera Rey—Johnny Lopez (Ven Mi) Dec 21338
- Tu Debes—Yayo El Indio (Yo Quisiera) Dec 21337
- Vanidad—Pedro Vargas (Rosa) V 23-5356
- Ver mi Ocaso—Johnny Lopez (Si Yo) Dec 21338
- Yo Quisiera—Yayo El Indio (Tu Debes) Dec 21337
- Ya No Hay Mujeres Feas—Tito Puente Ork (Domingo Pantoja) V 23-5346

CHILDREN

- Adventures of Peter Cottontail (Parts 1 & 2)—William Keene Col MJV 99
- Bouncy, Bouncy, Bally—Helen Kane-Jimmy Carroll (I Taut) Col MJV 102
- Bring a Song Johnny—Oscar Brand (Parts 1 & 2) Children's Record Guild CRG 5010
- Children's Favorite Hymns (Parts 1 & 2)—Floyd Sherman Col MJV 97
- Daniel in the Lion's Den—Glenn Rowell (David and) Col MJV 100
- David and Goliath—Glenn Rowell (Daniel in) Col MJV 100
- I Taut I Taw a Puddy Tat—Helen Kane-Jimmy Carroll (Bouncy, Bouncy) Col MJV 102
- I'm Glad I'm Not a Rubber Ball—A. Bryan-Billy May (Little Dead Eye) Cap 3088
- Jonah and the Whale—Glenn Rowell (Noah's Ark) Col MJV 101
- Little Dead Eye Dick—A. Bryan-Billy May (I'm Glad) Cap 3088
- Little Puppet, The—Roger Coleman (Parts 1 & 2) Children's Record Guild CRG 1016
- Noah's Ark—Glenn Rowell (Jonah and) Col MJV 101
- Peter Cottontail—Derry Falligant (Sonny the) MGM S 16
- Sing a Song of Heroes Album—Happy Students Records of Knowledge ROK 4
- Sing a Song of Inventors Album—Happy Students Records of Knowledge ROK 3
- Sing a Song of Pioneers and Explorers Album—Happy Students Records of Knowledge ROK 1
- Sing a Song of Presidents Album—Happy Students Records of Knowledge ROK 2
- Sonny the Bunny—Tommy Tucker (Peter Cottontail) MGM S 16

INTERNATIONAL

- Chiny Town—M. Katz (Gehakte Mambo) Cap 1419
- Dobre Czasy—Frank Wojnarowski (I Love) Dana 3052
- Dotty Dot Polka—Eight Dutchboys (The Dude) Dutchboys R-725
- Dude Ranch Polka, The—Eight Dutchboys (Dotty Polka) Dutchboys R-725
- Dziewczyna Z—Frank Wojnarowski (Syn General) Dana 725
- First Love Waltz—Whoopie John Wiffahrt (Metro Polka) Dec 45131
- Gehakte Mambo—M. Katz (Chiny Town) Cap 1419
- Hu-La-La—V. Zemruski Ork (W. Zielonej) Continental C-811
- Ges Ges—H. & J. Wegiel (Nikt Mnie) Dana 726
- Hop Along Polka—July & Henry Wegiel (Train Ride) Dana 2085
- I Love To Dance—Frank Wojnarowski (Dobre) Dana 3052
- Let's Hold Hands While We're Dancing—Ernie Benedict (Theresa) V(45)51-1189
- Little Red Sweater Girl—V. Zemruski Ork (Mr. and Mrs.) Continental C-1305
- Metro Polka—Whoopie John Wiffahrt (First Love) Dec 45131
- Minnesota Polka, The—Harmony Boys (Picnic in) Fortune 481
- Mr. and Mrs. Waltz—V. Zemruski Ork (Little Red) Continental C-1305
- Nikt Mnie Nie Choe—H. & J. Wegiel (Ges Ges) Dana 726
- Picnic in the Woods—Harmony Boys (The Minnesota) Fortune 481
- Poyka and Flicka—Eight Dutchboys (World of) Dutchboys R-726
- Syn Generala—Frank Wojnarowski (Dziewczyna Z) Dana 725
- Theresa Polka—Ernie Benedict (Let's Hold) V(45)51-1189
- Train Ride Polka—J. & H. Wegiel (Hop Along) Dana 2085
- W. Zielonej Lacie—V. Zemruski Ork (Hu-La) Continental C-811
- World of Liberty—Eight Dutchboys (Poyka and) Dutchboys R-726

HOT JAZZ

- Dog Food—Joe Thomas (Sittin' Around) King 4434
- Dolphin Street Boogie—Red Callender Sextette (Poinciana) Hollywood 141
- Poinciana—Red Callender Sextette (Dolphin) Hollywood 141
- Sittin' Around—Joe Thomas (Dog) King 4434
- Strange Little Girl, The—Cowboy Copas (You'll Never) King 951
- You'll Never Ever See Me Cry—Cowboy & Kathy Copas (The Strange) King 951



The Dinning Sisters singing...
"SHENANDOAH WALTZ"
 CAPITOL
 45 rpm—F-1429
 78 rpm—1429

The New MERCURY Hit

Kay Brown
 with Harry Geller Orchestra
LITTLE ROCK GETAWAY
 with the new Carl Sigman lyric
 Mercury Record #5600

MERCURY RECORDS, CHICAGO, ILLINOIS • MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

King DE LUXE
 best sellers
Federal RECORDS
 POPULAR
 * **JOHNNY LONG**
 WHO-ZITS FROM MASSA-CHUSETTS
 ANYTIME IS SWEETHEART TIME
 15092 and 45-15092

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

* **ELMER OCTOBER**
 I WANT A WITTLE WABBIT (THE WABBIT SONG)
 PWUPPY FOR SALE
 15101

FOLK-WESTERN

* **ZEB TURNER**
 CHEW TOBACCO RAG
 NO MORE NOTHIN' (BUT GETTIN' YOU OFF MY MIND)
 950

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

* **MOON MULLICAN**
 THE LEAVES MUSTN'T FALL
 I WAS SORTA WONDERIN'
 917 and 45-917

* **HAWKSHAW HAWKINS**
 SHOTGUN BOOGIE
 YOU DON'T BELONG TO ME
 932

I LOVE YOU A THOUSAND WAYS
 TEARDROPS FROM MY EYES
 918 and 45-918

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

SEPIA-BLUES

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

* **LUCKY MILLINDER**
 CHEW TOBACCO RAG
 GEORGIA ROSE
 4449

* **TINY BRADSHAW**
 WALK THAT MESS
 ONE, TWO, THREE KICK BLUES
 4427

Federal

* **LITTLE ESTHER**
 OTHER LIPS, OTHER ARMS
 THE DEACON MOVES IN (with "The Dominoes")
 12016

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

HARBOR LIGHTS
 "NO!" SAYS MY HEART
 12010

DELUXE

* **ROY BROWN**
 SWEET PEACH
 GOOD MAN BLUES
 3312

ANOTHER KING BRANCH NOW OPEN
 134 E. SPRING ST., COLUMBUS, O.
 *45 R.P.M.
 distributors
King RECORDS INC.



MONICA LEWIS

YOU ARE THE ONE * LUCKY PEOPLE

78 RPM—MGM 10925
45 RPM—MGM K10925



IT'S WORTH 99 MILLION!

WOODY HERMAN

NINETY-NINE GUYS * SEARCHING

78 RPM—MGM 10929
45 RPM—MGM K10929



A DISK WITH A HEART!!

TOMMY EDWARDS

GYPSY HEART * OPERETTA

78 RPM—MGM 10921
45 RPM—MGM K10921



INTRODUCING . . .

HARVEY GRANT

YOU BELONG TO MY HEART * HANDS OFF MY HEART

78 RPM—MGM 10926
45 RPM—MGM K10926



LEADING THE PARADE!

BILLY ECKSTINE	I Apologize • Bring Back The Thrill If • When You Return Be My Love • Only A Moment Ago	MGM 10903* MGM 10896* MGM 10799* MGM 30282*
CARLETON CARPENTER and DEBBIE REYNOLDS	Aba Daba Honeymoon Row, Row, Row	MGM 30316*
FRED ASTAIRE and JANE POWELL	How Could You Believe Me When I Said I Loved You When You Know I've Been A Liar All My Life Too Late Now	MGM 10923*
BLUE BARRON	Let Me In • Somebody's Thinking Of You Tonight	MGM Unbreak- able S-16*
TOMMY TUCKER DERRY FALLIGANT	Sonny The Bunny Peter Cottontail	

*Also available on 45 RPM

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N. Y.

Yes! M-G-M RECORDS ARE BETTER THAN EVER!

THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

- I'LL NEVER KNOW WHY..... Hugo Winterhalter and Chorus... Victor 20-4067
A likely new ballad with a strong retentive front strain draws a rich and lovely Winterhalter conception. Stuart Foster contributes some solo vocal moments.
- HOW HIGH THE MOON..... Les Paul-Mary Ford..... Capitol 1451
Paul, blazing hot on wax at the moment, has produced a gem in this unusual treatment of the standard. Effort is keyed around his guitars, multiple-dubbed a dozen times, and a vocal dubbing job which produces a choral effect. Has a country flavor which could draw action in folk sectors as well.
- TOO YOUNG..... Nat (King) Cole..... Capitol 1449
Cole is in top form as he hands this lovely new ballad a glowing interpretation which could push the song into strong contention.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be.

- WITHOUT A SONG..... Perry Como..... Victor 20-4033
- SPARROW IN THE TREE TOP..... Bing Crosby-Andrews Sisters..... Decca 27477
- SLOW DRIVE..... Ralph Flanagan Ork..... Decca 27477
- EVERYTIME I FALL IN LOVE..... Ralph Flanagan Ork..... Victor 20-4067
- LONESOME GAL..... Dinah Shore..... Victor 20-4060
- ARTHUR MURRAY TAUGHT ME DANCING..... Helen O'Connell..... Capitol 1408
- SHENANDOAH WALTZ..... Baron Elliott Ork..... Decca 27488
- ALWAYS YOU..... Bobby Wayne..... London 972
- BEAUTIFUL BROWN EYES..... Lisa Kirk..... Victor 20-4062
- PRETTY LITTLE BELLS..... Sammy Kaye Ork..... Columbia 39270

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be.

- ON TOP OF OLD SMOKY..... Weaver-Terry Gilkison..... Decca 27515
- ALWAYS YOU..... Nat (King) Cole..... Capitol 1401
- MAMA..... Vic Damone..... Mercury 5444
- SHENANDOAH WALTZ..... Dinning Sisters..... Capitol 1429
- LET ME IN..... Bobby Wayne..... London 973
- WITHOUT A SONG..... Perry Como..... Victor 20-4033
- ONCE UPON A NICKEL..... Georgia Gibbs..... Coral 60406
- ALWAYS YOU..... Bobby Wayne..... London 972
- SHENANDOAH WALTZ..... Baron Elliott..... Decca 27488
- HOT CANARY..... Paul Nero-Jan Garber Ork..... Capitol 1430

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be.

- ALWAYS YOU..... Nat (King) Cole..... Capitol 1401
- ABA DABA HONEYMOON..... R. Hayes-K. Kallen..... Mercury 5586
- SPARROW IN THE TREE TOP..... Lyn Murray..... Coral 60401
- WITHOUT A SONG..... Perry Como..... Victor 20-4033
- ACROSS THE WIDE MISSOURI..... Hugo Winterhalter Ork..... Victor 20-4017
- BEAUTIFUL BROWN EYES..... Lisa Kirk..... Victor 20-4062
- I LOVE THE WAY YOU SAY GOODNIGHT..... Russ Morgan Ork..... Decca 27445
- PLEASE DON'T TALK ABOUT ME WHEN I'M GONE..... Mills Bros.-T. Dorsey..... Decca 27477
- YEAH! YEAH! YEAH!..... Louis Prima Ork..... Robin Hood 105

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockey's think tomorrow's hits will be.

- CHEW TOBACCO RAG..... Zeb Turner..... King 950
- STRANGE LITTLE GIRL..... Cowboy Copas.....
- BESSIE THE HEIFER..... Little Jimmie Dickens..... Columbia 20796
- CHEW TOBACCO RAG..... Billy Briggs..... LMP 8104
- IF YOU WANT SOME LOVIN'..... Ernst Tubb..... Decca 46298
- MY LIFE WITH YOU..... Stuart Hamblen..... Columbia 20779
- NO FUSS, NO MUSS, NO BOTHER..... Hank Penny..... Victor 21-0436
- SEND IN YOUR NAME AND ADDRESS..... Grandpa Jones.....
- TOO MANY IRONS IN THE FIRE..... Moon Mullican..... King 931

TWO HOT POPS!



**RAY
ANTHONY**

with

"MY PRAYER"

Vocal by TOMMY MERCER

and

"ELEANOR"

Vocal by TOMMY MERCER




back to back

78 rpm--1438

45 rpm--F-1438

ANOTHER LONDON HIT!




JITTERBUG WALTZ

backed by "Stella By Starlight"

played by
BUDDY GRECO
and **JACK PLEIS**
Piano and Organ with Instrumental Accompaniment

LONDON 950 (78 rpm)
and 45-950 (45 rpm)

LONDON RECORDS



LAWRENCE WELK

playing...

"SHENANDOAH WALTZ"

CORAL
78 rpm 60405
45 rpm 9-60405

CORAL RECORDS

THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.) 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
GEORGIA GIBBS (Glenn Osser Ork) Shoo Shoo Baby CORAL 60406—Her Nibs, who introduced this rhythm item some years ago, finally gets it down in the groove.		75--77--74--74
Once Upon a Nickel Vaude-type soft show paean to the nickel is done neatly by Georgia. There are probably lots of folks who'll sympathize with this testimonial. Should score profitable volume.		86--87--85--87
LAWRENCE WELK (Roberta Linn-Garth Ork) Shenandoah Waltz CORAL 60405—Roberta Linn and Garth Andrews chant the duet vocal ably on the likely new waltz ditty. Should grab a fair share of the action.		79--79--78--79
Metro Polka Novelty polka is handed a bright, in-tempo reading by the Welk ork and Roberta Linn. First rate juke disk.		79--78--78--80
DON CHERRY (Dave Terry Ork) I Apologize DECCA 27484—Another good version of the standard to add to previously released waxings. Cherry, ork and chorus set a neat romantic mood.		81--80--81--81
Bring Back the Thrill The young singer belts the likely ballad in his best fashion. Big-voiced chant should cop joint honors with the hit Fisher disk.		87--88--86--88
ART WANER ORK (The Song Spinners) Be Good to Your Father and Mother BEACON 9131—Sentimental waltz opus bids fair to draw some coin via this "lug-at-the-heartstrings" reading from Andy Pierce and chorus.		73--73--70--77
My Day Dream Bari-tenor Pierce and the vocal group give a prosaic ballad an effective go with a big assist from the lush Waner ork.		69--69--69--69
KEN GRIFFIN Put Your Arms Around Me Honey RONDO 223—Organist Griffin takes the oldie at a bouncy tempo well suited to rinks and juke.		72--69--69--77
Margie More of the same on another w. k. standard.		74--71--71--79
THE EWING SISTERS (Van Alexander Ork) You've Been So Good to Me, Daddy CAPITOL 1421—Gal trio with an exuberant sound slightly reminiscent of early Andrews Sisters waxings chant a few fast choruses on a near-forgotten oldie with the Alexander ork.		66--64--62--72
Fiddle Fiddle Gals try valiantly, but there are just too many lyrics to handle set to the clever melody.		63--62--64--64
THE LONESOME GAL-PAUL WESTON ORK (Norman Luboff Choir) Never Let the Sun Set on a Quarrel COLUMBIA 39210—The wispy-voiced femme deejay gets a hefty assist from Weston and the choir on a slow ballad of typical Tin Pan Alley genre.		78--79--77--78
Lonesome Gal The platter spinner gives her much-recorded theme a reading figured to attract her steady listeners.		81--82--80--81
HELEN KANE (George Siravo Ork) Hug Me! Kiss Me! Love Me! COLUMBIA 39205—Despite a bright George Siravo orking, Miss Kane's unusual chirping puts this dishing into the novelty class. Okay novelty stuff.		71--74--70--70
The Aha Daba Honeymoon Again it's the ork that takes top honors. Miss Kane's strident chant could intrigue the moppets, but the disk won't offer too much pop competition for earlier and stronger waxings.		70--73--69--69
THE MARINERS (Archie Bleyer Ork) With These Hands COLUMBIA 39193—The Godfrey quartet displays a neat blend on the class ballad.		73--73--76--70
Castles in the Sand Group does equally well with the oldie.		73--73--76--70
DORIS DAY (Frank Comstock Ork) Please Don't Talk About Me When I'm Gone COLUMBIA 39197—Doris fashions a warm account of the oldie, which is being revived via the "Lullaby of Broadway" flicker; dishing is from the album of tunes from the film. With T. Dorsey-Mills Bros. dishing doing fine, this one could score profits as well.		85--86--84--85
Lullaby of Broadway (Norman Luboff Choir-Buddy Cole Quartet) Thrush's second slicing of the oldie, which serves as title piece for her flicker; first was done with Harry James and had more bite and beat than the one at hand, which is part of the movie album.		77--78--75--78
VIC DAMONE (George Siravo Ork) Mama MERCURY 5444—Vic should have a big winner in this forceful warble of the big Italian favorite set with new English lyrics.		88--89--88--88
Operetta Lovely new story ballad is sung with warmth by Damone. Song will require heavy exploitation and performance to mean anything; if it catches, this dishing's bound to score with it.		80--81--80--79
PERCY FAITH ORK You Are the One COLUMBIA (33)3-3992—Faith tries for the sequel to "All My Love" with this rich choral-ork etching of the new and appealing beguine. If tune scores, should catch a meaty share.		81--83--80--80
The Loveliest Night of the Year Latest transcript of "Over the Waves" is being used in the "Caruso" flicker score and here is done up in the lush pop style typical of Faith.		76--78--75--75
GENE WILLIAMS ORK But Does That Make You Mine KING 15100—Forthright warbling by Williams of a pleasant ballad paces a generally satisfying dance dishing.		70--73--68--70
Clouds In a bright dance setting, Gene polishes up this fine oldie in a style which should win a brisk flow of coin.		82--85--80--82

Reprinted from
April TV-SCREEN MAGAZINE...

Record Review

The Best of The Red Hot Mamas!



Sophie Tucker the incomparable, the magnetic, the dynamic, the spicy, the saucy, the grand old gal of show business and the very last of the red hot mamas, has recorded the latest and perhaps the best seasoned of her songs on a long-playing disc for Mercury Records (MG 20035).

Sophie gives out with five brand new songs, from the Rabelaisian pen of Jack Yellen, that offer five brand new reasons why Sophie Tucker is still the greatest supper club attraction of our times.

The songs, *Mr. Siegel, I'm Living Alone and I Like It*, *Make 'Em Say Please*, *Never Let the Same Dog Bite You Twice* and *Horse Playing Papa*, are not available on the song-sheet counters and will never be played on radio or television. Obviously, the tunes were not created for the tender ears of sister and brother.

Sophie Tucker fans across the country will buy this single record-album to be played time and again for picked company and private parties. Those who are devoid of formalistic tendencies and enjoy a spicy joke will find Sophie marvelously funny in her telephone conversation with "Mr. Siegel" in which she pleads with him to "make it legal." The other songs will evoke howls that will be heard across the street.

The other side of the long-playing record is devoted to the many great hits which the Last of the Red Hot Mamas has made universally famous during her fifty years in Show Business.



ALSO AVAILABLE
45 RPM and 78 RPM

A Sure-Fire Hit!
#711 'Waltz of Virginia'
backed with
'Hey! It's Chuck's Boogie'
Chuck Oakes & His Chuck Wagon Boys

Still Going Strong!
#145 'Tattooed Lady'
Skeets McDonald

& That House Rocker!
#126 'Okee Doaks'
backed with
'Dirty Boogie'

FORTUNE RECORDS
11629 Linwood Detroit 6, Mich.

RELIABILITY - QUALITY
RECORD PRESSING
Originators of the
NON-SLIP FLEX
(Pat Pending)
Research Craft Co.
1037 NO. SYCAMORE ST.
LOS ANGELES 35, CALIF.

Made to order for . . .
 Operators—Disk Jockeys
 Record Dealers—Artists

"I'VE GOT THOSE ALONE BLUES"
 Movieland Record No. 60

"IT IS SPRING AT LAKE TAHOE"
 Movieland Record No. 58

JOHNNY GILES ORCHESTRA
 featuring
VIRGINIA WALD
 vocalist

Artists—Send for your professional copies.
 LEBAM MUSIC PUBLICATIONS & ENTERPRISES—BMI
 849 4th Ave., Sacramento 18, Calif.

Tim Gayle

Publicity—personal management—song and record exploitation—disk jockey promotion—career counsel.

NOW
 on road barnstorming my own new song, "Take Time (To Pray)," (Robbins), as recorded by my own gal, Lorry Raine, her latest release on London.

Perm. mail address:
 451 Wrightwood Chicago 14, Ill.

WATCH FOR MISS SHARECROPPER'S

First National Release

NATIONAL RECORDS

ANNOUNCEMENT

For larger warehouse space and convenience of shipping

ADAM RECORDS
 has moved to
 563 WATER ST.
 NEW YORK 2, N. Y.

We've picked up the Tab!!!

Watch for the new release by the inimitable

"TAB" SMITH
 on
 Premium Records
 Release Date: March 25th

PREMIUM RECORD Corp.
 2326 So. Michigan
 Chicago 16, Ill.
 CALumet 5-9202-3

THE ROBERTA MARTIN SINGERS OF CHICAGO

"WHAT A FRIEND"
 featuring ROBERTA MARTIN
 backed by
"LET IT BE"
 featuring DOLERIS BARRETT
 the finest in Gospel Music
 on Apollo #238

APOLLO RECORDS
 457 W. 4th Street, New York 19, N. Y.

Write for LATEST CATALOG
NEW RECORDS
 500 Different "Standards" and Hit Tunes

\$10.00 per 100
\$85.00 per 1,000
 1/2 with order, balance C. O. D.
 also SPIRITUALS

VEDEX COMPANY
 674 10th Ave., New York 19, N. Y.
 PLaza 7-0636
 Over 1,000 Satisfied Customers

GIVE TO THE RUNYON CANCER FUND

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
EVELYN KNIGHT (Jimmy Carroll Ork) Katy DECCA 27489—Katy is a kangaroo and is the subject of a pert kiddity which should attract play. Lively Carroll orking lends an added lift to the proceedings.		81--84--81--78
The Lollipop Tree Here's a real happy kiddity of likely potential written by George (Tubby the Tubal) Kleinsinger; performed with buoyance and zest by Miss Knight. Grown-ups should find pleasure in this catchy item as well as kids.		85--86--86--83
GORDON JENKINS ORK I Love You Much Too Much DECCA 27490—Jenkins has created a rich mood ork-choral setting for a solo vocal by Bonnie Lou Williams on this revived lovely. Bound to draw spinner attention and, if song catches, should build tidy sales.		82--85--81--81
Would I Love You? Flashy opening and rich ork-choral include between Bob Stephens' vocal efforts should help this coverage on the hit song catch a large, if late, share.		86--86--86--86
HARRY WILCOX-THIE CLEF CLAN (Marvin Wright Combo) Tell Me More ORBIT R-523—Tedious, completely unimaginative offering.		35--35--35--35
It's Spring, It's Spring, It's Spring (Harry Wilcox-Karen O'Hara) There's even less at hand here; performance is amateurish.		25--25--25--25
VIVIEN GARRY-DICK TAYLOR Home Isn't Home Without You SKYLARK SK 519—Lightweight bouncer is lent some added appeal in the fine husky vocalizing of Miss Garry, who could certainly show up much better with better material.		62--67--60--60
Rainbow Romance Material here is even drearier than Miss Garry gives it her all again.		45--50--40--45
DON CHERRY (Sy Oliver Ork) Chapel of the Roses DECCA 27475—Fine job by Cherry on a simple, attractive plug ballad should win spins. Exploitation could build this into a contender.		81--83--80--81
Beautiful Madness Another plug ballad, also on the pleasant side, is done in the forthright style for which Cherry is winning acceptance.		79--80--78--78
BILLY ECKSTINE-WOODY HERMAN I Left My Hat in Haiti MGM 10916—Strong performance by Eckstine and potent brassy orking by the Herman herd sets up a likely slicing of this Latin-styled novelty from the "Royal Wedding" score.		87--88--86--86
Here Come the Blues Woody opens with low register clary-led reeds to set the backing for B's warble of a classy blues opus which may be a bit too rich for the general market.		78--85--75--75
JOHNNY DESMOND (Tony Mottola Ork) Too Young MGM 10920—Simple, straightforward crooning of one of the prettiest ballads of the day; orking is small and simple to match Desmond's reading. Neat mood job		81--82--81--80
I Fell Light beat opus with a country-ish flavor is done gayly by the singer as the small Mottola unit propels a bright beat for him.		78--82--75--78
TRUDY RICHARDS-RAY CHARLES (Joe Lipman Ork) I'll Be All Smiles Tonight MGM 10922—Trudy and a group work up a neat slice of an attractive verse-chorus waltz.		74--75--72--75
That's How Our Love Will Grow Clever trick beat and a neat bouncy warble by the thrush on a likely verse-chorus item could stir some attention for this side.		80--83--79--79
DICK HAYMES (Vic Schoen Ork) Little Child DECCA 27473—Haymes turns in one of his finest recent efforts on a sensitive but rich and different ballad with a glowing lyrical idea. Classy stuff which should win deejay spins and could crop up a sleeper.		81--85--80--78
Operetta Another fine job by Haymes this time on a handsome story ballad which will require heavy exploitation to make a meaningful dent.		81--84--80--80
TONI ARDEN-PAUL WESTON ORK So Deep My Love COLUMBIA 39208—Toni, who has been singing wonderfully on wax of late, here contributes another glowing effort on a new and not particularly stirring ballad.		71--73--70--71
Chante Moi Richly melodic Piaf waltz set with new English lyrics is sung with warmth and feeling by the thrush.		78--80--77--77
THE DINNING SISTERS Shenandoah Waltz CAPITOL 1429—The Dinnings return to wax with a fine reading of a potent country-waltz sequel to "Tennessee Waltz." This is a sound interpretation; should cop a big share of the play if the song catches.		85--85--85--85
The Kissing Song An attractive novelty set to a classical can-can melody is done crisply by the girls. It's set in a polka beat and could capture juke spins.		78--78--75--80
JO STAFFORD-PAUL WESTON ORK (Norman Luboff Choir) Lovely Is the Evening COLUMBIA 3313-39206—Thrush does a fetching job on a charming new ballad arranged in round form with the chorus.		86--86--86--86
San Antonio Rose Miss Stafford pipes the country classic with great charm and purity, to a sweeping ork-chorus backing.		86--86--86--86
DORIS DAY (Axel Stordahl Ork) I'll Be Around COLUMBIA 3313-39191—Miss Day accords this lovely Alec Wilder tune the sensitive, delicate rendition it rates. Stordahl and chorus pitch in with fine mood support.		85--87--85--84
I Love the Way You Say Goodnight (Buddy Cole Ork) Thrush does the gay flick tune from "Lullaby of Broadway" with her best light, direct charm, with effective assist from vocal group and combo.		87--87--87--87
JAN GARBOR ORK-PAUL NERO The Hot Canary CAPITOL 1430—The charming fiddle novelty has been dressed up with a light little lyric; the Ewing sisters chant while Nero fiddles in an attractive rendition.		77--80--77--73
That's How Our Love Will Grow New chorus-and-verse ditty is warbled by Roy Cordell with ensemble joining for the refrain. Dancy and listenable.		78--78--78--78
DICK HAYMES (Ken Lane Singers-Victor Young Ork) There's More Pretty Girls Than One DECCA 27472—Pleasant PD waltz folkier with a catchy refrain is done with a nice lift by warbler, ork and chorus.		74--74--74--74
No One But You Haymes, group and ork do a new show-type waltz pop—in the dashing, swirling, Viennese grand manner. Good deejay material.		77--80--76--74
THE MARINERS (Archie Bleyer Ork) Light in the Window COLUMBIA 39219—A rich, warm, mother tune is done in mellow barbershop style by the Godfrey radio-TV group. Pretty, but not enough commercial flash in this rendition to do full justice to the song.		75--77--75--73
Loving Is Believing Another warm but unflashy rendition of an attractive romancer. Tune failed to register via an Ames Bros. job some months back, however.		71--71--71--71
ART MOONEY ORK (Alan Foster-Rosette Shaw-Art Mooney Choir) Beautiful Brown Eyes MGM 10924—Boy, gal and chorus with organ featured in ork do an okay but unexceptional rendition of the incoming folkie.		75--77--73--75
Sparrow in the Tree Top Foster and the choir get off a charming treatment of the fast-rising novelty. Like flip, it's late coverage, but this side is a handsome effort. Hit coupling lends added values to the platter as an entity.		79--80--78--79

(Continued on page 38)

HOT TIPS ON TOP HITS FROM ROBIN HOOD!

To Disk Jockeys and Juke Box Operators . . .

LOUIS PRIMA IS HOTTER THAN EVER
 3 BIG CLICKS IN A ROW

✓ **First We Gave You**
"OH BABE" ROBIN HOOD 101
 This one is still riding high—and still good for plenty of plays.

✓ **Then We Gave You**
"YEAH! YEAH! YEAH!" ROBIN HOOD 105
 Started with a bang—now breaking wide open—watch it climb.

✓ **NOW! We Give You**
 The hottest in the lot—a real goodie—will zoom to the top—but fast.

'GOOD-BOOG DI-GOOGI'
 backed with
'ZOOMA-ZOOMA-BACALLA'
 ROBIN HOOD #106—available in 45 and 78

ROBIN HOOD RECORDS 1619 Broadway New York 19, N. Y.
 Tel. JUDson 6-5652

"FIRSTS" in the Field by Makers of NEF-O-LAC COMPOUND

Nef-O-Lac was first to introduce a thorough, quality control system. From the analysis of raw ingredients through mechanical and electrical screening against possible contamination to actual test pressing of a biscuit from every batch coming off our mills.

NEF-O-LAC is used for better records the world over. Send for sample biscuits.

NEF-O-LAC Molding compounds are a product of J. W. Neff Laboratories, Inc.

There's a NEF-O-LAC RECORD COMPOUND for every record requirement
 RIGID OR SHELLAC
 BREAK RESISTANT
 (Synthetic or Vinylite)
 PURE & EXTENDED VINYL
 For Manufacturing
 78 • 45 • 33 1/2 RPM RECORDS

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

Have you heard about cute, little

"BLUEBELL"

sung by
TOM ELDRIDGE
 and
PEGGY MARSHALL
 on
POLO RECORD 7011
 backed by

"I'M JUST ANOTHER SONG"
 Sung by TOM ELDRIDGE

Billboard Spring Special

DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS:
SHIFTING POPULATION
 HOW TO CASH IN ON IT

THE BILLBOARD 500
 2160 Patterson St.
 Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive 8 Big Special Issues

NAME
 ADDRESS
 CITY ZONE STATE
 OCCUPATION

LORRY'S
 Latest Records...
 SEE PAGE 9

THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	CHILDREN	SACRED	INTERNATIONAL
-------------------------	------------------	---------	----------	--------	---------------

Continued from page 37

POPULAR

BING CROSBY (The Mellomen-Matty Matlock Ork) St. Patrick's Day Parade DECCA 2747B—Bing, in high spirits, turns on his winning Irish brogue for a sparkling etching of a new St. Patty's ditty of superior quality. Add another solid standard item to the lengthy Crosby list.		85--85--85--85			
With My Shillelagh Under My Arm Performance-wise, the same level of spirit and vigor is accomplished here but the song isn't quite as strong as the topside's.		79--80--78--80			
PAUL WESTON ORK-CHAMP BUTLER (Norman Luboff Choir) Let Me In COLUMBIA 39250—Butler continues to impress as he gets off a vibrant vocal on the gang waltz, with spanking aid from chorus and ork.		77--77--77--77			
How Thoughtful of You Ork and chorus do a slow, sweet rendition of a melodic new ballad. For dancing and listening.		75--75--75--75			
HERB LANCE (Dick Vance Ork) With Love in My Heart COLUMBIA 3921B—Lance, a Billy Eckstine type, registers with a slow, romantic ballad for pop and r & b appeal.		75--75--75--75			
Jet Instead of the brisk beguine of the Nat Cole disk, Lance wisely takes a different tack—a slow fox trot, sinuous and compelling. Especially likely for r & b sales.		80--80--80--80			
GUY LOMBARDO (Kenny Gardner-The Lombardo Trio) A Nickel Ain't Worth a Cent Today DECCA 27487—One of two currently competing tunes about our shrinking currency. This one has an innocuous little romantic twist. Reading is pleasant, bouncy Lombardo.		74--74--74--74			
Oh, What a Face Gardner and the ork do a buoyant, swiny job with this curious tune about an ugly sweetheart.		75--78--72--75			
LES BAXTER ORK-LINDY DOHERTY Tonight We'll Go Dancing CAPITOL 1440—Doherty displays an okay pair of pipes on a new and pretty love ballad taken at continental waltz tempo.		76--79--75--75			
Sparrow in the Tree Top Nothing about his waxing to steal the action from previous diskings of the potential hit. This should get its share, tho, as coverage wax.		77--78--77--76			
JOE BUSHKIN Dah'ling COLUMBIA 39214—Pianist Bushkin and a string group with French horn and trumpet move moodily thru an opus dedicated to Tallulah.		63--65--63--61			
Portrait of Tallulah No. 2 Tempo picks up for still another Bankhead ode. Bushkin demonstrates his fine jazz style, but the instrumental group adds little of interest to the proceedings.		63--65--63--61			
BENNY LEE (The Stargazers-Primo Scala Band) Flyin' Eagle Polka LONDON 934—Gang-sing diskings of the march in polka tempo doesn't figure to happen again on the strength of this belated version.		62--62--60--65			
Whose Little Sunshine Are You? Lee and the group hand an effective chant to an above average gang-sing ditty with the Scala band supplying the string band sound.		75--75--73--77			
ANNE SHELTON (Bob Farnon Ork) Come Back to Augouleme LONDON 935—Combination of a lovely ballad, first-rate Farnon orking and Miss Shelton's velvet-voiced reading fails to completely overcome a so-so lyric on the story ballad.		76--77--75--75			
Don't Misunderstand Miss Shelton and the ork handle a new ballad with musicianly competence, but the French tune with new English lyrics is just fair material for the English chirp.		72--73--71--71			
HENRY JEROME ORK (Ray De Meno-The Three J's) If It Hadn't Been for You LONDON 979—De Meno and the male trio chant an attractive new ballad in a neat blend of voices as the band supplies the backing in the Hal Kemp style. An okay diskings.		75--75--74--77			
Orange Blossoms (Jolly Joe Grimm) More of the staccato Kemp style with Grimm and the trio handling the vocal. Tune, tho, is less effective material.		71--72--70--70			

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	CHILDREN	SACRED	INTERNATIONAL
-------------------------	------------------	---------	----------	--------	---------------

CHILDREN

TOMMY TUCKER ORK Sonny the Bunny MGM S 16—The click kiddy gets a relaxed, suitable, treatment from the Tucker ork with lyrics chanted by Don Brown and Sally Sweetland. Should get some of the action.		73--73--73--72			
Peter Cottontail (Derry Falligan) Falligan hands the seasonal ditty a clear reading. Orking and vocal trio add to the general effectiveness.		70--70--70--70			
HELEN KANE (Jimmy Carroll-Donald Bain) Bouncy, Bouncy Bally COLUMBIA MJV 102—Neat packaging makes this disk good kid material. Tune's been tried as a pop.		75--77--75--73			
I Taut I Taw a Puddy Tat Same comment on this re-release as a kidisk.		77--79--77--75			
OSCAR BRAND Bring a Song, Johnny (Parts I & II) CHILDREN'S RECORD GUILD GILD 5010—Basic purpose of this diskings is to teach the school-agers that songs can be found anywhere. Folk-singer Brand interprets a group of w.k. folk tunes with fine production and sound effects assisting.		79--79--79--NS			
ROGER COLEMAN The Little Puppet (Parts I & II) CHILDREN'S RECORD GUILD CRG 1016—For the pre-school moppets this is a good activity diskings with opportunities to participate in the puppet's walk and motions. Well sung by Coleman and well played by a large ork, this disk is also attractively packaged.		81--81--81--NS			
ARTHUR Q. BRYAN (Billy May Ork) I'm Glad I'm Not a Rubber Ball CAPITOL Cas 3088—The w.k. radio actor Bryan sings the tune effectively in the character of "Elmer the Hunter" of Bugs Bunny fame. Billy May orking is first-rate. For the 2-5 group this should be intriguing.		80--80--80--NS			
Little Dead-Eye Dick Same character, same general effect with another cute hunk of material for the youngsters.		81--81--81--NS			

SACRED

CAPENTER TRIO What Could I Do? VICTOR 21-0435—Trio handles an up-tempo sacred opus in a rag-time chant. Poor balance and diction detract.		60--60--60--NS			
In the Shadow of Thy Wings Religious waltz ballad for the home market is capably chanted by the fem trio.		62--62--62--NS			
THE KING'S MEN The King of All Kings DECCA 14552—The male group blends nicely in a family style reading of a Stuart Hamblen religious opus. Full ork backing adds to the salability.		71--71--71--NS			
The Tears of St. Anne Group maintains the proper mood for this semi-religious tune that's been tried as a pop.		68--68--68--NS			

INTERNATIONAL

EIGHT DUTCHBOYS (Mark Cook) World of Liberty DUTCHBOYS R 726—Bary Cook does well enough with a prosaic patriotic lyric on a typical march opus.		65--69--63--63			
Poyka & Flicka Waltz Poor orking detracts from an attractive Midwestern style waltz.		58--57--57--61			
VICTOR ZEMBRUSKI ORK Mr. & Mrs. Waltz CONTINENTAL C 1305—A typical European waltz is essayed by the Zembruski ork in okay dance tempo.		65--64--65--65			
Little Red Sweater Girl Band handles a polka in bright fashion with gang shout.		70--69--70--71			

(Continued on page 74)

Album and LP Reviews

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

POPULAR

ANDY KIRK AND HIS CLOUDS OF JOY— Andy Kirk Ork (1-10") Coral (33) CRL-56019	68
September in the Rain; Breeze; I'll Get By; Poor Butterfly; I Surrender, Dear; Froggy Bottom; Floyd's Guitar Blues; 47th Street Jive.	
Fond memories of a memorable organization are revived vividly in this collection of eight "collector item" selections by the Andy Kirk Clouds of Joy. Four of them, noted standards, feature the vocalizing of the fabled Pha Terrell, who, tho gone from the show business scene for many years, still has a long-remembered following. The sides also feature June Richmond and a demonstration of the fine warbling style of Henry Wells as well as the arranging and keyboarding brilliance of Mary Lou Williams in her earlier days. This was a fine dance band and the testimony to that lies in the grooves of this diskings.	
JUKES As singles, some of the standard etchings still stand up as dance fare.	
JOCKS Tho some young folk may never have heard of this band, this is a good way to tell them about it.	

YOU AND THE NIGHT AND THE MUSIC— Tommy Dorsey Ork (1-10") Dec (33) DL-5317	80
You and the Night and the Music; If There Is Someone Lovelier Than You; Dancing in the Dark; Alone Together; Something To Remember You; Louisiana Hayride; I See Your Face Before Me; I Guess I'll Have To Change My Plans.	
The title piece is one of eight Deitz and Schwartz show tunes which comprise this generally top-grade dance set. Leave it to T. D. to come up with easy-flowing well-arranged and cleanly performed stuff with hardly ever a miss! So apply the master's methods and a crisp beat to some unbeatable tunes and the result is as ear worthy as it is toe tantalizing.	
JUKES Singly, fine where dancers congregate.	
JOCKS New Dorsey wax always is necessary library material.	

POPULAR

CLAUDE THORNHILL ENCORES—Claude Thornhill Ork (1-10") Columbia (33) CL-6164	68
Twilight on the Trail; Sorta Kinda; Lover Man; Happy Stranger; Whip-Poor-Will; Yardbird Suite; Let's Call It a Day; Sleepy Serenade.	
This is a collection of some of the most effective Thornhill ever put to wax; the selections were sliced between 1946 and 1948, the latter Claude's date of departure from the Columbia label. These recordings reflect the marvelous instrumental color, sensitivity of interpretation and subtle modernism of the Thornhill brand of dance music. The deep, dreamy mood which the band was best able to create is the pivotal type of offering in this set and is best reflected in "Happy Stranger," "Lover Man," "Twilight on the Trail" (with a warm Buddy Hughes vocal); "Let's Call It a Day" and "Sleepy Serenade." Subtle scoring of the modern shows in "Yardbird" with a Lee Konitz alto solo spotted. "Whip-Poor-Will" spots one of Fran Warren's best waxed vocals. Likewise for Gene Williams' go on "Sorta Kinda." Thornhill admirers will consider this set a must. Good, too, for the dance customers.	
JUKES Not suitable.	
JOCKS Excellent mood dance stuff as well as first rate musical fare.	
MAMBO JAMBO—Sonny Burke Ork (1-10") Dec (33) DL-5309	77
Mambo Jambo; More Mambo Jambo; Mambo Number Five; Jing-A-Ling, Jing-A-Ling Mambo; KooKoo Mambo; Little Bud Mambo; Mambogogie; El Choclo Mambo.	
All eight of these have been out as singles and here are packaged as a special delight for the rapidly growing mambo mob. This latter is split categorically into dancers and hipsters who search for the jazz overtones of the superhythmic Latin-fashioned music. The title piece, of course, was largely responsible for the spread of the mambo and Burke's association with the dance and the music should lend this set some extra values.	

P. D. Tune

Continued from page 11

Brown Eyes is one of the few recent instances. Last time the question came up was with *Whispering Hope*, versions of which were pubbed by both Lou Levy and Micky Goldsen—Levy's being the Andrews Sisters' Decca Records version and Goldsen's the Stafford-MacRae Capitol version. MDS gave Levy the rack because of a price consideration, plus the fact that it regarded each of the versions as equally entitled to consideration.

The moral for publishers, it was pointed out, is this: If you bring out a p. d. for records and plugging, make sure it's sufficiently altered in either title, lyrics or music to create real protection and identity. Tzena didn't make the rack, it was said, because it was a p. d. (Altho the threat of litigation may have also been a factor). *Goodnight, Irene* was taken for the rack because it was sufficiently new a work so that no cut-rate editions could threaten it.

London Sets Peak

Continued from page 11

Schubert's *Wanderer Fantasy* by Clifford Curzon; composer Samuel Barber conducting his own *Cello Concerto*; a series of piano albums of works by Liszt, Brahms and Chopin; songs of Debussy, Brahms and Wolf, and Bach and Franck organ music.

The label will continue to fill in its standard catalog, according to Farkas, and at the same time add eight LP albums of complete opera recordings and other special wax.

The diskery, meanwhile, stepped up its promotional activities with the announcement of Ad Manager Ira Joachim of newly instituted weekly release sheets on pop disks and bi-weekly release sheets for the classical repertoire. London is also increasing its coverage of disk jockeys.

Coasters Beat

Continued from page 11

uals as the result of the court action. Foursome was arrested in November, 1949.

The four were accused of misrepresenting their songwriting-pubbing activities to persons who paid various amounts to have songs published. Federal Judge Harry C. Westover, in freeing the men, said he found no intent to defraud. The judge also found pubberies' catalogs to be in good shape. Nordyke listings were numbered at 8,000 originals.

All parties involved were at one time affiliated with Broadcast Music, Inc. (BMI), who about a year ago dropped the contracts upon expiration.

Victor Plans Opera

Continued from page 11

catalog full-length operatic recordings on the new speeds; previously they had been available only on 78. Included will be such well-known items as the Glyndebourne company's etching of Mozart's *Don Giovanni* and *The Marriage of Figaro*, Sir Thomas Beecham's readings of Mozart's *The Magic Flute* and Gounod's *Faust*, the first domestic release of a complete Debussy *Pelleas and Melisande* as well as a number of excerpts and arias done by leading Victor operatic warblers.

Billie Holiday

Continued from page 11

fact calling for a minimum of 12 sides a year.

Thrush last waxed for Decca in March, 1950. Aladdin's Eddie Mesner, currently in Chicago for the juke box confab, will proceed to Gotham to record the newly acquired singer. Diskery will go all-out in an effort to make Miss Holiday its big draw. Couplings with label's top sellers Amos Milburn, Floyd Dixon or Charles Brown are a possibility for the singer.

Complete Phonograph Record

Equipment, suitable for plastic records, consisting of 2 Presses (100 tons each), Steamtables, 2 Upright Kane Boilers, etc.

Box 631, The Billboard
1564 Broadway New York City

The integrity and experience of

A SOLID NAME

plus THE WORLD'S TOP ENGINEERS are

BEHIND YOUR LABEL!



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
... PROCESSING
... PRESSING
... SHIPPING & HANDLING

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

NEW YORK Dept. 24-A
120 East 23d St.
ORegon 7-8000

CHICAGO Dept. 25-A
445 N. Lake
Shore Dr.
WHitehall 4-3215

HOLLYWOOD Dept. 26-A
1016 N.
Sycamore Ave.
HIllside 5171

Music Hall Okay, Other Combos NSG

NEW YORK, March 24.—A fairly good week-end, plus another big week at the Music Hall, lifted over-all grosses last week to \$402,000 against the previous week's \$334,000. But the majority of other houses weren't doing any smiling.

Radio City Music Hall (6,200 seats; February average, \$115,000) collected \$139,000 for its opening week with its annual Easter show of Duke Art, Elsa and Waldo plus *Royal Wedding*.

Roxy (6,000 seats; February average, \$83,000) wound up its three-weeker (final week a five-dayer) with the Ritz Brothers and U.S.S. *Teakettle* with \$60,000. Second frame had \$55,000 and opener was \$75,000. New bill has Tony Martin and *Bird of Paradise*.

Capitol (4,627 seats; February average, \$51,000) wound up its two-weeker with Georgia Gibbs, Johnny Long's ork, Artie Dann and *Three Guys Named Mike*, getting \$39,000. Opener was \$44,210. New bill has Sammy Kaye band, Jack Durant and *Inside Straight*.

Paramount (3,654 seats; February average, \$85,000) did a poor

L. A. Trips Up Strip Acts

HOLLYWOOD, March 17.—Clubs using strippers, and strippers themselves, were hit hard by a surprise ordinance passed March 2 by the Los Angeles board of supervisors barring them from county limits.

The first knowledge that such a law had been enacted was received by two clubs, the Bowery and the Last Call, who were served with summonses by county officials.

The American Guild of Variety Artists was immediately called in by ops of the two clubs. Assistant Coast chief, Irving Mazzei, charged city officials with "political action and flagrant discrimination by the board."

AGVA said it became aware of the board action only when ops complained. It charged that the ordinance was passed without knowledge of the sheriff's office.

Strand Extends Flesh Line-Ups

NEW YORK, March 17.—The Strand will continue to run with flesh for the immediate future and is currently lining up bands and acts for the next few months. So far the house has bought Tony Pastor for an April 13 opening. Deals are now pending for attractions and other bands.

Warner, who owns the house, had seriously contemplated closing the theater after Josephine Baker, now current, finished, rebuild the theater and reopen with a big flash in the fall.

Governmental restrictions on major alterations of places of amusement stymied the plans, so the chain decided to go ahead, with no immediate shutterings contemplated.

Sophie Tucker Off With Bad Throat

TAMPA, March 17.—Sophie Tucker, "the last of the red-hot mammas," is ill here with a virus infection.

Miss Tucker, who admits she is "more than 60," is confined to her room in Bayshore Royal Hotel. A climbing temperature and hoarseness forced the trouper to halt her headline performance at the hotel's Skyline Room, which was to have ended Wednesday (14).

She will be forced to cancel her scheduled appearances at Shamrock Hotel in Houston, slated to begin Friday (16).

Dr. Ray Higginbotham said his patient cannot speak above a whisper.

\$50,000 for its tee-off with Nellie Lutcher, Sam Donahue ork, George DeWitt and Molly.

Strand (2,700 seats; February average, \$39,000) slipped to \$50,000 for its second week with Josephine Baker, Leo De Lyon, Buddy Rich band and *Storm Warning*. Opener saw a big \$70,000.

Palace (1,700 seats; February average, \$16,000) came back with \$19,000 for bill of Smith and Dale, Will Oakland, Diana Barrymore. Previous week's figure was \$14,000. New show has Jack Linder's *Bowery Music Hall*, four other acts and *Quebec*.

H'wood Casbah Back to Talent

HOLLYWOOD, March 17.—The Casbah, intimate nitery on the south side of town, is reinstating a temporary talent policy. Spot last used live acts a year ago. Talent rebirth was kicked off Friday (16) with the Mills Brothers. Quartet will work three nights, returning next week-end (23-24-25). Henry Miller, of General Artists Corporation, is booking the club.

Casbah's main room has been shuttered since it dropped flesh acts. Mills boys were the last important name act to play the bistro prior to dropping of talent. If the brief Mills stint hypos biz, club ops Johnny Zaharis and Jim Choumas will go all out to again get name acts. When Casbah was using acts, GAC booked 90 per cent of club's dates.

Toronto Gets New Club 1-2

TORONTO, March 17.—The Club One-Two, formerly the Club Norman, opens March 24 under the direction of Nat Sandler and his wife, the former Ruth Lowe, with the Irving Fields Trio as the feature attraction.

Club was recently purchased from Norm Cornell after a stormy period with the musicians' union and the bartenders' group. Partnered in the new venture is Morris Fishman, who owns other spots in the city.

Before reopening, interior and exterior were redone. The three-story building will have just the cocktail lounge opened at this point. The rest of the building's opening depends on the availability of materials.

LA VIE EN RHUBARB

La Baker Quits Cafe Theater; M. Proser in a Ragout (Beef)

NEW YORK, March 17.—Monte Proser had barely opened his new cafe theater when he ran into trouble—star trouble—with his late show headliner, Josephine Baker, who was out of the show one night after the spot opened (13).

The reasons for her leaving Proser's club are varied. Miss Baker has presented two doctor's certificates to show that an incipient laryngitis made it too difficult for her to double from the Strand. Behind the scenes reasons involve the lack of a dressing room which Proser was supposed to have promised and a battle of words between Jackie Gleason and Miss Baker's husband over dressing room facilities.

When Proser was first informed that Miss Baker was "unable to go on," he took two quick ones, leaned back and replied, "Let 'er go. . . ." Later he worked out a deal with Ned Schuyler, who handles Miss Baker, for a future date. Still later it was rumored that Proser was starting legal action

THE LILI GILDS A BUBBLE BATH

HOLLYWOOD, March 17.—Now they're bottling Lili St. Cyr's bubble bath. Perfumed water is being peddled under the high-priced Lili's tag in the lobby of Ciro's where she is undressing nightly. This is the first time in showbiz history a strip act has been used to plug a scent, proving dollars and scents go together.

AGVA Locals For Autonomy Via Petitions

HOLLYWOOD, March 17.—Local autonomy for American Guild of Variety Artists branches was petitioned this week by a committee here headed by Nicky Stewart. More than the required 200 signatures were secured as the result of petitions circulated among 26 AGVA branches. The national office will now verify the signees and is required by constitution to place this proposal on the agenda of the national confab here, June 7-10.

Petition is an outgrowth of long-standing dissatisfaction between AGVA members and execs. Committee backing the autonomy drive claims too much time is lost in negotiations between branches and members and club ops and branches, due to distance and the necessity for national okay on all matters. Passage of such a proposition would create set-ups similar to those affecting American Federation of Musicians locals, giving each branch power to arbitrate affairs in its zone without securing approval of the home office, which sometimes delays decisions as much as two months.

Los Angeles branch, in a meeting this week, voiced unanimous approval of the plan, and it is believed other AGVA segs will do likewise. Petitions were circulated without any purpose of attempting division or dissention within national ranks, but "in the best interests of local membership comprising the individual branches."

Also, Stewart pointed out, there are conditions prevailing today that are termed unjust to members due to edicts that are feasible only in certain sections of the country. Autonomy committee hopes that by placing the proposal on the convention's agenda, the facts can be presented in such a way that local autonomy will be approved.

A two-thirds vote of convention delegates is needed to swing the move. Approximately 45 delegates will be authorized to attend.

LA VIE EN RHUBARB

La Baker Quits Cafe Theater; M. Proser in a Ragout (Beef)

against the singer, which he later denied.

In the meantime, however, the American Guild of Variety Artists was officially notified that Miss Baker had breached her contract, thereby "causing me (Proser) considerable financial damage . . ." and asking that AGVA set up hearings to adjudicate the claim.

As of this date, Proser is running

Gorrell Heads Mich. Agents

DETROIT, March 17.—Ray Gorrell, of the Delbridge and Gorrell office, was elected president of the Michigan Theatrical Booking Agents Association, with Peter J. Iodice, of Amusement Booking Service, as the vice-president.

Other new officers are secretary, Mabel Duggan; treasurer, Jules Klein; directors, Mike Falk and Glenn Jacobs, Gus Sun Agency. Associate agents elected to the board were Harry Lee, Del Delbridge and Val Campbell.

AGVA Sees Victory For Anti-Alien Law

Union Wins Acceptance of Provision For Tightening Immigration Loophole

WASHINGTON, March 17.—A lengthy drive by the American Guild of Variety Artists toward tightening of the immigration laws so as to protect U. S. performers appears in sight of victory following a hearing this week (15) on the McCarran Bill to amend the present law. Provisions in the bill along lines advocated by AGVA are seen certain to survive in the version to be reported favorably by an immigration subcommittee of the Senate Judiciary Committee which held this week's hearing.

Representing AGVA at the hearing were V. N. Connors, of the Guild's outdoor department, and Henry M. Katz, AGVA counsel.

The McCarran Bill, as now written, includes provisions embracing AGVA's request along the following lines: (1) Application of the contract labor provisions of the immigration laws to alien variety performers coming for a temporary period; requirement that no alien variety performer be considered an "artist" or professional actor within the meaning of the Immigration Act unless he is of "distinguished merit and ability" as a member of a specialty act or troupe and his engagement in the U. S. is of a character requiring superior talent or performance.

Connors, in testifying before the sub-committee, said that loopholes in the present Immigration Act have permitted hundreds of aliens to stay indefinitely in the U. S. while their agents, under the "impersonation" of employers, engaged jobs for them. He said the present exemption in the contract labor law of the "professional actors and artists" permit them

entry into the U. S. outside of a quota on a temporary status in order to be employed in this country. "This specific exemption," he continued, "permits foreign performers to obtain a visa from an American consul at the foreign point of origin upon the mere presentation of an engagement contract to perform in the United States."

"In most instances," he said, "the authenticity and existence of such employment cannot be discerned by the American consul, nor is there any administrative machinery in the State Department to aid the consul in determining whether there is or is not a legitimate contract of employment."

"There have been innumerable abuses of this exemption. Not only do persons obtain admission to the United States who could not otherwise have secured such entry, but American performers are deprived of work."

In identifying their organization, Connors and Katz described AGVA as "a labor union composed of performers who earn their livelihood in that portion of the theatrical industry known as the variety field, which includes vaudeville theaters, circuses, night clubs, cafes, carnivals, banquets and similar types of work." The term "variety performer," they said, is "defined as an actor, entertainer, player, artist or performer in the theatrical industry who renders or performs a self-contained theatrical performance of his own." This classification, they explained, "includes performers such as jugglers, acrobatic troupes, aerialists, clowns, animal trainers, magicians, novelty acts, etc."

Extra Added

Brief but important night club-vaudeville news

New York

The Vagabonds have bought into the Club Caribe, Miami. . . . David Martin, Australian Tivoli Circuit topper, in town on a buying trip. . . . Rene Bardy, Parisian cafe op, to the Coast with Hans Lederer to look at acts. . . . Ira Sidelle, formerly with General Artists Corporation, now in business for himself. . . . Molly Picon to be on the Palace bill March 28. Dave Jonas ex-Matty Rosen, is opening his own office with a flock of properties. . . . Jimmy Nelson,

ventriloquist, current at the Copa, is becoming a sizzling property. . . . Henry Dunn, American Guild of Variety Artists topper; Harry Levine, Paramount booker, and Dan Friendly, RKO booker, all left for Miami last week. . . . Julia Lee, nightly currently at the newly redecorated Angelo's cocktail lounge, Omaha.

Pann Merriman, who has just closed at the Beverly Club, New Orleans, will spend a short vacation at her home in Des Moines before starting a run at Chez Paree, Chicago. . . . Kalantan, of the "heavenly body," has ended a 20-week stand at Dan's International Club in New Orleans and headed for Los Angeles where she is booked into a nitery.

Chicago

Jerry Coe and Dick Lynn, young comedy team, are working Chicago indefinitely because Coe must report once a week at a local naval armory for reserve training. . . . Winchester Club, Olmstead, Ill., is using its first name in a long time, bringing in Tiny Hill May 21 for a week. . . . Charlie Carls, the card manipulator whom the William Morris office grabbed when he came here from France, has switched to Lou Cohan's office.

Las Vegas, Nev.

Betty Grable in for visit with Harry James, who played to record crowds at the Hotel Flamingo. . . . Al Bernirs and Clark Dennis share headline billing at the Thunderbird. . . . Lucius Beebee will do a spread on the Desert Inn for Holiday magazine. . . . Don Cornell is making his first Las Vegas night club date at the Hotel Flamingo. Kay Armen, of "Stop the Music" opened at the Thunderbird for a two-weeker starting March 18. . . . Ethel Smith is the headliner the next two weeks at the El Rancho, with comedian Dave Barry. . . . Also Ted Fio Rito and his band being held over. . . . The Modernaires, along with Al Donahue's band, will headline the new show at the Last Frontier, starting March 23.

SMARTLY RISQUE on oh-hits to special recordings

... but even more so

IN PERSON

nan Blackstone

with her **Bedtime Stories for Grownups!**

Available Thru Any Agency

Personal Mgt. **RONALD GERARD**
c/o The Billboard
1009 Fox Theater Building, Detroit

COMEDY MATERIAL

For All Branches of Theatricals

BILLY GLASON'S FUN-MASTER

"The Original Show Biz Gag File"

NOS. 1 THRU 35 @ \$1.00 EACH
(SOLD IN SEQUENCE ONLY)
SPECIAL—FIRST 13 FILES FOR \$10
ALL 35 FILES FOR ONLY \$25

3 BKS. PARODIES, per book ... \$10
MINSTREL BUDGET ... \$25
4 BLACKOUT BOOKS, ea. book \$25
HOW TO MASTER THE CEREMONIES (reissue), \$2.00 per copy.
GIANT CLASSIFIED ENCYCLOPEDIA of GAGS #1. Price \$250, worth over a thousand. No C O D's.

PAULA SMITH
200 W. 54th St., N. Y. C. 19, Dept. BB

Night Club-Vaude Reviews

Palace, New York (Thursday, March 15)

Capacity, 1,700. Price range, 55 cents-\$1.20. Four shows daily; five week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show cut by Don Albert's house ork.

The current show stresses the last act, a Jack Linder package, tagged *Bowery Music Hall Revue*. The unit carries 23 people and works on a saloon set complete with bottled stuff, beer-keg toters, handle-bar mustached customers and other relics of the mauve decade. Performers sit around tables until called upon to do their acts. In between acts an eight-girl line does three productions in acceptable fashion. Running 45 minutes, the show calls for girl singers; boy singers, barbershop quartets and some fine dancing, the latter contributed by Monica Lind and Carl Gould, each a single.

Where it fell down was in comedy. There's a quickie showing a gal rolling a guy, and a box heckling bit toward the end. The first bit had its moments; the second suffered from poor material. The emceeding thruout, handled by Tom Barry, was negligible. People came on and off without announcements or intros. But despite the shortcomings, the unit has potentials for the family trade on the road. As laid out, it's much too

(Continued on page 41)

Capitol, New York (Thursday, March 15)

Capacity, 4,627. Price policy, 55 cents-\$1.50. Four shows daily, five week-ends. Loew chain booker, Sid Piermont. Producer, Allan Zee. Show played by Sammy Kaye ork.

The sweet music of Sammy Kaye is the strong point of the current show, but when it came to comic relief, proceedings bogged down. Neither Jack Durant nor the Three Arnauts seemed to have enough sock material to sustain thruout. And the comic bits of Kaye and the ork seemed short on both taste and finesse.

In Tony Alamo, Kaye has a fine young singer. His *Wanderin'* and *It Isn't Fair* were superb. Barbara Benson joined him for a charming *You're Just in Love*, and Lloyd Roberts completed the trio for their ever-pleasing *Harbor Lights*. Earlier, Miss Benson did some good solos, winding up with *Mother Machree*, the ork acting as chorus.

The Arnauts (2 men and a gal) had some good bits with fiddles and guitars, the best of which had the two lads playing one fiddle.

Their standard bird routine with whistled dialog got some ripples of laughter, but didn't build too well.

Jack Durant, following Alamo, made a buff entrance, doing a spill on the first note of an aria. He then went into his hoarse, cynical chatter on wife and marriage, getting regular yocks. But then he seemed to run out of material. His subsequent spills and his impressions of Gable and Boyer were meaningless.

The comic exchanges between Kaye and the ork were also flat. Chubby Silver's *Orange Colored Sky* had plenty of bounce, but his lyrics could hardly be heard over the ork.

Show wound up with the "So You Want to Lead a Band" routine. Kaye shot the standard questions to all participants, and ran into a couple of embarrassing answers. But the winner on the show caught, a youngster identifying himself as a professional loafer, was really funny.

Pic, *Inside Straight*.

Gene Plotnik.

Cafe Theater, New York (Monday, March 12)

Capacity, 600. Price policy, \$3 minimum weekdays, \$4 week-ends and holidays. Three shows nightly, 8 p.m., 12 p.m., 2 a.m. Operator, Monte Proser. Booking, non-exclusive. Estimated budget for this show, \$15,000.

There has been a lot of argument—to date unsettled—as to whether Actors' Equity or the American Guild of Variety Artists has jurisdiction over Monte Proser's tab show at his new club. What is more to the point is whether Proser can make ends meet on the show so as to satisfy anybody. At a reasonable guess the salary tab racks up to a \$15,000 weekly nut.

It takes a sock nitery show to meet that budget, and it doesn't look as tho a tab version of the Stem song-and-dancer, *Billion Dollar Baby*, has what it takes. It may be possible to cut a full-length book musical down to an hour's running time and still keep its punch. Proser, however, hasn't found the recipe. He has hired some competent principals and a handsome chorus, pointed it up with sufficiently appropriate backgrounds and spiced it to a night club pace, but you can't cut the guts out of a book show and have it make sense, rhyme or reason, which is what has happened to *Baby*.

It is not that the streamlined *Baby* doesn't have its points; when it is dancing or showcasing legs, it is dandy. But it is a safe bet that anyone who hasn't seen the original neither takes in nor cares what the plot is all about. As a result the satiric comment on the turbulent's 20's, which is the backbone of the book, is lost, and the whole boils down to a point where the comedy falls on its face. A suggestion is in order to have the development of the plot explained appropriately via the p.a. system. Amusingly projected, such clarification could help materially in the show's reception.

Proser has assembled a good cast
(Continued on page 41)

Chicago, Chicago (Friday, March 16)

Capacity, 5,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show n'aved by Louis Basil's house band.

Current four-acter is a good and well-organized show, with Hank Ladd and Bert Wheeler's comedy bits interspersing other acts. Reunion of Ladd and Wheeler makes for some fine comedy, with Ladd's apathetic straights making the perfect foil for Wheeler's volatile replies. Patter between the two and when they do solos is high-caliber stuff. Act closed its last bit strong, with Francelle Mallory joining for some romantic hokey and a strong sign-off song.

Condos and Brandow improve with each visit. The expert tap duo continually work out new routines that show each to be a versatile musician and tapster. Their latest, *Ace in the Hole*, is a commercial bit that closed them to encore mitt.

Kitty Kallen Scores

Kitty Kallen, riding the crest of two good Mercury sellers made with Richard Hales, got an ovation and recognition palming for *Aba Daba Honeymoon*. Went thru her standard Lena Horne and Ethel Merman impressions and her excellent *Finian's Rainbow* rendition. Her encore bit, *I Wish My Daddy Were President*, a travesty on Margaret Truman's warbling, makes her strong personal appearance material.

Dick Contino's fine accordion performance was spoiled by his fan-clubbers, who are turning swooning into continuous maniacal shrieking. Kids don't know when to stop and ruined all his ballads. On the rhythm tunes they kept quiet and Contino showed some expert fingering on torrid tempos. His showmanship pulled big mitts even when the sound was drowned out by the teen-agers.

Pic, *Call Me Mister*.

Johnny Sippel.

Persian Room, Plaza, New York (Thursday, March 15)

Capacity, 280. Price policy, \$2-\$3 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Publicity, Ed Seay. Estimated talent budget this show, \$2,700. Estimated talent budget previous show, \$2,500.

For the first time in recent history the room is depending on a single act to do the show and bring in business. The usual policy here is two acts. The act is Dorothy Shay, but a Dorothy Shay with a poise and salesmanship that was as solid as any act caught here in recent months.

This time the well-gowned hill-billy canary threw out her customary stock of salty mountain songs to draw titters and hold attention. Much of her material has been recorded by her for Columbia, but old or new it registered big.

Exhibiting a poise and assurance remarkable for an opening night, Miss Shay started it off with *Just Another Notch in Father's Shotgun* and followed it in rapid fashion with *Pure as the Driven Snow*, *Sage Brush Sadie* and *Fargo Fannie*, ending the series with a ballad tempo on *Love Isn't Born*. It was in the latter that the gal had to demonstrate salesmanship because she doesn't sell on voice.
(Continued on page 41)

Chez Paree, Chicago (Thursday, March 15)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget this show, \$6,500. Estimated budget last show, \$6,500.

Three strong new acts are introduced in the current package. Topper Billy Daniels, along with his piano-playing foil, Benny Payne, is a real charmer. The new Mercury disk warbler has had little local flackery up to now and the audience was rather cold to him at first. But two numbers and he was in. Alone, Daniels does a great job of emoting a song. When Payne pitches in with him they set up a kind of rhythmic vocal pandemonium that raises the roof. His animation on a floor is artistry all the way. Daniels worked 35 minutes and the closing hand indicated he could have stayed. Chez has already taken a commitment on Daniels for a fall return.

Comic Larry K. Nixon impressed with good, original material. The routines have fine continuity. His hubby and wife bit broke down a cold house, while his hospital gags also brought good returns. Nixon fractured 'em with a burlesque on a timid passenger waiting for an airliner's takeoff and walked off to a solid mitt.

Corinne and Tito Valdez are the sexiest act this spot has used in a long time. Blond gal in the first number opens as a fan dancer. Later the partner joins her for some lifts and whirls not for the moppets. The second number toward the end of the show is better vaude stuff, with the gal as pick-up date and the male as a sailor. They got rapt attention all the way.

The Chez line has one new routine, a well-contrived bit around the tune, *Circus*. Costumes and the line's cavorting are effective. Cee Davidson's ork cut a fine show.
Johnny Sippel.

The London Palladium (Monday, March 12)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Show played by Woolf Phillips Skyrockets ork.

The first-night Palladium audience, weaned on the Danny Kaye and Frank Sinatra class routines, shuffled sympathetically thru film-star Donald O'Connor's 25-minute act. A pleasant, perky manner, vibrant voice and scintillating soft-shoe routine didn't prevent his looking lost on the huge, empty stage.

It would have been kinder to have put Woolf Phillips and his Skyrockets ork on the stage to fill the dreary eye-catching expanse of floor behind the mike—as was done for Jack Benny and Tony Martin last year.

The little O'Connor did, he man-
(Continued on page 41)

Booked Solid Last 15 Months

ADRIAN AMES

Hollywood's Favorite
Female Impersonator

Available Dates—Write, Wire, Phone
1424 North 11th St. Milwaukee, Wis.
BRoadway 6-1769

On RCA-Victor Records

STEVE GIBSON and The RED CAPS

Heading at Chubby's Club,
W. Collingswood, N. J.

Write Wire Phone
JOLLY JOYCE

2005 Paramount Theater Bldg.
New York City LAcawanna 4-9469
Earle Theater Bldg., Philadelphia, Pa.
WA 2-4677 and 2-3172

CLIFFORD

GUEST

and

"LESTER"

(The Different Ventriloquist)

★ ★ ★ ★

WALTER WINCHELL says:
"The best ventriloquist since Edgar Bergen."

HARRIET VAN HORN, N. Y. World-Telegram:
"Technically, Guest is one of the best ventriloquists you'll ever see. Must be seen to be appreciated. It's the kind of act you remember for a long time."

Just concluded 2 weeks. EL RANCHO VEGAS, 3rd time within 2 years.
15th March, ORANGE FESTIVAL, San Bernardino, Calif. 1 week.
22nd March, RIVERSIDE CASINO, Reno, Nevada.

Management: WILLIAM MORRIS, INC., New York, N. Y.

LEO DE LYON

currently

THIRD SMASH WEEK

STRAND THEATER NEW YORK

★ Followed by

EARLE THEATER
Philadelphia

★ and then

CHICAGO THEATER
Chicago

Thanks
JOSEPHINE BAKER

Direction
General Artists Corp.

Billboard

Spring Special

DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS:

THE AMUSEMENT BUCK

HISTORY SEEN REPEATING

501

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive
8 Big
Special
Issues

NAME

ADDRESS

CITY ZONE STATE

OCCUPATION

Hocus-Pocus

of Magic and Magi
By BILL SACHS

P. C. SORCAR, internationally known Indian magician, has just returned to Calcutta from an extended engagement in Bombay with his "Mysteries of India." In Bombay the Sorcar show played to capacity houses on 56 consecutive days. The press described it as the most outstanding illusion show to visit Bombay in the last 50 years. During his absence from Calcutta, miscreants broke into Sorcar's post office box and stole all mail that had been delivered there between last November 10 and December 20. He urges all friends to address mail in the future to him at 12-3A, Jamir Lane, Ballyganj, Calcutta 19, India. . . . **Harry E. Cecil**, chairman of the International Brotherhood of Magicians' sick and welfare committee, reports that the magic vet and past president of the IBM, **T. J. Crawford**, of 2814 Belmont Boulevard, Nashville, is sinking rapidly, with his death expected almost momentarily. Cecil urges that friends shower him with cards. . . . **Dr. Morris Young's** new book, "Hobby

Magic," just released, devotes a full page of pictures to **Doc Weiss**, New York escapologist, showing him displaying several bits of restraint hardware from his collection. . . . **Johnny and Joyce Bower** played the Schine Ben Ali Theater, Lexington, Ky., March 8-10, with their comedy act, and **Dr. Silkini (Jack Baker)** played Schine's Kentucky Theater in the same city with his "Asylum of Horrors," Saturday midnight, March 10, with both acts winding up as guests at the home of **Lieut. and Mrs. Lee Allen Estes** in Lexington. **Dr. Silkini** was forced to do two shows in Lexington to take care of the crowds. . . . **Joan Brandon** hopped from Reno to Los Angeles recently to appear on a TV show over KTLA, and thence moved on to Palm Springs, Calif., where she is currently sopping up the sunshine. . . . **George Schindler**, following a cruise to Nassau, in the Bahamas, opened March 9 at the Moose Club, Shamokin, Pa., for a three-day stand. He reports that **Lou Tannen** has some new vent figures which are about the best he's ever seen. . . . **H. A. MacKnight**, hypnotist, who begins his 55th year as a trouper in June, recently played for the National Jewelers' Convention in Spokane, Wash., and shows for the Forsters in Pullman, Wash., March 30. He is assisted by his wife Della.

BIGGEST thing to come down the magic road in a long time is the Magic Wonder Show, featuring **Geraldine Conrad Larsen**, which **George W. Pughe**, well-known promoter and one-time associate of the late **Howard Thurston**, is taking into some 40 Southern California spots spiked by intensive promotion. The unit has already begun its tour and early business has been gratifying, **Pughe** reports. **Miss Larsen** serves as emcee and is featured in her own spot in the show. Rest of the magic talent comprises **Ray Muse (Lu Tsu Bing)**, **Lord Chesterfield** and **His Magic Violin**, **Bill and Mary Chaudet**, **George Boston**, and **Aubrey and Company**. In addition to **Pughe**, the staff includes **George McCarthy**, advance; **Mrs. George W. Pughe**, treasurer; **W. W. Larsen**, legal counselor, and **Milton Larsen**, stage manager. Handling the advance promotion are **R. A. Rush**, **Roberta Carter**, **Bernarr Cokley**, **Hal Hodgeman**, **Ed (Bo-Bo) Boyle** and **Audree M. Berry**. . . . **Larry Weeks**, the magical juggler, type-writes from Brooklyn: "After my recent 13-day cruise to the West Indies and South America, I hied myself to the regular monthly meeting of the Magicians' Guild in New York, where I ran into **Jack Gwynne**, who was guest speaker of the evening and who presented his full show for the boys at Times Hall. I loaned him a bit of scenery for the occasion. His show was great and a sell-out. The list of those attending the Gwynne show read like a who's who in magic. I ran into dozens of top acts like **Al DeLage** and **Shirley**, **Roy Benson**, **Milbourne Christopher**, **Dr. Daley**, **Al Flosso**, **Frank and Ruth Clinton Jr.**, **Bob Sherman**, **Frank Garcia** and many others. It was indeed a tribute to a great artist. His closing illusion, an original levitation, left 'em gasping. I have been set by **Herman Hanson**, formerly **Thurston's** stage manager and now branch manager of **Holden's Magic Shop** in Boston, to appear on a show being presented by **Boston, Assembly, Society of American Magicians**, at **John Hancock Hall**, Boston, April 7. I'm also set for a show to be presented by **Bill Whithill**, of **Holyoke, Mass.**, in **Northampton, Mass.**, April 10. **The Whithills** and **Al DeLage** and **Shirley** will appear on the same bill together with several other magic turns."

The Great Leon (Leon H. Leon), internationally known magician and inventor of numerous tricks and illusions, died March 13 in Hollywood. Further details in **Final Curtain**, this issue.

Persian Room, NY

Continued from page 40

She then came back with a **Joan Edwards** number, *Remember Dad on Mother's Day*, with some of the cleverest lyrics heard in a long time. Then it was her old standard *Uncle Fud* for more howls.

For her last number the gal used a gimmick that is always sure fire as an added applause puller. She brought two kids out of the audience, asked them to imitate her gestures and then went into *Efficiency*. Obviously, the moppet participation is only for the dinner show, because patrons here don't keep their kids up for later performances. But on this one it worked beautifully.

Russ Black did the piano backing with smooth efficiency. **Dick La Salle's** band helped cut the show and played for dancing. **Mark Monte's** group did the interlude dance music. **Bill Smith**.

Palace, New York

Continued from page 40

long. Less singing and more comedy is indicated.

The bill started with the **Ivanovs** in their standard high bar work, plus some amusing comedy by **Pete Ivanov**. The act made for a fast opener and finished very strong. **Billy Romano** worked in the two spot with his excellent balloon modeling act. Working with audience help, **Romano** got some fancy yocks and wound up way ahead. **Mack, Russ** and **Owen** showed many new bits in their standard hand-to-hand comedy act, also doing well.

The **McNulty Family** is a good bet for a **St. Patrick Day's** week at the **Palace** or any other house. **Eileen** and **Peter McNulty** do songs and Irish reels seguing rapidly from one to the other in showmanlike fashion. **Ma McNulty**, on all the time, works the accordion, later joining the two youngsters for a fast jig. Two singer-dancers work in top hats, green coats and pants. **Ma** worked in a green lace gown. **Pic, Quebec**. **Bill Smith**.

London Palladium

Continued from page 40

aged competently and with great charm. He threw a few lines, made fun of his film rep and introduced his *Be My Love* with: "It's not known here and it isn't popular in the States. In fact, no one wants to hear it. Anyway, here it is." But despite his abundant college-kid charm, the magic of a **Palladium-sized** personality was missing.

Parnell wisely pyramided his star on a bunch of old favorites, led by bouncy, brass-voiced **Pat Kirkwood**, crackbrained comedian **Michael Bentine**, and the **Bernard Brothers**.

Bentine Style

Bentine, who launched himself here in the 1950 *Folies Bergere*, builds his act around household equipment. With hair frizzed like a madman's wig, eyes tight-crossed in memory of **Ben Turpin**, and with a sink pump, chairback or vacuum cleaner-rod in his hand, he creates a series of scatterbrained situations with a style all his own.

The **Bernard Brothers** meander thru their mad-time routine, grimacing and gesturing to off-stage recordings of the **Andrews Sisters' Boogie Woogie Bugle Boy of Company B**, **Betty Hutton's She's a Lady**, and a fantastic version of *I Taut I Taw a Puddy Tat*. They tried a new (to London) experiment—the marriage of two disks—that sounded like an 1890 vintage recording of *Figaro* and a wild Wagnerian *Woo-Hoo* by **Kirsten Flagstaad**. Unfortunately, dovetailing "offstage was ragged and it was sometimes hard to tell whether **George** was "singing" **Bert's** piece or vice versa. In any case **Flagstaad** won. **Leigh Vance**.

Loew House Books Flesh

TORONTO, March 17.—Renewing their policy of stagershow, **Loew's** uptown has booked in the **Lionel Hampton** review for April 9. On the same bill with **Hampton** will be **George Kirby**, billed as the "Man With a Thousand Voices."

Following this attraction, house has **Ink Spots** placed for May 7.

Altho a pit band is considered highly unlikely, the musicians' union will undoubtedly ask for a stand-by to compensate.

Burlesque Bits

By UNO

PRINCESS LAHOMA, during a recent engagement at **Ciro's**, Mexico City, had the title of "The Most Beautiful Girl in Mexico" conferred upon her by **President Aleman**. She is now headlining over the **Midwest Circuit**. . . . New principals at the **Burbank, Los Angeles**, are **Sharon Dale**, **Arabelle**, **Clarice**, **Doreen** and **Harry Meyers**. . . . **Florence Koster Arnold**, former burly principal, and her husband, **Claude Schenck**, were New York vacationists last week from **St. Louis**, where the former is an exec of **Ticket Sellers' Union, Local 774**, and the latter is operator of the **Garrick** pix house. **Schenck** also handles tickets for wrestling matches. . . . **Sam Wachtel**, staghound, is out of the **Polyclinic Hospital, New York**, following a hernia operation. . . . **Benita Francis** has opened at the **Pad-dock Club, Miami Beach, Fla.**, where other features are **Honey Harlow** and **Eddie Barnes**. . . . New cast at the **Follies, Chicago**, managed by **Augie Circella**, includes **Willie Gordon** and **Hap Ray**, comics; **Bob Lee**, straight; **Sherry Shannon**, feature; **Jet Carroll**, **Cheondella**, **Virginia Ray**, **Floreda Fuller**, **Vivian Kelly**, **Cindy Hale**, **Julie Bishop**, **Lucky Carrol** and **Pat Robbins**. Singer is **Joel LaBonte**; chorus producer, **Evelyn Hulin**, and ork leader, **Bob Victor**. **Ginger Britton** opened March 16, and **Lotus Dubois** moves in March 23 for indefinite runs.

NADINE, who completed two Hirst Circuit tours March 10,

Cafe Theater, NY

Continued from page 40

for *Baby*—as far as it goes. **Jackie Gleason** has the top comedy slot as the gangster and fights his way out of the cut book, until he hits his sock number, *I Just Had To Get Away From It All*, which is more than right with the customers. **Carol Bruce** is vocally in form as the hardboiled nitery hostess, and **Sheila Bond** is, as usual, top-drawer in the terp department as the fem heel of the title role, altho she has trouble selling a song. **Bob Fosse** likewise contributes excellent footwork, and **Jack Cassidy**, **George Englund** and **Art Barnett** do well by character assignments. **Mary Collins** and the **Vargas Girls** are eye-fillers.

In sum, **Proser's Baby**, somewhere along the line, has tossed overboard the nostalgia and fun predicated by the original. Club-wise, it is still strictly in the incubation stage. **Bob Francis**.

Baker a Disappointment

Josephine Baker's first, and short-lived, appearance in a **Stem** night club was a disappointment. There was plenty of excitement attending her opening, with the spot heavily laden with tradesters and show business names. But she failed to live up to the press notices (including *The Billboard's*) she got on her **Strand** opening.

She opened with *Paris, Paris*, strolling around the stage and went thru a fine French ballad, *Amour*, to good results. The one number that literally wows 'em at the **Strand**, *This Is Happiness*, sung in Spanish, didn't mean a thing here.

Her chanting of a French ballad, *There Are No Three Ways*, was just so-so but her sensuous terperity made up for what she lacked vocally. *Two Loves Have I*, **Miss Baker's** theme, was okay. Despite such shortcomings, the repatriated chanteuse left them begging. But if she had done only half as well as she did in the **Strand** she could have lifted the roof.

Production fluffs, perhaps inevitable for a rush opening, didn't help much. **Miss Baker** left the impression that she didn't care and some of her boredom and unhappiness brushed off onto the crowd.

Leo De Lyon, also doubling from the **Strand**—so as to fill during the **Baker** wardrobe changes—came on with his mimicry of musical instruments and disarming comic bits to get a well-deserved mitt. Trying to fill in during the changes was a different story. He was forced to work in front of the curtain, without a mike, without props and without musical backing. Good as the guy is, he couldn't overcome the super-heavy odds. **Joe Martin**.

will rest up a few weeks before beginning on niteries thru **Dave Cohn**. . . . **Carrie Finnell** is back in **New Orleans**, this time for an indefinite stay at the **Sho-Bar**. . . . **Pandora** celebrated a birthday March 7 at the **Hudson, Union City, N. J.** A party at the **Red Robbin** nitery was attended by **Jeanette Loeffler**, **Joey Cowan**, **Georgia Sothern**, **Johnny D'Arco**, **Phil Crawford**, **Wilbur Rance**, **Irving Harmon** and **Marie Ann**. . . . **Casino, Pittsburgh**, brought back its chorus line last week, with **Lyle Page** producing. . . . **Georgia Sothern** will soon undergo a minor operation at **Gotham Hospital, New York**. **Peaches Strange** recently underwent a similar operation. . . . **Sally** and her monkey opens at the **Grand, St. Louis**, March 30 thru **Lou Miller**. . . . **Sammy Smith** is in his 14th week at the **Rialto, Chicago**, along with **Joe DeRita**, **Wauneta Bates**, **Stanley Montfort** and **Gordon McDermott**. The house plays two or three features weekly. Last week's two were **Princess LaHoma** and **Carol LeClair**. . . . **Dolly Dawson** is doing a single in **Chi niteries**. . . . **Nat Burgess**, emcee, singer and straight, joined the **Bobbie LaMarr** unit at **Club Rendezvous, Pensacola, Fla.**, as assistant to **LaMarr** and to do a solo spot in the revue. . . . While at the **Hudson, Union City, N. J.**, last week, **Wilbur Rance**, straight man, suffered from the flu but continued working opposite comics **Irving Harmon** and **Joey Cowan** in a **Hirst** unit.

PHOTO BLOW-UPS

3x10 Glossies, photo post cards in quantity. The studio that has faithfully served you for over 15 years with glossy reproductions as good or better than your originals now offers large blow-ups mounted on heavy cardboard at very low prices—send today for complete price list, free samples, etc.

MULSON STUDIO
P. O. Box 1941, Bridgeport 1, Conn.

SELAN'S
World's Largest Creators of Hair Styled Pieces

Write for FREE CATALOG Our Hair Goods are all expertly made of the finest quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.

SELAN'S HAIR GOODS CO.
32 N. State St.
Dept. 1
Chicago 2, Ill.

Waterfalls & Braids
Chignons & Pebb-
boys & Top Curls
Switches & Trans-
formation & Wigs
Toupees.

BE FUNNY FOR LESS MONEY!
Comedy material for TV, Radio, Stage, etc. TV gag-files #1, 2, 3—\$2 each. Contains sock original sight gags. Many ideas can be built into complete skits & PUNCH LINES gaffles 1-10—\$1 each. Contains latest original gags & great monologs, 55 & 8 great dialogues, 85 & 8 skits, 55 & FREE with any order, 10 papers. Send for our latest price list. We also write special material, half down, you pay the other half when completely satisfied.

LAUGHS UNLIMITED
756 Seventh Ave.
New York, N. Y.

COMEDIANS—M. C.'s—ALL ACTS!
Colossal Value! Professional INDEX CARDED Gag File & Monthly Service. (1) 2,000 Gags, Quips, Heckler Stoppers, Comedy Stunts, etc., on 3 by 5 inch INDEX CARDS, Classified 38 Subjects. (2) Portable File Cabinet. (3) Plastic TRANSPARENT Windowed Waite holding 48 Gags VISIBLE for Quick Study on Trains, at Lunch, etc. OUTFIT as above, plus 3 Months' Service, Fresh Gags, etc. (LIMITED), \$10 postpaid. SAMPLE, 300 Gags on Cards (March issue), \$2. HULL, 169 W. Beresford, De Land, Florida.

CLINTON HOTEL
10th below Spruce

200 outside rooms from \$2. Special weekly rates. Housekeeping apartments. Newly renovated. New tile baths. Beautiful air conditioned cocktail lounge. Walking distance of all theatres.

PHILADELPHIA, PA.

Wanted Immediately
Top-Notch Club Dates

Acts, Television, Night Club and Cocktail Lounge Units, rush complete information.

Entertainment Corporation of America
414 W. Wells St. Milwaukee, Wis.

WANTED—WANTED
Chorus Girls, Strips, Novelty Acts, Burlesque People in all lines.

Wire, Phone or Write

H. R. GRAVES
Joy Theatre West Memphis, Ark.

Minstrels' Costumes & Accessories
CIRCULARS FREE
Dance—COSTUMES—Clowns

For all other occasions. Get in touch with

THE COSTUMER
238 STATE ST. SCHENECTADY 5, N. Y.

GENUINE 8x10
GLOSSY PHOTOS IN 1 DAY!

5¢ EACH in 5,000 Lots
5 1/2¢ in 1,000 Lots
5.99 per 100

Postcards 125 per 1000: Mounted Enlargements (30x40) \$3.85
Made from your negative or photo
Unsurpassed in quality at any price
Under supervision of famous James I. Kriegsmann

COPYART
Photographers
165 West 46th St.
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE!

Theatre For Lease
MIAMI BEACH

Modern, completely equipped
1500 Seater
Suitable for Stageshows.

Write
MR. PEARCH
P. O. Box 2440 Miami, Florida

WANTED EXOTIC DANCERS
BOOKING 10 WEEKS IN FLORIDA
SAMMY CLARK AGENCY
540 West Avenue
Miami Beach 39 Florida

PHOTOS in MILLIONS
QUALITY PHOTOS IN QUANTITY
8 x 10—3¢, Postcard—2¢,
6x6, 20x30—\$2, 30x40—\$3.
NEW NATURAL COLOR PHOTOS
Postcard—1¢, 8 x 10—12¢ in
quantity. All other sizes.
Write for FREE sample & list 88

MOSS PHOTO SERVICE 350 W. 50. N. Y. 19

BLONDE BOB WIGS
\$50.00 Value, Special This
Month, \$36.49.
1/3 deposit with order, balance C.O.D.

F. W. NACK, INC.
Lombard, Ill.

WANTED
Actors, Musicians doubling radio, vod-
ville, dramatics. Consider established
Unit playing modern "Old Time" Sing-
ers. State all send pictures. Ralph
Young, Walter Price, write.

BOX 742
Watertown, So. Dak.

WANTED
Exotic Dancers and Strips
Be a booster for
MILTON SCHUSTER
127 North Dearborn St. Chicago 2, Ill.

Brees Bill Passes, But Amendment Is Possible

NEW YORK, March 17.—Despite last-ditch efforts by combined theatrical trades to combat passage of the Hughes-Brees bill to amend the New York State unemployment insurance law, the State Senate passed the measure Tuesday (13) by vote of 30 to 24, and the Assembly followed suit Wednesday (14) with a vote of 84 to 64. The bill now goes to Governor Dewey for signature, and there is little doubt in show business circles that he will sign it. It becomes effective June 4.

The legislation means that anyone in show business, or any other seasonal occupation, must work at least 20 weeks in a year to be eligible for unemployment insurance benefits.

An Actors' Equity delegation, headed by Bert Lytell, Celeste Holm, Dennis King and Peggy Wood went to Albany Tuesday (13) to protest against its passage.

The delegation had interviews with Arthur H. Wicks (R., Kingston), pro-tem president of the Senate, and Senators William S. Hults (R., Port Washington) and McNeill Mitchell (R., Manhattan), whose district takes in the Times Square area. Nothing constructive was accomplished.

However, a ray of hope remains. After hearing the group's protests against the unfairness of the measure to theater workers, (Equity statistics show that over 3,000 of its members didn't work 20 weeks in legit theater during the '49-'50 season), the solons admitted that they had not realized how the new law would apply to actors. They advised that the committee to investigate unemployment insurance is a continuing one, and said that if the theatrical trades found the new measure a particular hardship and could accumulate statistics to back up the claim, the committee would consider suggestions over the summer toward an amendment of the new statute to be submitted to a special session of the Legislature which convenes in October.

As soon as the governor announces final decision on the bill, an Equity spokesman said that a joint committee, repping all theatrical trades, would be set up to gather such data.

Chorus Equity Weighs Method To Join Actors

NEW YORK, March 17.—The quarterly meeting of Chorus Equity was held yesterday (16) at the Hotel Astor. Attendance was 225. Cornelia Otis Skinner presided.

First on agenda was balloting for six representatives of membership on the nominating committee, to be counted Monday (19).

Uppermost for discussion, however, was the recommendation of a merger with Actors Equity Association, either thru a standing committee or thru a special committee set up to outline the general plan and the important data necessary to such a move. Such recommendations would then be brought before Equity Council and, if agreeable, a referendum would then be taken among all members of both Chorus Equity and Actors Equity as to whether or not they desired a merger along the lines indicated by the committee.

A decision will not be an early one, however, since very important problems must be faced. For example, Chorus Equity membership fee is \$50, while actors must fork over \$100 to their union. Also the matter of vote will be a poser. A member of Chorus Equity can vote immediately after being accepted for membership, while the actor must first earn a senior rating.

Norwalk Tent Skeds Musicals

NEW YORK, March 17.—Peter Lawrence's musicals-in-a-tent operation in Norwalk, Conn., is now official. The producer this week signed a five-year lease on a portion of the James Melton property and contracted for the rental of a 1,500-seat tent from Ernest Chandler. The operation will open a 12-week season June 18 and be known as the Circle of Music.

The schedule is somewhat different from similar under-canvas operations, strictly limited to book song and dancers with operetta ruled out. Backbone of the programming will be an Irving Berlin festival with a half dozen revivals of the maestro's shows on the menu. Other Stern musical hits will be sandwiched between these on alternate weeks. Betty Garrett is the choice to head the opening bill of *Annie, Get Your Gun*. Lawrence is also negotiating with Hollywood to get stage adaptation rights to two of Berlin's hit pics, *Top Hat* and *Follow the Fleet*.

Lawrence is associated with Robert Penn in the \$75,000 undertaking. Ralph Alswang will design all sets and Don Hershey will direct.

Sides and Asides

Projected Productions And Cast Alignments . . .

Edmund Wilson's "The Little Blue Light" will be the eighth production in the subscription series of the American National Theater and Academy. It will run April 8-21. Pirandello's "Six Characters in Search of an Author," which was to have that slot, has been withdrawn at the request of the Pirandello estate. . . . Harry L. Ettlinger, an attorney and legit angel, may produce "The Best Years," a new comedy by Marcel Klaber and Charles Williams. Ettlinger reportedly wants Hugh Herbert for the lead. The show calls for 10 characters. . . . John Wildberg is casting the road company for "Black Chiffon." Wildberg is also interested in presenting "Gower Street," a comedy by Manny Seft and Paul Yawitz. . . . Philip Langer, Nassau, Bahamas, arena theater producer, wants to open a musical tent theater in Westport or Norwalk, Conn., this summer. The project would be done in collaboration with the Westport Country Playhouse. Under consideration for production are "Carousel," "Porgy and Bess," "Allegro" and "The Robber Baron." . . . Robert

E. Sherwood's new play will be produced by the Playwrights Company next season. Entitled "Girls With Dogs," it is in two acts and eight scenes and calls for a cast of 15. . . . The next show at the Pasadena Playhouse, "The Enchanted," opens March 29. . . . Daniel Mann and Martin Ritt expect to start rehearsals on "Seven Without," by Irving Ravetch, late in August. They are now seeking to fill the cast of eight.

Barbara Cook, Louis Nye and Nehemia Persoff have been added to the cast of "Flahooly." . . . Reginald Denenholz, who has been the press agent for the Edison Hotel Arena Theater, has joined the Joe Heidt office. . . . Joan McCracken, now appearing in "Angel in the Pawnshop," may replace Jean Arthur in "Peter Pan" after April 14. Another possibility for the job is Julie Harris. The show may make a return engagement in New York this summer at popular prices. . . . Mary Best and Dwight Foster have been added to the cast of "Angels Kissed Me." . . . Ralph Alswang has been commissioned to do the sets for "Courtin' Time." (Continued on page 44)

BROADWAY SHOWLOG

Performances Thru March 17, 1951

DRAMAS		
Affairs of State	9-25, '50	199
(Music Box)		
Angel in the Pawnshop	1-18, '51	68
(Booth)		
Bell, Book and Candle	11-14, '50	143
(Barrymore)		
Billy Budd	3-3, '51	43
(Biltmore)		
Darkness at Noon	1-13, '51	73
(Alvin)		
Romeo and Juliet	3-10, '51	9
(Broadhurst)		
Season in the Sun	9-28, '50	196
(Cort)		
Second Threshold	1-2, '51	88
(Morosco)		
Springtime for Henry	3-14, '51	5
(Golden)		
The Autumn Garden	3-7, '51	13
(Coronet)		
The Country Girl	11-10, '50	147
(Lyceum)		
The Green Pastures	3-15, '51	4
(Broadway)		
The Happy Time	1-24, '50	479
(Plymouth)		
The Moon Is Blue	3-8, '51	12
(Henry Miller's)		
The Rose Tattoo	2-3, '51	49
(Martin Beck)		
Twentieth Century	12-24, '50	94
(Fulton)		
MUSICAL		
Call Me Madam	10-12, '50	180
(Imperial)		
Gentlemen Prefer Blondes	12-8, '49	532
(Ziegfeld)		
Guys and Dolls	11-24, '50	131
(46th Street)		
Kiss Me, Kate	12-30, '48	914
(Shubert)		
Out of This World	12-21, '50	100
(Century)		
South Pacific	4-7, '48	736
(Majestic)		
CLOSED		
Mary Rose	3-16, '51	14
(ANTA Playhouse)		
(Opened 3-4, '51)		
The Lady's Not for Burning	3-17, '51	140
(Royale)		
(Opened 11-8, '50)		
The Member of the Wedding	3-17, '51	500
(Empire)		
(Opened 1-5, '50)		
COMING UP		
(Week of March 18, 1951)		
The School for Wives	3-18, '51	
(ANTA Playhouse)		

Actors' Album Gets "Chailot"

HOLLYWOOD, March 17.—Actors' Album, Ivar Theater producing triumvirate, acquired exclusive Coast rights to *The Bad Woman of Chailot* when producers Lewis and Young gave up their hold on the Jean Girardoux production. *Chailot* is Ivar's next offering, opening for a fortnight March 27. Play was originally skedded for the Biltmore Theater but Lewis and Young canceled when they could not get Charlotte Greenwood for the lead.

Maurice Valency is adapting the play for Aline MacMahon, who has been inked by Album. This is Ivar's third presentation, house bowing February 5 with *Barretts of Wimpole Street*. Album's (Frances Austin, Peter Adams and Harold Kennedy) policy of presenting "good plays with important actors" has resulted in a financial loss of several thousand dollars for its initial legaters.

Fla. Stock Goes On Despite Fire

ST. PETERSBURG, Fla., March 17.—With its base of operations a \$32,000 fire loss, the Pinellas Playhouse (professional stock group) nonetheless went on with the show—without missing a performance.

When fire gutted the playhouse Monday (12), Richard Graham and Zack Waters, co-producers, found temporary quarters in a hangar at Pinellas International Airport, owner of the burned-out playhouse. Lost in the fire was \$10,000 in stage settings. The playhouse was worth \$22,000.

With no performance set Monday (12), the group opened Tuesday night (13) with *January Thaw*. Ironically, the previous two weeks' programs were *Rain* and *Light Up the Sky*.

Broadway Openings

SPRINGTIME FOR HENRY

(Opened Wednesday, March 14)

Golden Theater

Farce-comedy by Benn W. Levy. Staged by Harold Bromley. Setting by H. A. Conde. Costumes by David Ffolkes. Company manager, S. M. Handelman. Stage manager, James Hagerman. Press representative, Samuel Friedman. Presented by Harold Bromley and George Brandt, in association with Richard Doscher. Mr. Dewlip Edward Everett Horton
Mr. Jellwell Hugh Wakefield
Mrs. Jellwell Haila Stoddard
Miss Smith Ursula Howells

If ever a farce should be known to the American hinterland, it is *Springtime for Henry*. Edward Everett Horton has played it from coast to coast over the last '8 years. A reporter has seen it as close to the Stem as Brooklyn, Long Island and New Jersey, but never would Horton chance a Broadway production for fear that a bad reception of the Benn W. Levy nonsense piece might bring his golden goose for the road. The years, however, have evidently mellowed him to the point of taking the plunge, and from all angles he might well have done it sooner. The darling of the silo circuit and the back blocks—Horton plays it—should certainly hold its own in Stem competition.

The Broadway version is not the charged-up, double-take farce that the star has made it in the past. It has taken on the more subdued pace of light c-medy, brought about perhaps by the fact that its original period (circa 1931) has been set back 20 years to 1911, making it more or less a costume piece.

Time Change No Handicap

However, the time change is no handicap to the delightful Horton antics. *Henry* has never been more than an incredibly whispy trifle, an impudent conversation-piece for a quartet of characters, but the maestro of the petulant grimace has made it something peculiarly his own. As the middle-aged Lothario who tries moral reformation and finds it a snare and delusion, he can grow a belly-laugh out of a situation which only 'ls for a chuckle. Horton's *Henry* packs a lot of fun at the Golden.

The current edition likewise gives Horton solid support from his three co-stars. Haila Stoddard has been Henry's chief philandering entanglement before, and therefore knows all the ins and outs to playing the amorous Mrs. Jellwell. She provides an excellent foil for the Horton clowning. Hugh Wakefield, last occupied on these shores in the mid-20's, has been imported for the part of the lady's complacent husband, and fits pleasantly and effectively into the incredible scheme of things. Also imported from London's West End is Ursula Howells, a personable young newcomer, to play Henry's ubiquitous secretary, and fourth member of the quadrangle. While working in fast company, Miss Howells acquits herself with proper credit.

Producers Bromley, Brandt and Doscher have provided *Henry* with a handsome send-off. H. A. Conde's set of a bachelor's London flat with decor changed in tune to Henry's moral uplift is bright and cheerful, and David Ffolkes' 1911 costumes are amusingly right.

Henry won't cause any pew-sitters a moment's thought, but it is an amusing bit of fluff for a happy diversion. And it's got Edward Everett Horton, which is more than enough.

Bob Francis.

THE GREEN PASTURES

(Opened Thursday, March 15)

Broadway Theater

A fable by Marc Connelly. Staged by the author. Settings and costumes by Robert Edmund Jones. Musical direction, Hall Johnson. General manager, J. H. Del Bondie. Stage manager, Ben Kranz. Press representatives, Tom Weatherly and Dick Williams. Presented by the Wiggreen Company, in association with Harry Promkes.

Mr. Deshea, the preacher John Marriott
Myrtle Joyce Gissentanner
First boy Philip Hepburn
Second boy Pierre Dillard
Randolph Ernest Bloomfield
Carliele Philip Brinson
First cook William Veasey
A voice William McDaniel
Second cook Alma L. Hubbard
First man angel Avon Long
First mammy angel Ethel Purnello
A stout angel Anna Mae Richardson
A slender angel Margaret Williams
Archangel William O. Davis
Teacher angel Courtenaye Olden
Gabriel Ossie Davis
God William Marshall
Choir leader Roger Alford
Custard maker James Fuller
Adam William Dillard
Eve Milroy Ingram
Cain Van Prince
Zeba Vinie Burrows
Cain the Sixth Van Prince
Boy gambler Philip Hepburn
Gamblers James Fuller, George Hill, John Rainey, George Royston, Robert McFerrin.

Voice in shanty Anna Mae Richardson
Noah Alonzo Bosan
Noah's wife Alma L. Hubbard
Shem Robert McFerrin
First woman Milroy Ingram
Second woman Anna Mae Richardson
Third woman Tina Marshall
First man John Bouie
Flatfoot Randolph Sawyer
Ham Avon Long
Japheth James Fuller
First cleaner Margaret Williams
Second cleaner Anne Mae Richardson
Abraham Alonzo Bosan
Isaac Robert McFerrin
Jacob John Bouie
Moses Joseph Marriott
Zipporah Milroy Ingram
Aaron William Veasey
A candidate magician Roger Alford
Pharaoh John Bouie
A general George O. Willis
A concubine Courtenaye Olden
A musician Tina Marshall
First wizard William O. Davis
Head magician Avon Long
Joshua Van Prince
Scouts Calvin Dash,
George O. Willis, Roger Alford

Master of ceremonies Randolph Sawyer
King of Babylon Avon Long
The King's favorites Hope Foye,
Yvonne Jiggetts, Jewel Jones, Milroy Ingram, Courtenaye Olden
Prophet William Veasey
High priest John Bouie
His guest Tina Marshall
Corporal Calvin Dash
Hendrel William Dillard
Second officer Robert McFerrin
The children: Patricia Bloomfield, Beatrice Edwards, Joyce Gissentanner, Dierdre Greenway, Marcia Titus, Mary Young, Ernest Bloomfield, Eugene Bloomfield, Philip Brinson, Jimmie Burton, Pierre Dillard, Philip Hepburn, Robert Titus. And the Hall Johnson Choir.

Continued from page 3

back on humanity and rekindling of his belief in it thru Hendrel's simple faith in his eventual mercy. All of this is told with high imagination, frequently with robust humor, but always with a reverent tenderness. Pointed up, practically continuously, with magnificently sung spirituals by a new Hall Johnson Choir, its combination is something rare in the theater.

Cast Gigantic

The cast is gigantic for these days of stage economies, ranging from pint-sized cherubs to archangels. Of course, the prime consideration is the performance of William Marshall as De Lawd. It is likely that no actor in the part could quite come up to the memory of the Harrison portrait. However, Marshall, a huge man, leavens majestic dignity and authority with gentleness. He is puzzled as much as annoyed by erring humanity, but until completely aroused, has an infinite capacity for forgiveness. He is a worthy successor to the role's creator.

Outstanding support stems from Ossie Davis's Gabriel, Alonzo Bosan's temperamental Noah, John Marriott's Moses and John Bouie's jovially, sadistic Pharaoh, and Avon Long as a couple of sinful influences. On the distaff side Vinie Burrows is fine as a pre-flood flapper, and Anna Mae Richardson and Margaret Williams are ditto as a pair of celestial scrubbing-brushers.

There should be a whole new generation to delight in such a matter as *Pastures* and many of the last who will want to refresh their memories of it. A reporter is only sorry that it tenants so large a house. It's too good for anyone to miss a word of it.

Hartford Silo Plans Stock Year 'Round

HARTFORD, Conn., March 17.—A year-round suburban Hartford legit set-up featuring Broadway and Hollywood names is a possibility for the Canton Show Shop, silo theater in Canton, Conn.

Joseph B. Somerset, Boston producer who has leased the theater for three years from Leslie Taylor, of Simsbury, Conn., states that while year-round plans are still tentative, a 12-week run starting June 12 is definite.

Gilbert Show Wins Nod From Lodi Officials

STOCKTON, Calif., March 17.—Lodi, Calif., civic organizations, service clubs and the Chamber of Commerce named the Stockton Rollatorium skating show, *Circus*, the outstanding amateur show to play Northern California during the past year and voted that it be presented April 6 night in the Lodi Grape Festival Pavilion as part of a drive in which city officials hope to raise \$8,000 to complete a Boy Scout building, now stalemated in its construction due to lack of funds.

Paul J. Gilbert, Rollatorium manager and producer of *Circus*, said that the show, sanctioned by the United States Amateur Roller Skating Association, will be a two-hour presentation. Of the 4,000 seats in the Pavilion, 3,000 already have been sold.

Gilbert has eliminated kiddie numbers in *Circus*, replacing them with featured acts from *A Miner's Dream*, a show he presented a couple of years ago. The new show will consist of 22 acts and a chorus of six fully costumed. The show will be presented on a 64 by 130-foot skating surface in the pavilion and will use theatrical spots, scenery, etc. All advertising space has been sold in a specially printed program for the show. General admission will be \$1.25, including tax.

Among featured acts will be Barbara Ziem in a *Red Silk Stockings* number and a pair routine, *Chattanooga Shoeshiners*, with Dolores Cummings, who will also have a solo spot in the show. Others programmed are Barbara Allman, Gary Bradley and Myrtle Dell Espy, and Dee Rigg.

Gilbert reports progress by Rollatorium operators in construction of their newest rink at Lodi. Workmen are now laying a floor which Gilbert says is of a new type.

86 Kids Pass In Bay Area Test Center

SAN FRANCISCO, March 17.—At the February 18 Bay Area RSROA test center in Skateland-at-the-Beach here 78 skaters took 94 tests, of which 86 were successfully passed, reports M. M. Shattuck, Skateland-at-the-Beach operator and chapter secretary-treasurer.

Several hundred skaters, parents and friends were on hand to watch the tests, officiated by 20 commissioned judges, with student judges doing the leg work, said Shattuck.

Skaters took 23 figure bar tests, 6 bronze figure tests, 5 No. 2 figure tests, and 2 No. 3 figure tests. In dancing there were 26 dance bar tests, 17 bronze dance tests, 10 silver bar tests and 5 silver tests.

Next test center will be held Sunday (18) at Rollerland, Oakland, Calif. Skaters entering must have RSROA amateur cards and register a week before the test date.

Australian Icery Hikes Admission

SYDNEY, March 17.—Sydney Glacarium, oldest ice rink in Australia, has hiked admission charges for the first time in 20 years from 50 cents to \$1. Fee has been increased for lessons by reducing the number from eight to six for the same amount.

The 1951 season opened March 9 with a large throng that did not seem bothered by the higher admission charge.

Plan 70G Fernie Rink

FERNIE, B. C., March 17.—Materials are on hand for this city's proposed \$70,000 skating arena and construction is expected to be finished by fall. Much of the necessary money has been raised by special events and donations.

Pro Shows at Purdue Arena Click With Students, Public

Regularly Scheduled Attractions Make Auditorium Focal Point of Community

Continued from page 3

of the hectic schedules of both the Purdue undergrads and the people around La Fayette, brought on by the war, some type of diversion was necessary for the student body and the public.

Goldsmith Booking

The foursome contacted Art Goldsmith, Chicago booker for Paramount Attractions, who had been doing club-date booking in La Fayette thru several local business men. Purdue turned over its first \$1,500 budget, for part of which Goldsmith supplied five acts and a small band. The first show, which ran for a 65-cent admish charge, did well enough that a count of the receipts showed that several hundred dollars were made. In the succeeding nine months, one program per month of the *Victory Varieties*, a name which is still used today, was played. Because each show drew an increasing audience the budget was upped in proportion.

During the past eight years, the *Varieties* series has purchased an estimated \$900,000 worth of entertainment, with the million-dollar mark to be surpassed by the end of the current school year.

Victory Varieties has run on the average of 11 or 12 times per school year, with budgets hovering between \$9,000 and \$10,000 per package. In the case of outstanding attractions, the show plays two days. *Varieties* are staged Friday, and if the attraction warrants, Saturday nights, with shows at 7 and 9:30 p.m. Highest talent budget utilized was the entire Bob Hope troupe in 1946, when \$25,000 was shelled out for a two-day date.

Plays Legit Shows

The 6,200 house has played such legit shows as *Brigadoon*, *High Button Shoes*, *Anna Lucasta*, *Mr. Roberts*, *Oklahoma* and *Show Boat*. A typical all-Negro cast in 1945 included Count Basie's 18-piece band, Hazel Scott, Son and Sonny, and the Step Brothers. A typical variety bill included Joe Stafford, Paul Weston's orchestra, Red Ingle and the Natural Seven, a chorus and Rudy Cardenas. Outstanding headliners have included Danny Kaye, Eddie Cantor, Wayne King, Spike Jones and Fred Waring. *Earl Carroll's Vanities* also was an attraction.

What probably makes the program click to the extent of four-jammed houses for two days by such all-star casts is the straight \$1.20 scaling of the entire house. Tho each seat runs \$1.20, the unique wrinkle of the Hall of Music admish set-up is that every seat is reserved. Stewart felt that every student and others attending should receive the same consideration. As a result, Goldsmith and Stewart keep the coming attraction strictly confidential until the evening of the preceding attraction's engagement. Before the show, Stewart announces the next attraction. After that, people, wishing tickets, can drop an envelope into the nearest mailbox, designating the number of ducats desired for the next attraction, giving the date and the name of the headliner. The auditorium is scaled half to students and half to the general public. Rows one, three and five and up are scaled for students and the intervening rows are for the public.

Use Grab-Bag System

As the mail requests for ducats roll in, the grab-bag system is used. After three weeks of mail requests, the remaining tickets are put on general sale at the university box office. On big attractions, there is little or no box office sale, for the almost 25,000 ducats are gone in three weeks. Stewart has adhered strictly to the distribution of ducats at \$1.20, except in one case, where a program demanded a house scaled to \$3.50. The only seats which went for \$3.50 were the first row. The rest of the house was the normal \$1.20.

The only promotion or advertising used to ballyhoo events are several small newspaper ads and a couple of larger ads in the Purdue publications.

Despite the low cost of ducats, the Purdue-La Fayette clientele is discriminating, with box office bombs laid here, as well as in any box office. Stewart pointed out, however, that many other schools, with similar facilities have attempted to emulate the Purdue venture unsuccessfully. He attributed the failure to the fact that "the budget for professional entertainment must be kept high at all times to give the audience the best possible show." He said that in attempts to imitate Purdue's project, others had cut the talent nut considerably, with the result that attendance fell off. He cited several instances where Goldsmith had booked attractions, okayed by the school, but which didn't look formidable enough. Hurry-up calls and wires were sent to booking agencies by Goldsmith, with, in one instance, a movie singer being purchased for \$5,000 to bolster the show. In another case a comedy name was secured for \$6,000.

The Hall of Music itself has been called the "finest place to work in the U. S." by men in the know, such as Spike Jones, Fred Waring and Herb Hendler, manager of Ralph Flanagan. Designed by J. Andre Fouilhoux, New York architect who also did Radio City Music Hall, the Purdue site is much like its Gotham counterpart in design and seating arrangement.

Prexy's Philosophy

The 307 by 195-foot building was part of a philosophy expressed by the late J. H. Smart, prexy of the school, who, in 1890, told the faculty that he intended to build a new engineering school "one brick higher" than the one which burned four days after its dedication. The stage floor is a half-moon design, extending back 156 feet from a 110-foot proscenium. Acoustics are good enough to allow the staging of a legit dramatic show without a p. a. system. Waring has said that he would like to stage a TV extravaganza from the hall, once a cable connection can be brought into La Fayette.

Typical of the professional operation of the hall are the eight spotlights, of which two are of the high intensity type. The hall also has its own \$5,000 special effects lighting equipment and its own movie projector. Dittmore has devised a central control system for all lighting, with a mike in his control booth atop the hall, while each of eight men behind a spotlight and a ninth on the stage light control board take instructions from him via headphones. The stage control board, considered largest in the world, makes possible 1,200,000 different light combinations. Jones told this writer that it was the finest lighting job he had ever encountered. Dittmore makes it a policy to catch a new attraction before their Purdue stay to work over light cues. The hall employs about 12 union electricians and eight union stagehands.

Lecture Series

In addition to the 11 variety shows per year, the hall offers students an elaborate convocation and lecture series at \$8.50 (inc. tax). The series, which runs from 14 to 18 attractions during the nine-month school year, has included during the past two years such long-hair artists as the Royal Philharmonic Orchestra; Sadler's Wells Ballet; Yehudi Menuhin, James Melton, Jascha Heifetz, the Cleveland Orchestra and the Ballet Russe. The program includes a yearly visit by the Metropolitan Opera Company.

The *Victory Varieties* series is strictly non-profit, with any profits being turned back to the university for use in furthering and improving facilities for student recreation. Recently, a new aluminum stage bandwagon, costing \$17,000, was added to the stage equipment. Previous purchases to improve the Hall of Music were three grand pianos, valued at \$16,000; a cyclorama and new scrim, \$4,000; over 200 pieces of lighting equipment, \$7,000; carpeting, \$3,-

000, and assorted other additions, plus the special lighting effects machine. The student union has received \$50,000 in grants.

Voices Support

Does such an expansive professional entertainment alienate outside entertainment sources in La Fayette? Stewart pointed out that the chief of a theater chain, which controls most of the houses in the La Fayette area, has often voiced support of the program. The theater rep feels that bringing in professional talent tends to encourage interest in all brackets of the entertainment biz, especially since the programs run only about once a month. Stewart pointed out that Martin and Lewis built a terrific local following after a recent two-day date at the Hall of Music. Their current pic did terrific business when it played the vicinity as a result. The only movies presented at the hall are a 90-minute program of short subjects, presented each Thursday, to which only students are admitted. There is no admission charge.

Stewart, when queried as to how he and the university feel about booking the *Victory Varieties* series, said that all booking is done thru Goldsmith, who turns the submissions over to Stewart. Goldsmith at first handled the account on a club-date basis, but after the fourth show in 1943, the university decided to put him on a straight salary retainer basis as a talent consultant and buyer. Goldsmith and his new associate, Roy Davis, the ex-record panto act, are now servicing the Purdue account. Goldsmith does not participate in the convocations and lecture series.

Student Entertainment

In addition to staging professional entertainment, Stewart has found that the hall's facilities encourage students providing their own entertainment. His own directed 56-man varsity glee club and 16-girl Purduettes chorus are best examples. Unlike other collegiate choral directors, Stewart emphasizes commercial music, playing down the Handel and Bach oratorios. He stresses Ernest Anderson ditties and the lighter Fred Waring tunes over longhair, finding his students get a bigger kick out of it. Proof of his efforts is Waring's comment: "I know of no other college in the country which can equal Purdue's achievement in the choral field."

The Purdue men's chorus sang at Truman's inauguration and did a six-week tour of Europe last summer, set up by the State Department. The men's chorus works an average of two or three one-night jumps per week, having worked as far from the campus as Cleveland, Detroit and Chicago. The chorus gets from \$750 to \$1,500 per night.

Professional Caliber

The student chorus produces talent of professional caliber, too. Bill Kennedy has been featured on an NBC sustaining series from Schenectady. Pete Smith joined the New York cast of *South Pacific* in an important role two weeks ago. Joe Lautner currently is in the cast of *Angel in the Pawnshop*, doing his first straight dramatic role.

The entire Purdue program, supervised by Stewart, fulfills his own motto "no fun without music, no music without fun."

AVAILABLE FOR AT ONCE DELIVERY
THE DeLUXE TOE STOP



\$2.10 Pair
\$24.00 Dozen Pair.
Extra Rubbers, 60.
pair. Each pair individually boxed.

JOHNNY JONES JR.
51 CHATHAM ST. PITTSBURGH 19, PA.
Representative for Chicago Roller Skate Co.
The Largest Exclusive Rink Roller Skate Company in the World.

TEMPO

Has hundreds of different custom-made recordings in perfect skating rhythms to select from. Quantity discounts on orders of 25 or more.

TEMPO RECORD CO.

Eastern Office:
1310 CALLOWHILL ST.
PHILADELPHIA 23, PENNA.

Western Office:
8540 SUNSET BLVD.
HOLLYWOOD 46, CALIF.

SAVE ON RINK SUPPLIES

Metal Skate Cases, ass't colors, doz. \$34.08
All Aluminum Skate Cases, doz. 39.00
"Streamliner" Skate Cases, rounded corners, doz. 36.48
Shoe Laces, all colors, 54" 72", 81", doz. pr. 1.40

L. & L. PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Roscoe Jumpers, Pam Poms, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.

Write for Price List

FOR SALE

PORTABLE SKATING RINK

50'x125' maple flooring, flameproof tent with chain sides, 135 skates, 3 speakers, new record changer, 4 new fluorescent lights, 50 records, 7 benches, 4 skate boy boxes, chain drive sander. Only used 2 seasons. A-1 CONDITION. READY TO SET UP AND RUN. PRICED FOR QUICK SALE. WRITE OR WIRE

BURL B. FAHL
R.R. 4, Huntington, Ind.

Complete Portable Rinks

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS
108 East 4th St. TYLER, TEX.
Phone 4-9585

ORDER

Maple Flooring now Write for prices. Wholesale Rink Supplies. Agents for Chicago Roller Skate Co.

WARNOCO
1483-47 2nd St. Greeley, Colo.

WILL RENT ON PERCENTAGE LOCATION FOR PORTABLE RINK

Well located in an area of 50,000 inhabitants. No other rink within 50 miles. Write, Call or Wire

C. C. FINCH
Fairgrounds Danville, Virginia

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself.

THE USERS of "CHICAGO" SKATES

Are Successful

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago, Ill.

Manufacturers of all kinds of Roller Skates

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Roadshow Rep

FANNIE H. HENDERSON, of the old Henderson Stock Company, is convalescing at her home in Mason, Mich., following a two-week stay in a hospital there. She'd like to know the whereabouts of Charles R. Phipps, who was with the Henderson troupe when it opened in 1898 and closed in 1935. "Who said that minstrel shows were dead?" queries Leon Long from Mobile, Ala. "On March 17 J. Ayers brought in Viola Steptoe and the 'Sugar Foot Sam From Alabam'" show to play the Gem Theater, Prichard, Ala. In the entourage were Joe Brantley's band; Kid Lewis, Barton H. Ballard and Young Matlock, comedians, and an eight-girl line. The group is playing Bijou Amusement Circuit houses. Two miles away Little Sparky Jones and wife presented the Shufflin' Sam Colored Minstrels, with Lasses Brown, Sam Rhodes, Jim Hayden, comics; a seven-piece band and four-girl line. E. H. Rucker is slated to join in Jackson, Miss."

ROBISHAW BROS.' SHOW reports good business in Central South Dakota. Trick is a three-person family show and plays anything that comes along. . . . Ed (Chick) Doherty writes from Texarkana, Tex., that he has had a small unit successfully playing halls in Southwest Oklahoma. He plans to ready his store and platform show and play Southern Oklahoma dates until the celebrations and fairs open. In addition to Doherty, the show line-up includes Mrs. Doherty and Mr. and Mrs. Jay Rellen. . . . Harry Kiley will open his platform show late in April in Western Kansas. . . . Henri Lavine is in Boston readying his show for a Western Canada opening. He'll follow up by playing established territory in Ontario. . . . Bay Players are playing one-day stands under auspices in Southwest Pennsylvania. . . . Tate's Show, which played to good returns in Utah, is moving eastward.

Short Scannings

Brief but important video news

Continued from page 9

major national advertisers, utilities firms and trust companies. Hitherto the show was being sold only to banks. Since its debut February 22, the stanza has been sold for local sponsorship to 22 banks. The web and Time execs believe the cream has been skimmed off the market and thus are making the program available to other types of sponsors.

Production Notes and Personnel Activities

Martha Wright takes over Kyle MacDonnell's spot on Goodrich's "Celebrity Time" beginning April 1, while the latter takes time out to have a child. Pappy is packager Dick Gordon. . . . Lester Gottlieb, Columbia Broadcasting System (CBS) radio program

chief, is in Chicago confabbing with comic Harvey Stone about the web's new package, "The Army Game." . . . Martin Ryerson, scripter currently in McCann-Erickson's radio-TV department, leaves the agency to free lance April 1.

With its April 3 telecast, "Cavalade of Bands" inaugurates a new policy of using individual bands four weeks. Freddy Martin will be the first ork and among others scheduled are Guy Lombardo, Xavier Cugat and Louis Prima. . . . Three new director-announcers—Jack Douglas, Eddie Coonts and John Brady—have joined KFI-TV, Los Angeles. . . . Dave Nyren has been appointed director of new program and talent development for Ruthrauff & Ryan's radio and TV department.

The Kagan Corporation (Martin Stone) has granted licensing rights to the Alexander Doll Company to merchandise the "Howdy Doody" show's Clarabell clown doll. . . . Robert O'Connor, sports director at WOR-TV, New York, became the father of his second child March 10. . . . The American Women in Radio and Television, a new org of the females in the broadcasting industry, will hold its first convention at the Hotel Astor April 6-8. Edythe J. Messerand, of WOR-TV, is chairman of the convention committee.

Sides and Asides

Continued from page 42

. . . Anne Crawford will co-star with Francis Lederer in "Collector's Item" when it preems in London. . . . Gene Tierney may have the Barbara Bell Geddes role in the road company of "The Moon Is Blue." . . . Added to the cast of "A Tree Grows in Brooklyn": Elaine Barrow, Claudia Campbell, Jane Copeland, Beverly Purvin, Beverley Jane Welch, Eleanor Williams, Delbert Lee Anderson, Albert Carroll, Joseph John Ford, Alan J. Gilbert, James McCracken, John Mooney and Feodore Tedick.

Paris Peek

Continued from page 2

theaters, the Richelieu and Odeon. The latter showing modern plays, is just about solvent. The Richelieu, specializing in the classics, is a losing proposition what with super-expensive scenery and costumes, the best stage hands in France and the usual State-controlled, more-than-normal supply of cashiers, usherettes, firemen, ticket-takers, guards dressed in special-tailored uniforms and musicians. Permanent stars receive 90,000 francs a month, (\$257), on 10-year contracts. With the development of the motion picture industry, a Comedie actor can earn as much in a few days working in a picture, as he can at the Comedie in a month. Hence, it is a common occurrence for an actor to pick a beef with the administration in the hope of getting notice. It is Touchard's job to keep the actors in line. Also, to see that the Odeon runs sure-fire, box-office hits to support the losing Richelieu.

The Hippodrome in London opened this week with the new edition of the Paris Folies Bergere said to cost over \$100,000. For the first time in Folies Bergere history, the show was produced and designed in London instead of being imported from Paris. Michel Gyarmathy, Paris producer of the epic, commuted between Paris and London for the job.

Hendersons on Trip;

Pepsi Missionaries!

A new club is operating here that has a name in keeping with the times. It's Club L'Atomic.

Skitch Henderson and Faye Emerson are honeymooning here and combining business with pleasure. They are accompanied everywhere by a publicity man assigned by la Emerson's sponsor, and of course are doing the town in grand style. The sponsor, Pepsi-Cola, we hear on good authority, is planning to move into Paris next year, if local political obstacles can be overcome.

Lou Walters is here looking for talent for his Latin Quarter. The granddaughter of Sarah Bernhardt, Lisiane Bernhardt, is displeased with the alleged caricature of her famous grandmother in the new Jean Anouilh play, *Colombe* (also starring the ubiquitous Daniele Delorme). In the role of a great, but aged actress, Mme. Marie Ventura garnered top reviews, but not from the Bernhardt offspring. Lisiane claimed that there was no resemblance between the performance of Mme. Ventura and the Divine Sarah and objected to the imitation and caricature of the Great Bernhardt's intonation and gestures.

Washington Once-Over

Continued from page 2

Commissioner Frieda B. Hennock, who'll argue that the plan doesn't give educators enough reserved channels. Male members of the commission are politely waiting for Miss Hennock to draft her dissent. According to FCC staffers, only thing that could further tie up release of the plan would be recurrence of Chairman Wayne Coy's suggestion that all of commercial TV be moved out of the very-high-frequencies into ultra-high-frequencies. Coy sent out a feeler on this, pointing out that presently operating TV stations might be given some five years or so to make the switch. But staffers say he's not—at least not at the moment—pushing for it.

Of Weiss and Benton, Of Food and "Voice" . . .

Lewis Allen Weiss, former president of the Don Lee Network and former MBS board chairman, has moved up to chief of NPA's Office of Civilian Requirements. . . . Sen. William Benton (D., Conn.) sponsor of a resolution for a Senate investigation of *Voice of America*, will be an interested observer at Monday's (19) hearing arranged by Assistant Secretary of State Edward Barrett for "briefing" two congressional subcommittees on State's information operations. . . . Office of Price Stabilization issued

Mestres Bros.' Faith Backed By Hefty CMQ-TV Time Sales

Continued from page 6

spots. About 60 per cent of all available spots are now sold.

On the other hand, there is no question in anyone's mind (least of all in the minds of those who know the Mestres) that the operation will follow up its somewhat phenomenal start to become one of the most solid (financially and artistically) video businesses in the world.

To begin with, the Mestres are eminently successful at AM station and network operations. The CMQ seven-station web; CMBF, a longhair music station, and the rather fabulous "Radio Reloj," radio clock, all probably make money faster than the TV operation can exhaust it. If that isn't enough, the Mestres, of course, own a number of other businesses, including three wholesale drug firms, Kresto (the chocolate malt drink) and Mestre-Conill, one of the island's biggest advertising agencies.

The operating capital is there, but this doesn't mean that the brothers take a drunken-sailor approach to blowing it on television. Quite to the contrary, the CMQ-TV layout impresses as one of the best-planned, most carefully thought-out ever created. No dough is spared, but none is wasted.

Cased U. S. A.

Key CMQ personnel have visited virtually every department of such American organizations as Radio Corporation of America, Columbia Broadcasting System, National Broadcasting Company, DuMont, the Zoomar Corporation and many others, and made a thoro study of every facet of TV operation. As Al Protzman, of NBC operations, in attendance here at the inaugural ceremonies, put it: "These boys have studied everything we've ever done at home. They've avoided all those mistakes we made in the pioneering days. They've copied all the best of what we've done and they've improved on a lot of it."

The plant is a model of streamlined efficiency, from props ware-

TV Talent and Show Tips

Continued from page 9

essays some of the lighter arias and a few bars of semi-classical music, the superiority over the average pop warbler is very marked, P. A.

Chaz Chase

Outside of a quickie shot on the Ed Sullivan *Toast of the Town* a couple of weeks ago, Chase hasn't been seen in the United States in years—video, live or otherwise. He's been playing all around Europe and more recently at the Montmartre nitery in Havana. He opens shortly at the Latin Quarter in New York, and his pantomimic artistry is unexcelled. His matches, cigarette, cigar and shirt-eating bit; his dance to an unheard musical score, his strip-tease satire are all panto in the Chaplin tradition. He's had considerable video experience on English and French telecasts. A sock bet for any variety stanza. J. C.

Mrs. Arthur Murray-Chatter Session

Mrs. Arthur Murray, the terpink's personable frau, has held down the emcee spot on a half-hour variety show over DuMont for some time now. Unfortunately, tho, her flair for making bright, spontaneous-sounding small talk has practically been ignored, in favor of having the lady "bring on the acts." Mrs. Murray would be more at home with an intimate 15-minute interview show, which would provide appropriate setting for the pleasantly un-professional warmth of her personality. Guest-wise, the series would have a wealth of material to choose from, since ex-Arthur Murray pupils include everybody from Garbo to Author Phillip Wylie. J. B.

an order this week allowing eateries and niteries to adjust menu prices to "reflect actual increases in food costs but prohibiting any increase in pre-Korean margins." . . . NPA announced opening of 11 more field offices to act on applications for construction go-aheads.

house (in the basement) to the super-turnstile antenna, towering 280 feet (385 feet above sea level and built to withstand 225 m.p.h. winds). The lay-out includes two studios already in operation; two to be completed in three months, one 50 by 80 foot, the other 45 by 45 foot; film laboratories, news rooms, five cameras (two DuMont, three RCA), innovations in lighting scenic design workshops, et al.

Program Miracles

And the same efficiency is apparent in programing and production. In the latter direction the Mestres have performed what could be termed a minor miracle. In about three months they have six weekly half-hour dramatic shows rolling, turn out two 15-minute newsreels daily, plus a full hour news summary weekly. do a big league job on several weekly variety comedy hours and cover such favorite sports as baseball, boxing, jai alai and the roller derby.

The Mestres accomplish this, plus all other functions of both the radio and television operation, with personnel numbering about 300, including some 60 musicians and about 100 performers, writers, producers, directors and other creative talent.

Virtually everybody connected with the operation does several jobs, and doubling, tripling and quadrupling is the rule. No sponsor is allowed more than two cameras per show, and CMQ is proving that two is enough to get virtually anything on a TV screen more than adequately. Production crews on shows number six men for the biggest, and the staff is divided up into 22 such six-man crews. All of these people are versatile in that they can handle either audio or video assignments, camera or mike, technical direction or floor, etc. Actors and actresses who do as many as four and five soap operas daily on radio, take on one and sometimes two half-hour dramatic video shows.

No one has ever made an accurate count of the multitude of tasks the Mestres—Goar, Abel and Luis Augusto—take unto themselves. One thing's for sure, they're no *Manana* boys.

Drivin' Round The Drive-Ins

THE 600-car capacity Pike Drive-In, Newington, Conn., was the first of the Hartford area drive-in theaters to resume operations for 1951, with week-end operations launched March 9. . . . Paul W. Amadeo, general manager, said that the week-end operation policy would be in effect until March 23, with nightly operation scheduled from that date on. Thruout the winter, Amadeo used his theater's marquee space to present various good will messages. . . . Opening of the unique Plainfield Theater and Drive-In, Plainfield, Conn., by Edward Lord, operator of the Lord Theater, Norwich, Conn., was scheduled for March 24 at 6 p.m. Lord is introducing a patented projector which throws the film on screens of his 500-seat indoor theater and his 700-car capacity drive-in theater simultaneously. . . . Willard B. Rogers, president of the Will Rogers Drive-In Theater Corporation, Manchester, Conn., has been named a judge for the \$100 cash prize essay contest the Norwich (Conn.) Summer Theater is sponsoring for senior high school students in Connecticut. . . . Highway Drive-In Theater, Bamberg, S. C., has obtained a charter from the secretary of state to operate a drive-in theater and purchase theater equipment. Authorized capital stock is \$3,600. J. C. Kearse Jr. is president. . . . New Orleans' newest drive-in theater, the Skyvue, held its formal opening Friday night (9). The Skyvue will accommodate 800 cars. Another feature is a patio where patrons who desire to leave their cars may watch the film. . . . Whitestone Bridge and Sunrise Drive-In theaters, both in New York, have completed plans to open the season March 23. If there is a chill in the air the spots will provide patrons with a free gallon of gas so that they may use the heater while watching from their cars.

WANTED
Want Agent for small Western Unit now working theatres. Must know managers and territory and get results. Sober Man only. Salary and commission. Write
MAURICE CASH
General Delivery, Parkersburg, W. Va.

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. SPECIAL OFFER! Tempered Masonite. • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

Lowest Rates on 16MM. FILM Rentals More than 700 Westerns and Features to choose from. One low price—none higher.
\$5.00 1 TO 3 DAYS **\$6.50** PER WEEK
\$12.50 Per Month
Advertising paper loaned free.
ACE CAMERA SUPPLY
462 W. Evans St. Florence, S. C.

\$19.50 PUTS YOU IN SHOW BUSINESS
We supply you complete, 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write
Southern Visual Films
68 Monroe (Dept. BB) Memphis, Tenn.

ROADSHOWMEN!
SEND FOR BIG FREE CATALOG/
59 NEW 16mm. SOUND FEATURE PICTURES
Now Available!
Rental rates as low as **\$3.95 for one day—\$8.95 for one week**
Ask for Catalog BB-6

LOOK TO **Eastin Pictures** FOR THE BEST IN 16mm.
Colorado Springs, Colorado
Chattanooga, Tennessee
Davenport, Iowa

Chaz Chase a Cuban Click

Continued from page 3

more or less native dances. Pepita Marco wove and spun in seemingly authentic old Spain routines, but the stand-out turn was Lander and Lena Holland, as well groomed and restrainedly effective a dance duo as this reporter has caught since Mario and Flora.

A French chanteuse, Yvette Souveron, did a couple of Gallic tunes in a clear, fetching soprano. The Montmartre line made up in verve and spirit what they lacked in precision and cameo-like beauty. Los Churumbles played the show well. The Cuban emcee, whose name we didn't catch, did straight intros in Spanish and English. The croupiers, blackjack dealers, et al., were well cast.

Lotsa Talk

Cuban video is amazingly well advanced (one station's been on for five months, another for three). The Kid Gavilan-Tommy Ciarlo fight, caught via CMQ-TV (Sat-

day, 10), demonstrated some basic differences between Cuban and Yank telecasting techniques.

Ted Husing, Russ Hodges and other States-side fightcaster, for example, have been sharply criticized for talking too much in their video turns. But the Cuban announcer on the Gavilan-Ciarlo tussle made any American telecaster seem like a de-larynxed sphinx. He started talking some 15 minutes before fight-time, and literally didn't pause for a breath till the show went off the air eight rounds later.

Commercials for El Cuno cigarettes consisted of super-imposing a shot of the ciggie pack over the ring and ringsiders, with the announcer talking in the same fiery, enthusiastic, machine-gun style as during rounds when the Cuban kid was butchering Ciarlo, a real fistic nothing.

That this style of TV-fight announcing is right for the Cubans, however, was amply borne out by the fact that the ringsiders in camera range went into emotional gymnastics every time Gavilan planted one on Ciarlo, which was extremely often. This, of course, was as unlike Madison Square Garden's cold fish ringsiders as the announcer was different from the Husings and Hodgeses.

What the announcer talked about, unfortunately, this reviewer knoweth not. Aside from "separere rojo," which, after several rounds, we determined meant the referee Rojo was separating the men, it sounded for the most part like Spanish for "The kid's murdering the American bum." Which, of course, was accurate reporting.

A full hour variety-comedy show caught Sunday (11), 8 to 9 p.m., again on CMQ-TV, and called something Spanish about a carousel, demonstrated that this newest video station, owned by the Mestre brothers, has already developed this type of stanza to the same degree of perfection as, say, Berle and his cohorts have developed on the *Texaco Star Theater*, no less. The sets, lighting, direction, production were all first-rate. The song and dance numbers were, in turn, tender and exciting.

A comedy routine, built around a Berle moron-type character, who permits a suave, handsome carnival gent to show him how to make love to his (the moron's) beautiful girl friend, was wham all the way, even if you didn't understand the language. The entire stanza was bigtime in the largest sense of the phrase.

Unique in world broadcasting circles is the "Radio Reloj" (radio clock) operation, also owned by Goar, Abel and Lui-Augusto Mestre. This is a 24-hour per day deal, wherein the time is given every minute on the minute. Between time announcements, two 12-word spot announcements and a news flash are worked in. The 24 hours are virtually sold out, so that this station carries roughly 2,880 spots per day. This reviewer didn't listen to a full 24 hours, but on the basis of some three minutes he can only make the comment that this is fast radio. Sloppy Joe's hasn't changed a bit.

Billboard Backstage

By JOE CSIDA

Continued from page 2

radio web, they laughed him off, but now he's cut into their advertising budgets rather severely and they're experimenting with ways and means to halt his progress. I'm laying 8 to 5 on the young broadcaster.

Hoods Into Havana

The night club owners in Havana have a problem on their hands, too. With gambling closed down in Miami and environs, American hoodlums are moving in on the Havana scene. All the bigger clubs in Havana feature gambling casinos, strictly legal on the island. The hoods have already bought one of the biggest clubs in town, and are angling for one other. Top Cubans are watching developments with a worried eye.

Part of what makes or breaks these junkets is always the guys you live with on the way down, on the spot, and coming back. This particular group was great. With John Royal it was like a vaudeville old home week, especially when we caught up with Chaz Chase. Chase played for Royal in 1916 when Royal was manager of the Hippodrome Theater in Cleveland. Listening to these two cut up touches was a real treat. Remind me to tell you Chase's story about the time he played on the same bill with Power's elephants.

Had a long, interesting chat with my old friend, Judge Justin Miller, now on an information and propaganda mission for the Department of State. The judge is one of the most unpretentiously learned gentlemen I've ever had the pleasure of knowing. When he checks out as president of the National Association of Broadcasters, he's going to be missed. Columbia Broadcasting System's news director, Ed Chester, astounded me with his fluency in Spanish, until I learned he'd spent 18 years in Latin America, five as Associated Press Bureau chief in Havana. And how those Cuban big wheels love Ed. . . . Jack Pegler and Doc Bach, of Zoomar, were in town, and Pegler's story of the superservice he and the Doc give video station Zoomar customers is something to write about, another time. . . . NBC's Pat Weaver, it turns out, is far funnier than his brother, Doodles—one of the quickest, most droll senses of humor I've run into in years.

When one of the guys, Jack Conway of Tide, showed signs of contracting some mysterious tropical disease and was pondering on the proper remedies, Pat said: "Why, don't you head straight for the operating room." . . . Leonard Reinsch and his beautiful and charming wife, and Campbell Arnoux and his ditto lady, happened in on the inugural party in the course of vacations, and a happy addition they were. . . . Of course, the guy who always has my grande headaches on these junkets is the shepherd, in this case Melchor Guzman Agency's Al Martinez. He did a great job of keeping this somewhat undisciplined collection of characters happy. It's especially tough when he has to contend with guys who forget their birth certificates and/or passports. One guy did, and the customs inspector at Miami Springs on the return trip was considerably put out. "Where's your gun permit," he asked this forgetful goon. I told him I never had a gun permit in my life.

Best Foot Wears NBC Shoes

Continued from page 6

NBC from March-April, 1949, to March-April, 1950.

Radio listening in TV homes "approaches elimination" during the evening hours, and "has suffered progressively" from video competition in the afternoon hours, the report says. It notes that in the morning hours it has stood up well in TV homes as compared with non-TV homes.

In TV cities, radio time values, in a per-network and per-station basis, show declines that run as high as 60 per cent, according to ANA. For the two webs mentioned, including affiliates in non-TV cities, reduction in radio time values due to the growth of TV amounts to 19.2 per cent in the case of NBC, and 19.4 per cent for CBS.

An interesting sidelight in the charts presented is that only one outlet, of all NBC and CBS radio affiliates in TV markets is regarded by ANA as having rates adjusted exactly to the relative value of the time in view of TV's growth. This is WSM, NBC's Nashville affiliate.

The bulk of the NBC presentation was concerned with comparing the status of radio next October with the status of its advertising competitors. With regard to video,

ANDERSON—Margaret, 56, singer in Los Angeles Swedish groups, recently in Los Angeles. Interment in Inglewood (Calif.) Park Cemetery.

BARNEY—Eugene, ball game concessionaire with the W. S. Curl Shows for several years, March 5 at Veteran's Hospital, Dayton, O. Burial in Dayton March 8.

BAUER—Harold, 77, well-known concert pianist, March 12 in Jackson Memorial Hospital, Miami. He made his debut in Paris in 1893, first appeared in this country in 1900 with the Boston Symphony Orchestra and gave his last formal New York concert at Town Hall in 1936. In 1948 he published a tome of reminiscences entitled "Harold Bauer: His Book." The Beethoven Association, New York, was founded by him and he was the group's president until 1938. At the time of his death he was music counselor to the University of Miami School of Music.

BELL—Minnie, 79, former vaude performer, February 25 in New York. At one time she and her mother, Hattie Bell, were known as the Bell Sisters. She married Dave Marion and they toured this country and Europe as a singing and musical act. Two sons, Clifford and Harry Marion, survive.

BURBANK—Arthur, 79, former vaude performer, March 1 at his home in Moncton, N. B. He was a member of a musical act which featured the playing of many instruments. Survived by his widow.

CUNNINGHAM—Thomas Francis, veteran carnival trouper, March 12 at a Miami rest home.

FHAUST—Dave, 43, former concessionaire with the Percy Jones Shows, February 17 in Minneapolis of a heart attack. Survived by his widow, Marie and a daughter, Darlene. Burial in Hillside Cemetery, Minneapolis.

ETHARDO—Naomi (Frances Webster), 74, former well-known balancer and juggler with the Ringling Bros. Circus and on the Keith-Orpheum vaude circuit, recently in Los Angeles. She claimed to have originated the balancing act in which she performed a juggling act atop a tier of bottles.

HARRIS—Paul F., 71, former conductor of the Dallas State Fair band, March 9 in that city. He led the group for 30 years, organized bands for the Palace and Meiba theaters in Dallas and was closely associated with the Dallas Symphony Orchestra. In 1928 and 1929 he served as the first musical director of Station WFAA in that city, and he also booked Dallas musicians to augment visiting musical and dramatic groups. He was a member of Local 147, American Federation of Musicians since 1910, and served as a board member for 20 years.

KENMORE—Jerome E., 32, engineer with station WOR, New York, March 14 of injuries sustained March 13 in an auto accident. Survived by his widow and two children.

KILGORE—J. D., former manager of the Doris Woodruff Stock Company, Beaus and Belles tab show and the All-Star Minstrels, February 12 in Paris, Tex. In recent years he had toured the Kilgore Stock Company through Kentucky, Tennessee, Arkansas and Texas. Survived by his widow, Mabel. Burial in Bristol, Va.

KING—Dixie, 73, former wild animal trainer with the Ringling circus, and widow of Tommy King, circus performer, in Houston recently. She retired 15 years ago. Surviving are two brothers, L. E. Bennett, Houston, and T. R. Bennett, Los Angeles. Burial in Houston.

KOLLMAR—Mrs. John, 67, mother of actor-producer Richard Kollmar, March 13 in Sarasota, Fla. Her son, with his wife, columnist Dorothy Kilgallen, form the radio breakfast patter show, "Dorothy and Dick."

KRAATZ—Mrs. Bertha W., 72, widow of Carl F. Kraatz, trombonist for many years with the Cincinnati Symphony Orchestra, March 12 in St. Louis, where she had resided in recent years. Her husband died 10 years ago. She leaves a son, Carl, Los Angeles; a daughter, Mrs. Clinton S. Tyler, Chesterfield, Mo., and a sister, Mrs. Lena Wissman, Cincinnati. Burial in Spring Grove Cemetery, Cincinnati, March 16.

LACKAYE—Richard, 75, former dramatic actor, March 5 in Hollywood of a heart attack. Early in life he was a newspaperman. In recent years he had served as a diction coach to many Hollywood radio and picture personalities. Burial in Wilshire, Calif., March 10.

LEON—Leon H., 75, known professionally as the Great Leon, one of the outstanding magicians of the past generation and inventor of numerous magic tricks and illusions, March 13 in Presbyterian Hospital, Hollywood, Leon, who retired from the stage 15 years ago, was a member of numerous magical organizations, including the International Brotherhood of Magicians and Society of American Magicians. He was past president of the Los Angeles Assembly, SAM, and the San Diego Assembly of that organization is named for Leon. He was also a member of the Masons and the Comedy Club of Hollywood. Among his most noted feats in vaudeville were shooting a girl thru a solid sheet of steel and invisibly transferring a girl from a sheath of flame to a sealed tank of water. Services March 16 in Hollywood, with Ray Muse, past national president of the SAM, performing the wand-breaking ceremony over the casket. Surviving are two sons, Leon M. Leon, film sound engineer, and Col. Harry S. Leon, U.S. Marine Corps, and a daughter, Mrs. Edith Arnold.

In Memory of Our Son
T. P. LEWIS
Well-known Rodeo Performer, who passed away March 20, 1950.
Sadly missed by the family.
MR. AND MRS. TED LEWIS, Jackie Lewis and Georgina, and sisters, Mrs. Dorothy Hill and Mrs. Lucille Dubrawsky.

LEWTON—Val, 46, pic writer-director-producer, March 14 in Los Angeles. In the film industry for 16 years, he recently joined Stanley Kramer Productions, following work with David O. Selznick, RKO, Paramount, MGM and Universal. Survived by his widow, Ruth; mother, Mrs. Nina Lewton; daughter, Mrs. Nina Druckman; son, Val, and sister, Lucy Lewton. Burial in Pacific Palisades, Calif.

LIFTON—Louis S., 51, publicity and ad director for Monogram and Allied Artists studios, March 10 in Los Angeles. Lifton worked for Brooklyn newspapers and was correspondent for The Chicago Tribune before joining the pic industry in New York. He had been connected with Eastern offices of MGM, Educational Pictures, World Wide, British International and Liberty and Republic studios. Survived by his widow, Lillian; parents, Mr. and Mrs. Harris Lifton; a brother, David, and three sisters; Mrs. Molly Goldbers, Mrs. Ana Karp and Mrs. Augusta Sonenthal. Burial in Forest Lawn Cemetery, Glendale, Calif.

LUBOVISKI—Boris, 66, retired musician, March 11 in Los Angeles. Survived by his widow, Clara; four sons, Milton, Phillip, Eugene, Jerry; two sisters, Mrs. Bertha Rubin and Mrs. Mildred Wall, and two brothers, Calmon and Sam. Burial in Forest Lawn Cemetery, Glendale, Calif.

McDOWELL—Mrs. Georgia, known to many circus performers and musicians, March 2 at her home in Nashville, Ill. She leaves a son, Harold, and a daughter Naomi, both of Nashville.

McFARLAND—Mack, Veteran carnival concessionaire, March 8 in the Kendall (Fla.) County Home.

McGINNIS—Lewis L., 44, owner of McGinnis Amusements, Cleveland, March 7 at Cleveland Clinic. He had recently entered the carnival business and furnished rides for church carnivals and civic organizations in Cleveland and vicinity. For many years he was a photographer of children. Survived by his widow, Hilda, and three daughters, Marilyn, Joan and Karen. Burial in Highland Park Cemetery, Cleveland, March 10.

MENZEL—Lola, 53, ballet dancer, March 11 at her home in Chicago. Born in Vienna, she wrote a treatise on ballet dancing, "From Teacher to Student," and spent several years instructing ballet teachers. Survived by her husband, Senia Solomonoff, former member of the New York Metropolitan Opera ballet, and a daughter, professional dancer Marya Saunders.

MILLER—Harry E. (Pat), 69, one of the original Four Casting Valentinos, circus and vaude troupe, March 6 in Cleveland. Survived by his widow, Rose.

MURRAY—James B. (Sunny Jim), 66, projectionist at the Columbia Theater, Erie, Pa., and for several seasons past property man for Blackstone the magician, March 7 in Erie. Murray was well known thruout the Erie area for his showing of films to shut-ins at various institutions. Survived by his widow, Ethel; a son, James; a daughter, Peggy and two sisters, Elizabeth and Mrs. Mary Driscoll. Burial in Trinity Cemetery, Erie, March 10.

PAYNE—Dr. John L., 76, father of Virginia Payne, who for 14 years has portrayed radio's Ma Perkins, March 12 in St. Francis Hospital, Cincinnati. He also leaves his wife, Anna; another daughter, Mrs. Howard Hollem, Houston; a son, Dr. John H. Payne, Cincinnati, and a sister, Mrs. Lawrence Frye, Hickory, N. C.

NUECHTERLEIN—John C., 63, organist and musical director, March 11 in Detroit. Survived by his widow, Emma, and two children. Interment in Glen Eden Cemetery, Detroit.

RICH—Mrs. Rose, 62, mother of the late Louis Rich, who was secretary and arrangements writer for the Horace Heidt orchestra, recently in Milwaukee. Survived by a son and daughter.

ROBERTS—Dorothy Mae, 30, rep and stock ingenue, March 6 in Howard, Kan., of cancer. She had been with the Christy Obrecht, Tilton, Robertson and Gifford stock companies, among others, and was last with Neil and Caroline Schaffner's group. Survived by her husband, Mason Wilkes, rep pianist, and two children, Roberta and Claudin. Burial in Grace Lawn Cemetery, Howard.

SCHMITT—Saladin, 57, president of the German Shakespeare Society and a leading stage producer, March 15 in Bochum, Germany. He staged many different Shakespearean productions during his 30 years as president of the Bochum municipal theaters.

STROMBERG—Katherine Kerwin, 57, wife of pic producer Hunt Stromberg, March 15 in Beverly Hills, Calif. She also leaves a son, Hunt Jr., stage-TV producer in New York. Interment in Calvary Cemetery, Los Angeles.

SWEENEY—John Francis, 70, former news director of Station CKY, Winnipeg, and a former director of the Regina (Sask.) Exhibition Association, in the latter city March 6 of a heart attack. He had been assistant to the general manager of The Free Press, Winnipeg; general manager of The Leader-Post, Regina, and publisher of the short-lived Winnipeg Citizen before joining CKY. He died a few hours after arriving in Regina to take over civil defense director duties. Survived by his widow, a son and three daughters. Burial in Winnipeg.

TAMMS—Robert A., 58, orchestra leader and music teacher in Milwaukee for the past 30 years, March 2 in that city of a heart attack. During World War I he organized a navy unit, the Jackie Jazz Band, which toured Wisconsin for five years as a recruiting show. He fronted the first orchestra to broadcast over radio in Milwaukee, Bob Tamms and His Million Dollar Band. Tamms founded the Milwaukee Academy of Music and Allied Arts 15 years ago. Survived by his widow, Agnes; a son, Cpl. Robert Jr., in the service in Korea, and two brothers, Erwin and Fred, Milwaukee.

THOMPSON—Louis M., 69, retired actor known professionally as Corbet Morris, March 10 in Los Angeles. Survived by a brother, Herbert, and two sisters, Helen and Frances. Burial in Forest Lawn Cemetery, Glendale, Calif.

TRADER—George Henry, 85, veteran actor and stage director, March 12 at East Islip, N. Y. He came to the U. S. from Sunderland, England, in the early 1880's and began his career on the West Coast as a member of the Joseph Grisman-Phoebe Davies Company for several years, later joining the Alcazar Theater Company in San Francisco. He first appeared in New York with Mrs. Minnie Maddern Piske in "A Bit of Old Chelsea" and was in the supporting cast of "Chanticleer" with Maude Adams at the Knickerbocker Theater, New York. He acted in George Ade's "Just Out of College" under the management of Charles Frohman at the Lyceum Theater in New York; and later, for several years he was under the management of the Shuberts. In recent years he devoted his time to directing groups and to being a professional reader and a dramatic teacher. Survived by his widow.

WARNER—Bill, 35, circus performer, March 11 at his trailer home in Sarasota, Fla. He was a horizontal bar performer and a substitute in the Artoni flying act. Surviving are his widow, also a circus performer, who came here 18 months ago from Germany, and a three-week-old child.

Marriages

CUTTING-WATERBURY—Richard H. Cutting, Columbia Broadcasting System announcer, and Edwina Booth Waterbury, CBS script secretary, March 15 in Los Angeles.

LIEWALD-SCHUHARDT—Capt. Louis A. Liewald Jr. and Marjorie Schuhardt, women's news editor and continuity writer at Station WOAI, San Antonio, March 11 in that city.

Births

LIEWELLYN—A daughter, Maxine, to Capt. and Mrs. Kathrin Liewellyn recently at the Station Hospital, Camp Stoneman, Pittsburg, Calif. Mother is Kathrin Day, singer-actress.

McLEOD—A daughter to Mr. and Mrs. T. H. (Tommy) McLeod recently in Regina, Sask. Father is manager of the Regina Exhibition Association.

O'CONNOR—A son, Francis David, to Mr. and Mrs. Robert O'Connor March 10 in New York. Father is sports director of WOR-TV, New York.

OWENS—A daughter to Mr. and Mrs. Harry Owens March 13 in Los Angeles. Father is the Hawaiian orkster.

Hughes Aircraft Co., Moves To Take Over Pomona Fairgrounds

Deal Now Under Way Would Halt Biggest County Fair "for Duration"

POMONA, Calif., March 17.—Negotiations for the Los Angeles County Fair grounds and buildings to be taken over by the Hughes Aircraft Company are under way and considerably a "probability." Completion of the deal would be "for the duration," which would cancel the event for that time. The aircraft company would convert the 400-acre plant into a guided missile assembly plant.

Altho the discussion of switching the fairgrounds from their present use into a defense plant has been going on for sometime, the final signing of papers is yet to be done. If consummated, Hughes would take over the fairgrounds on a two or three-year lease.

Negotiations Under Way

C. B. (Jack) Afflerbaugh, fair's president-general manager, said that the negotiations were under way but as yet the board of directors had not voted on the matter. He declared that a number of air-

craft plants, thru brokers, have been bidding for the grounds.

The grounds, located about 20 miles from Los Angeles, are most desirable for such a defense project. The buildings are spacious and capable of accommodating large planes. Another factor is the adjacent acreage used for parking.

J. Kedenburg To Promote L. I. Tracks

FREEPORT, N. Y., March 17.—Jake Kedenburg, president, Kedenburg Racing Association, said this week that he will promote stock car events at three Long Island tracks this year, starting Easter Sunday (25).

In addition to customary operation of Municipal Stadium here and Islip Speedway, a third mile track at Dexter Park, Woodhaven, N. Y., is nearing completion. New track is readily accessible by bus, auto and rapid transit lines. Racing will be held there every Sunday afternoon until April 28 when night events start.

Islip track opens April 29, with Freeport bowing May 5. Racing Director Gus Hager said that the All-State Racing Stock Car Club, Inc., a group of drivers from metropolitan New York, will sanction the meets. Thrill shows plus the usual type stock car shows will be presented.

Billsbury Signs Three W. Coast Show Contracts

Inks Hollywood Home Expo, Paso Robbles, Transportation Fairs

HOLLYWOOD, March 17.—John Billsbury, local outdoor booker, this week signed contracts for the shows at the sixth annual Industrial Exposition and Home Show, Circus de Paree at the World Transportation Fair and for San Luis Obispo County Fair.

With the Home Show slated June 14 for 11 days in the Pan-Pacific auditorium here, Billsbury has signed Judy Canova, Russ Morgan and his orchestra, the Lange Family, Doris King and Cecil Stewart and His Royal Rogues for the event.

Talent Booking

At the World Transportation Fair, Arcadia, Calif., Billsbury will book talent for the Circus de Paree to be produced by Nick Boila, former Chicago producer. WTF runs for 10 weeks and two days with the first show playing five weeks and the second five weeks and two days. The second stanza has not yet been booked. However, among those opening June 30 at the Santa Anita Park race track event will be Sonny Moore and His Roustabouts, Eleanor Vejarde, Great Fussner, and Four Musketeers and their Funny Ford. The second show booking will start immediately, Billsbury said.

San Luis Obispo County Fair, Paso Robles, will feature Billsbury's Hippodrome Thrill Circus. Bookings have not been announced yet. Event runs four days starting August 23.

Royal American Inks Memph. Cotton Cele

To Set Up Again on Front Street; Southern Cele Sets Patriotic Theme

MEMPHIS, March 17.—Royal American Shows this week were awarded the midway contract for the Memphis Cotton Carnival, May 5-13.

While official confirmation was lacking, it is believed that the contract calls for a guarantee against a percentage to the Cotton Carnival. In the past the midway has been sold on a flat basis.

One factor in revamping the terms is that the Cotton Carnival program this year will run one day less than in the past. Midway operations, however, will run nights as heretofore on Front Street, with the Royal American swinging into action the Saturday preceding formal opening of the Cotton Carnival and ending its stand the following Saturday.

Mobilization Motif

The Cotton Carnival will differ sharply from recent editions in several respects, as execs decided to tie in festivities with the war mobilization effort. The two day-time parades of past years will not be held, but one of the two—a kiddies' parade—will be merged with a festival-type program in Crump Stadium as a night-time event.

There will be a parade on opening and closing night. Both will be themed patriotically, with the first tagged *Glory of Freedom*, to point up the American way of life. The other will depict outstanding events in the nation's history, with floats built accordingly. In the second parade cotton's role in the fight for freedom will be portrayed.

Low-Price Show

Plans now under way call for a low-priced show in the city aimed at attracting servicemen and name

stars are being sought for this show.

All of the many Cotton Carnival parties and balls are being pledged to turn over 10 per cent of their receipts to a fund which would be used to provide facilities or services to servicemen or which would be used for contributions to such organizations as the USO.

Richwine Sets IAA Big Cars

MECHANICSBURG, Pa., March 17.—Williams Grove Speedway has been selected by the American Automobile Association for the opening of big car racing in the East, with Roy E. Richwine as promoter.

He said other big car events would be staged at the half-mile dirt track April 29, May 13, May 27, June 17, July 22, August 19, September 9, September 31 and October 21. Midget meets will be held on dates between the big car events.

Track is being graded and turns rebanked for this year's program. Improvements also are planned for the pit area, and repairs will be made to the judges' stand.

Columbia City Sets Features

COLUMBIA CITY, Ind., March 17.—With a large budget set up for free acts, bands and other entertainment, and the Gooding Amusement Company booked to supply rides and shows, August 8-11 dates have been announced for the Old Settlers' Day and American Legion Celebration here by Benton Bloom, president of the sponsoring groups. Last year's event drew a record crowd of more than 45,000.

All contracts have been closed except concessions. These will be sold by the committee, co-chaired again by Jack Hancock and Byron Beaver. George Leninger is serving as secretary of the combined organizations. Other Officers are Mayor Edward C. Binder, vice-president Garland Stickler, Legion Commander Jack Stevenson; Brasie Phillips, concession secretary, and Robert Gates and Paul Fesler.

As in the past years, amusements will be set up around the public square. A permanent lawn, set up on the courthouse lawn, will be used during the event.

Sked Races At Bridgeport

BRIDGEPORT, Conn., March 17.—Carl Brunetto, owner-operator of Candlelight Stadium here, said this week that the 1951 midget auto racing season starts Sunday (25). The following Sunday will be devoted to a stock car event.

For the first four Sunday afternoons the track will alternate between midgets and stocks. Starting the week of April 15 the midgets will run Tuesday nights, while the stocks show Friday evenings. A new policy governing both types of racing will be put into effect this year, with entertainment being provided between heats.

Central Park Zoo Adds Two Bulls

NEW YORK, March 17.—Two baby elephants, Lucy, 4, and Julia, 5, were added to Central Park Zoo yesterday. They replace Chang, 28-year-old bull who was destroyed last week because he was considered dangerous.

The new arrivals were bought from the Trefflich Animal Company, New York.

Frank Winkley Sets 99 Dates

MINNEAPOLIS, March 17.—With a total of 99 auto race meets signed for 1951 Auto Racing, Inc., is headed for one of its busiest seasons datewise, manager Frank Winkley, says.

Of the total, 53 are of the stock car variety, 46 big car meets and 66 are fair dates. First race of the season is a 100-mile stock car event, April 15, at Louisiana State Fairgrounds, Shreveport.

Drivers who will be with the Winkley organization this year include Bobby Grimm, Russ Lee, Clair Cotter, Bert Hellmueller and Leon DeRock.

London Cele Inks Thrillers

LONDON, March 17.—Free thrill acts will be a feature of the Festival Pleasure Gardens, amusement zone of the big Festival of Britain, which will be officially inaugurated May 3. Exhibit area occupies a large site on the Thames River-front of London, while the fun zone occupies a large portion of Battersea Park on the opposite bank of the river.

Thrillers booked for the Festival include the Television Mast Mystery Man, set for May; the Wiregard trio, novelty aerialists, in June; Allan and Co., aerial motorcycle thrill act, for July; the Three Valleys, acro-aerialists, in August; the Steys (7), high wire, during September, and the Stawickis, revolving wheel, for October, the final month.

Also booked for outdoor appearances in the Festival Pleasure Gardens are the El Granadas, trick cyclists and rope twirlers.

Stock Car Racing At Danville Plant

DANVILLE, Ill., March 17.—A contract signed recently between Chuck Scharf, of Allstate Racing Association, Chicago, and William Brown, of the Danville fairgrounds, assures the local half-mile track of at least 10 late-model stock car programs in 1951, starting May 20. Races are planned twice a month. The agreement gives Danville its first regular racing schedule in several years.

Allstate sanctioned 173 auto race programs in 1950 at 11 tracks from Texas thru Ohio. This year it expects to supply at least 400 meets. Cars competing here must not be older than 1946 models. Purses amounting to 40 per cent of gate receipts will be paid drivers. Plans are under way to increase seating capacity of the local grandstand.

RAIL RATE HIKE SEEN FOR SHOWS

Temporary Increase Okayed; Permanent Boost Expected To Hit Railroad Orgs

CHICAGO, March 17.—Railroads this week won interim rate increases which, it is believed, will be expanded to include circus and carnival trains. The Interstate Commerce Commission allowed the temporary boosts while a request for a larger, permanent increase is studied.

Eastern railroads have been allowed a 4 per cent hike, while Western and Southern lines were permitted to raise rates 2 per cent. The proposed permanent increase would be 6 per cent on all lines.

While ICC authorization was for common carrier tariffs under its jurisdiction, the increases undoubtedly will be applied also to show trains and other private-carrier contractors. Show trains are not under ICC rule because the equipment is privately owned and hauled on special moves.

The new boosts come on the heels of a summer in which already stiff costs lambasted all rail shows, and a winter in which the shows took steps to save, where possible, on railroading bills. One

show, the Ringling-Barnum circus, will use 10 cars less than last year because of the costs. Another show is known to have decided at a late date against adding five cars to its train because of the freight charges that would be involved.

In both the carnival and circus fields, some railroad shows which toured last season will be out of business or on trucks this year, and in most cases railroad rates have been cited as major factors.

If the pending 6 per cent increase goes thru, as is anticipated, the several rate hikes put into effect since January, 1947, will add up to more than 82 per cent in five years. A move which cost \$1,000 in 1946 would cost \$1,821.87 this season.

45 P.A.'S AIRED IN CHI

Polack Finds Radio, TV Eager for Circus Guests

CHICAGO, March 17.—What is believed to be an all-time high in radio-television appearances in connection with a circus was registered during the local engagement of Polack Bros.' Circus, which closes Sunday (18).

Forty-five appearances were made by circus personnel on Chicago radio and television stations. Sixteen other programs, including a number which came back for more, used circus material but skipped the guest angle.

The schedule was seen as an indication of sharp interest in circus atmosphere and chatter on the part of the air wavers, who were eager to arrange circus tie-ins. Similar interest has been shown in New York during Ringling-Barnum stands and in Los Angeles for Clyde Beatty dates.

Directing the busy schedule

Storm Damages Barron's Show

PAHOKEE, Fla., March 17.—A sudden wind and rain storm which swept the midway at Pahokee Fair on Lake Okeechobee here early Tuesday (13) did considerable damage to the Wild Life Show, owned and operated by Jeanne and Dale Barron. The Barrons said the Wild Life top, new last season, was damaged beyond repair. They credited prompt action by employees and fellow showmen with confining the damage to the canvas.

Show's animals suffered some exposure because of the heavy rains which continued for several hours and the excitement attendant to the storm is said to have caused the premature birth of two ocelots. The Barrons obtained spare canvas from Miami and opened on time Tuesday night. They reported that damage to their Girl Show and concession stands was superficial. The Barrons said that they will open their regular season with Lawrence Greater Shows March 26 on schedule.

"THE BEST BUY!"
CONCESSION
POPCORN EQUIPMENT
AND SUPPLIES



8 QT.
\$17.50

Concession Supply Co. offers a popcorn popper for every requirement. Sizes from 8 quarts (illustrated) for average use to 35 quarts for large volume business. All of heavy aluminum construction. Ask around, Concession Supply means quality and dependability in all types of concession equipment. Write for complete catalog on Floss Machines, Popcorn Poppers, Waffle Molds, Snow Cone Machines and a complete line of Boxes, Seasoning, Coloring and Supplies.

KIDDIE RIDES
CONCESSION SUPPLY COMPANY
 3916 SECOR RD., TOLEDO 13, OHIO

New Chevrolet
CARS AND TRUCKS
 SPECIAL FINANCE PLAN
 FOR SHOWMEN
GET OUR PRICES FIRST
JOHN BUNDY
 REPRESENTATIVE
Haus-Standard Chevrolet
 1325 STATE ST.
 EAST ST. LOUIS, ILL.

NEW LOCATION
CLARK MFG. CO.
 4801 WEST SHORE BLVD.
 NORTH TAMPA 3, FLORIDA

Manufacturers of

- ★ TOM THUMB STREAMLINERS
- ★ KIDDIE FERRIS WHEELS
- ★ KIDDIE BOAT RIDES

WANT
Rides—Concessions

Country Amusement Park near Donegal, Interchange Pennsylvania Turnpike, 40 miles East of Pittsburgh. Park has Fishing and Swimming Lake. Near large industrial area. Write

WILLIAM CUMMINGS, Acme, Pa.

PORTABLE KIDDIE RIDES

Portable or park type Kiddie Ferris Wheels and Airplane Rides still available. Complete Fire Truck Trailer Rides, \$1995. Conventional and Streamliner Train Rides. Don't wait until sold out. Price Low! Quality High!

Kenmore Kiddie Rides
 Attn.: Jack E. Dunn
 Box 13, Hertel Station Buffalo, N. Y.

CLOSE-UPS: NAT RODGERS

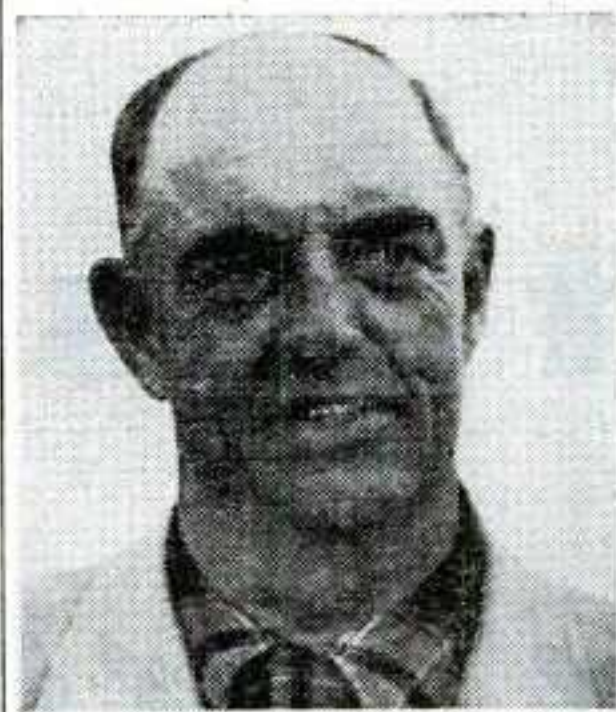
War Show Op Flew Into Biz As Flying Circus Pilot

By **HERB DOTTEN**

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

NAT RODGERS literally flew his way into outdoor show business. Now 59 and a veteran showman, Nat learned to fly when planes were a rarity. With a few flights under his belt, he teamed up with Lincoln Beachey, Beckwith Haven and Jimmie Ward—leading stunt flyers of that era—to form a flying circus. That was in 1910, and Nat's been in show business ever since.

Smith, Ark., with the full-blown name of Nathaniel Dixon Rodgers, Nat attended Tulane University but left it to join Glenn Curtis, one of the pioneer aircraft manufacturers. This job led him into



NAT RODGERS

In the slightly over 40 years since he first learned to fly, Nat successively has been an indoor booker, operator of an aviation school, part owner of a circus, a fair manager, ride operator, concessionaire, adviser to major fairs, producer of army camp shows, and more recently owner-operator of a string of war shows with carnivals.

Born April 1, 1892, in Fort

flying. As a member of a flying circus he barnstormed thruout the U. S. and in Europe, Japan and Australia.

Opens Aviation School

Nat gave up barnstorming in 1912, settled in Venice, Calif., and opened an aviation school. At the outset of World War I he became an instructor of Canadian pilots at Fort Worth and subsequently was inducted into the signal corps as a flier. In 1917 his plane was shot up and he was wounded in the right leg. That ended his flying

(Continued on page 53)

English Arena Changes Ops

GREAT YARMOUTH, England, March 17.—Sale of the Hippodrome, arena which has long featured circus programs at this shore resort, by owner Claude Read to Billy Russell has been disclosed, with sum paid not revealed. Billy O'Brien, longtime Hippodrome employee, will act as manager.

Read inherited the location from his father, Theophilus. Russell will continue to feature circus presentations.

Stanley W. Wathon, now a New York booking agent, helped bring the spot to prominence when he set talent for the Hippodrome from 1926 thru 1939. He induced the elder Read to secure a top program and let it play an entire season instead of changing acts frequently.

O. Davenport Tabs Top Biz At Rochester

ROCHESTER, N. Y., March 17.—Orrin Davenport Circus played to top business here March 6-12, racking up an increase of nearly 40 per cent over the last time the date was played.

Every matinee and four night shows were turnaways, show officials reported. Program, promotion and concessions were far ahead of previous dates here.

Under Shrine auspices, stand was contracted only a few weeks ago. It was skipped last year because of plans to change it from a fall to a spring date. Then uncertainties about whether the armory could be used delayed the final signing.

The run was extended thru the week-end to include Monday (12) in order to get seven days and, altho usually weak, this year's Monday business was strong.

Davenport moves to Dayton, O., from here for a March 22-31 run under Shrine auspices.

Erin Tooters Ask Hike

DUBLIN, March 17.—Circus bandmen of Ireland are out for more pay and better working conditions. At a recent meeting held here, under auspices of the Department of Industry and Commerce, representatives of the Irish Federation of Musicians and a group of circus employees presented demands for higher wages for circus engagements and restrictions on the employment of alien musicians for circus performances.

The MIDGE-O-RACER

KIDDIE-KONTROLLED



The **BIG STORY** in Kiddie Ride news is the high grossing performance of Eyerly's Sensational Midge-O-Racer—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Eyerly development—that is rapidly winning the top spot in Kiddie appeal and earnings.

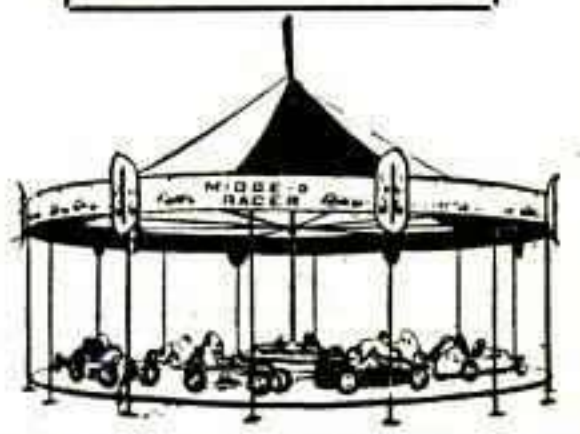
Proven **BEST** by **Performance TEST**

A sturdy, flashy, authentic miniature race car—with a new exclusive steering feature attraction.

Phone, wire or write for additional details about this sensational money winning ride.



Salem Oregon



Originators and manufacturers of the Octopus, Rolloplane, Flyplane, Rockplane, Midge-a-Racer and Bulgy

NEW KIDDIE RIDES!

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

KING AMUSEMENT CO. • MT. CLEMENS, MICH.

TERRIFIC EARNINGS with KIDDIE AIRPLANE RIDES!



- ★ FLASH AND APPEAL
- ★ PUSH BUTTON OPERATION
- ★ STURDY CONSTRUCTION
- ★ FLUID DRIVE



Also Builders of Adult and Kiddie Chairplanes, Ferris Wheels, Boat Rides, Ocean Waves, Trailer Mounted Jeep and Fire Engine Rides.

The TILT-A-WH(RL) Ride



- Prominently
- ★ Attractable
 - ★ Popular
 - ★ Profitable
 - ★ Enduring
 - ★ Practicable
 - ★ Modern
- SELLNER MFG. CO.**
 Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN

Mr. James D. Carpenter, of Omaha, Nebraska, writes "I thought perhaps you might like to know just how pleased I am with the Parker Baby 'Q' that we bought from you last spring. I credit it with being a real factor in the success of our Kiddieland and only regret that its capacity is limited. But the kids don't seem to mind waiting, sometimes an hour and more, for rides. We have ridden some 150,000 over the past two seasons and the machine still looks as good as the day we set it up. Prices start at \$5,750.00 for a Teen-Ager-Adult machine

C. W. PARKER AMUSEMENT CO.
 LEAVENWORTH, KANSAS



SPECIAL: For Sale—One Used C-Cruise Major Ride, capacity 36, located in Pennsylvania **\$6,500.00**

One slightly used Little Skipper Kiddie Ride, capacity 20, located in Oregon ... **\$2,000.00**

C-CRUISE CORPORATION Seventh & Murlark Aves., Salem, Ore.

KIDDIE JET ROCKET RIDE

8 all-metal Jet Rocket Ships with Machine Guns. (Action of the ride resembles the Octopus.) Up and down—around and around.

Don't wait—material is scarce—order NOW.

KENYON SALES & MFG.
 MT. MORRIS, MICHIGAN PHONE 4741

WRIDES AND DEVICES WRITE FOR OUR NEW CATALOGUE
 featuring complete kiddielands
 ★ IMMEDIATE DELIVERY ON SOME RIDES
B.A. SCHIFF and ASSOCIATES
 901 S.W. 69th AVE. MIAMI-44-FLORIDA

DELUXE KIDDIE RIDES

- ★ SPEED BOAT RIDE
 - ★ PONY BUGGY RIDE
 - ★ AUTO & FIRE ENGINE RIDE
 - ★ CHAIR RIDE
 - ★ SKY ROCKET RIDE
 - ★ SILVER STREAK TRAIN RIDE
- Builders of Bike Boats and 12' Gas Runabouts for small lake use. Write, wire, phone, visit for photos, prices and terms.
- MAR-CRAFT, INC., CLARENCE, NEW YORK**
 12 miles east of Buffalo on Route #5.

GIVE TO DAMON RUNYON CANCER FUND

Advertising in the Billboard Since 1901

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
 SPECIALLY PRINTED

CASH WITH ORDER PRICES—10M, \$10.50—ADDITIONAL 10M's AT SAME ORDER, \$2.50

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS 1 ROLL \$1.50
 EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place. Established price. Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Bank terms

H. E. EWART CO.
 707 E. GREENLEAF STREET COMPTON, CALIFORNIA
 Phone: NEMark 1-0808—NEVada 6-1976

Billboard
Spring Special

DON'T MISS THIS BIG ISSUE

featuring
1951 FAIR LIST

THE BILLBOARD
 2160 Patterson St.
 Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive 8 Big Special Issues

NAME

ADDRESS

CITY ZONE STATE

OCCUPATION

ASTRO FORECASTS
 All Readings Complete for 1951
 Crystal Balls Imported
 On hand in these sizes: 2 1/2 inch; 3 1/2 inch; 4 1/2 inch; 5 1/2 inch; 6 1/2 inch; 7 1/2 inch; 8 1/2 inch; 9 1/2 inch; 10 1/2 inch; 11 1/2 inch; 12 1/2 inch; 13 1/2 inch; 14 1/2 inch; 15 1/2 inch; 16 1/2 inch; 17 1/2 inch; 18 1/2 inch; 19 1/2 inch; 20 1/2 inch; 21 1/2 inch; 22 1/2 inch; 23 1/2 inch; 24 1/2 inch; 25 1/2 inch; 26 1/2 inch; 27 1/2 inch; 28 1/2 inch; 29 1/2 inch; 30 1/2 inch; 31 1/2 inch; 32 1/2 inch; 33 1/2 inch; 34 1/2 inch; 35 1/2 inch; 36 1/2 inch; 37 1/2 inch; 38 1/2 inch; 39 1/2 inch; 40 1/2 inch; 41 1/2 inch; 42 1/2 inch; 43 1/2 inch; 44 1/2 inch; 45 1/2 inch; 46 1/2 inch; 47 1/2 inch; 48 1/2 inch; 49 1/2 inch; 50 1/2 inch; 51 1/2 inch; 52 1/2 inch; 53 1/2 inch; 54 1/2 inch; 55 1/2 inch; 56 1/2 inch; 57 1/2 inch; 58 1/2 inch; 59 1/2 inch; 60 1/2 inch; 61 1/2 inch; 62 1/2 inch; 63 1/2 inch; 64 1/2 inch; 65 1/2 inch; 66 1/2 inch; 67 1/2 inch; 68 1/2 inch; 69 1/2 inch; 70 1/2 inch; 71 1/2 inch; 72 1/2 inch; 73 1/2 inch; 74 1/2 inch; 75 1/2 inch; 76 1/2 inch; 77 1/2 inch; 78 1/2 inch; 79 1/2 inch; 80 1/2 inch; 81 1/2 inch; 82 1/2 inch; 83 1/2 inch; 84 1/2 inch; 85 1/2 inch; 86 1/2 inch; 87 1/2 inch; 88 1/2 inch; 89 1/2 inch; 90 1/2 inch; 91 1/2 inch; 92 1/2 inch; 93 1/2 inch; 94 1/2 inch; 95 1/2 inch; 96 1/2 inch; 97 1/2 inch; 98 1/2 inch; 99 1/2 inch; 100 1/2 inch

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample 20c
 HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11 25c
 PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 60c
 Sign Cards, Illustrated, Pack of 36 15c
 Graph Charts, 9x17, Sample 5c, Per M. \$7.50
 MENTAL TELEPATHY. Booklet of 21 p. 25c
 Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Sample 1c's postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices

NEED A FLOSS MACHINE!

IT'S FUN TO RUN A WHIRLWIND

You don't have to fight it or baby it just flip the switch; any youngster can run it. Write for circular.

THE WAY IT MAKES FLOSS MAKES FRIENDS
GOLD MEDAL PRODUCTS CO.
 318 E. Third St. Cincinnati 2, O.

make sure **YOU**
get a share of

the **OUTDOOR** *coin*



**LAST
CALL**

FIRST forms go to press
MONDAY, MARCH 26.

LAST forms go to press
WEDNESDAY, MARCH 28.

**RUSH YOUR COPY
QUICKEST WAY
TODAY**

THE BILLBOARD
Publishing Company

1564 BROADWAY
NEW YORK 19, N. Y.

2160 PATTERSON ST.
CINCINNATI 22, OHIO

188 W. RANDOLPH ST.
CHICAGO 1, ILL.

390 ARCADE BLDG.
ST. LOUIS 1, MO.

FOX THEATRE BLDG.
DETROIT 1, MICH.

6000 SUNSET BLVD.
HOLLYWOOD 28, CALIF.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Herman Cepler, of the Great Cepler Family, high act, reports that group was the free attraction at the recent Delhi, La., Stock Show. Unit's three-high bicycle pyramid, features seven-year-old Theodora and nine-year-old Bobby Cepler. Unit is booked with Southern Valley Shows until May 19, Herman says. . . . **Capt. Albert Spiller's Seals** have been booked to open Coney Island Park, Caracas, Venezuela. . . . Free attractions at the Strawberry Festival, Plant City, Fla., which concluded a successful run March 5, included **Three Bobos**, trampoline; **Los Gretanos**, perch; **Great Shafer**, sway pole, and **Senor Bernardo**, slack wire.

Beatrice Dante and her trained chimps recently arrived from the Circo Americano, South American circus. They will return to Argentina following close of their U. S. outdoor season. Other acts with Circo Americano included **Mabel Stark**, cats, and **Josephine Berosini**, high act. . . . **Amazing Monahans**, Risley, are taking a temporary lay-off in San Fernando, Calif., while **Carl Beck**, topmounter, has a cartilage growth removed from his wrist. **Bob Butler** infos that they recently took delivery on a new trampoline from Bounce Ezy Company, Los Angeles. Due to the enforced lay-off, the Monahans will play fairs this year instead of going out with a circus. **Tony Scrima**, middle man, recently did a single at the Red Bluff, Calif., Cattle Show, where he worked with **Donald O'Connor**, **The Sportsmen's Quartet** and **King Cole Trio**.

Stig Olson, of the Vikings, hand balancing, returned to Chicago recently after spending a week with his wife, who is with the **Theron Troupe**, bicycle act, on Hamid-Morton Circus. . . . **The Olveras**, perch, were in Chicago recently from Orrin Davenport's Sioux Falls, S. D., circus en route to join Gil Gray's aggregation at Springfield, Mo., March 26. . . . **Terrell Jacobs** and one cat, and the **Marvels**, teeterboard, were on the first telecast of the "Hollywood Junior Circus," NBC-TV seg, which bowed on Chicago's WNBQ Sunday (11).

Excess Baggage, dogs, and **Ala Ming**, wire, were skedded to appear on **Ed Sullivan's** "Toast of the Town" television show Sunday night (18) in New York. Excess Baggage will follow the TV stint with Frank Wirth's Circus in Hartford, Conn., and will then join Polack Bros.' Eastern Unit at Akron. . . . **The Ortons**, knives, have signed with Boyle Woolfolk, Chicago, for fair dates.

. . . **Emil Pallenberg** passed thru Chicago recently while en route from the Minneapolis Shrine Circus to his Louisville home.

George, Tom and George Hanneford Jr., of the riding family, were in Chicago Thursday (15), following a trip thru heavy snow from Orrin Davenport's Circus at Rochester, N. Y. The Hannefords left their stock at Mills Bros. Circus, Columbus, O., winter quarters and will pick it up on their return trip to play Davenport's Dayton, O., stand, **LaTosca**, bounding ropes, and her father, **O. Canestrelli**, were in Chicago the same day and will also play the Dayton circus. . . . **Bob White**, emcee on one of the Barnes-Carruthers 1950 fair units, left Chicago recently for a short vacation with relatives in Grand Rapids, Mich. . . . **Hap Hazard**, comedy, is visiting relatives on the West Coast.

Free acts set for Shawneetown, Ill., Fair, by Ernie Young, Chicago, include **Tom and Betty Waters**, perch; **Hoffmann and Kay**, comedy acro; **Ming Toy**, juggling; **Jefferys**, trapeze, and **Betty Willis**, dogs. The Jefferys and Tom and Betty Waters also will play the Oblong, Ill., Fair, along with **Buddy and Jean**, skating; **Chuck Brown and Rita**, comedy bar; **Emil and Evelyn**, teeterboard, and **Cortello's dogs**. . . . **Miss Happy Harrison** and Her Thorobreds, open at Ponchartrain Beach, New Orleans, April 14, for three weeks. Between now and the opening, she is booked into spots at Tallahassee and Pensacola, Fla., and Mobile, Ala.

Following Frank Wirth dates at Johnstown, Pa., and Hartford, Conn., **Roy Barrett**, clown, will catch the Ringling opening at New York and will then open at Chicago Stadium Circus, April 20.

James Evans, foot juggler, and the **Fantinos**, acrobats, were among the acts featured on the Big Top, network video offering, last Saturday (10). . . . **Rose's** "Parisian Midget Follies" is playing **Dick Lombard's** nitery, Bridgeport, Conn. Cast of 12 includes **Jacqueline Hall**, **Princess Sonya**, **Dapper Little Curt**, **Toni Vendola**, **Estrallita** and a Hawaiian ensemble. **Georgie Kaye's** ork backs the show.

Current issue of The Saturday Evening Post contains an article on **George Mills**, rodeo clown. Yarn is lavishly illustrated with color photos taken at Madison Square Garden.

Out in the Open

Sally Rand, currently at the Riptide, Calumet City, Ill., was hostess to the Chicago press and some outdoor show business friends at a cocktail party Thursday (15) in the Hotel Sherman. . . . **Mr. and Mrs. Fred Kressmann**, of Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, were uninjured when their car, driven by Fred, skidded in snow near Gratiot, Wis., Monday (12) and ended up in the ditch. The Kressmanns were en route from Dubuque, Ia., to Chicago, and were detoured thru Wisconsin to avoid the over 20 inches of snow in Northern Illinois.

Tommy Sacco, of the Chicago booking office bearing his name, has announced the addition to the firm of **Ben Ralston**, who is now handling orchestra dates. Ralston hails from Washington.

Jack Kochman, thrill show op, was a recent Miami Beach visitor and reported signing the best route he has ever had. Staffers will include **Art Hoard**, who will handle the mike; **Tex Sherman**, press, and **Chuck Breit**, driver and head mechanic. **Bill Bonner**, a driver last year, recently graduated from the Miami Police Academy and expects to remain with the force. . . . **Bill Skinner**, billposter, is now a grip at the Olympia Theater, Miami, but plans to hit the road again.

Speedy Babbs, Globe of Death, has been inked for a two-week

stand at **Harry Batt's** Pontchartrain Beach Park, New Orleans, beginning May 6. Pops LaVan Attractions handled the booking. . . . **Doodler Weaver**; **Bob and Diane**, roller skaters; **Wayne Marlin Trio**, acro, and **Bill King**, juggler, of the Spike Jones show, open March 23 at the Chase Club, St. Louis, for a two-week engagement. . . . **Pedro and Durand** are playing the Regal Theater, Chicago.

Charles (Doc) Morris is mulling the possibility of returning to the park promotion field after an absence of several years. Doc was in retirement and living in Florida but the death of his wife prompted him to get back into harness in the outing promotion field at which he has excelled in the past at such spots as Palisades (N. J.) Park. He is residing in New York. . . . **Frank Wirth**, talent agency head, discussed plans for show features that will be presented in conjunction with the 1951 National Shrine Convention with **Al Mitchell**, deputy director general, in New York last week. . . . **Stanley W. Wathon**, talent agent, is back on his feet after a bout with the flu.

William Lindsay Gresham, author of "Nightmare Alley," who has made a specialty of writing on outdoor show business subjects, had a fiction piece with a carnival background in the March issue of The Saturday Evening Post.

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 Midway: Palfurrias, Tex.
- Big State: Alvin, Tex.
- Burdick's Greater: Lampasas, Tex.
- Burkhart: Fordyce, Ark.
- Dumont: Thomasville, N. C.
- Ferris Greater: Phoenix, Ariz.
- Franklin, Don: Bay City, Tex., 21-31.
- Francis, John: (4300 N. Broadway) St. Louis, Mo., 23-31.
- Gold Medal: Albany, Ga.
- Gem City: Mobile, Ala., 23-31.
- Gentsch, J. A.: Pascagoula, Miss.
- Groves Greater: Lake Charles, La.
- Heart of Texas: Colorado City, Tex.
- Hill's Greater: Corpus Christi, Tex.
- Hottle, Buff.: Bogalusa, La., 24-31.
- Interstate: Bessemer, Ala.
- Lone Star: Macon, Ga., 23-31.
- Lucky Strike: Pell City, Ala.
- Magic Empire: Bessemer, Ala.
- Manning, Ross: Jacksonville, N. C.
- Mighty Page: Goldsboro, N. C., 26-31.
- Migrothy, Curly: Decatur, Miss.
- Model: Lawton, Okla.
- Moore's Southwestern: Eagle Pass, Tex.
- Mound City: St. Louis, Mo., 22-31.
- Palmetto Expo: Thomson, Ga.; Harlem 26-31.
- Peck Am. Co.: Durant, Miss.
- Prell's Broadway: Ocala, Fla.; Fayetteville, N. C., 29-April 7.
- Robertson & Caler: Oglethorpe, Ga.
- Royal Duke: New Bern, N. C.
- Siebrand Bros.: Yuma, Ariz.
- Southern Valley: Springhill, La.; Farmerville 26-31.
- Sparks, J. A.: Enterprise, Ala.
- Starlight: Luling, Tex.
- Stephens, C. A.: (Fair) Eustis, Fla.; Lake City 26-31.
- Tassell, Barney: Waycross, Ga., 24-29.
- Tidwell, T. J.: Snyder, Tex.
- Tivoli Expo.: Camden, Ark., 19-31.
- United Expo.: Beaumont, Tex.
- Victory Expo.: Alpine, Tex.
- Wilson Greater: Douglas, Ariz.
- Wolfe Amusement: Lyman, S. C.; Gaffney 26-31.

Circus Routes

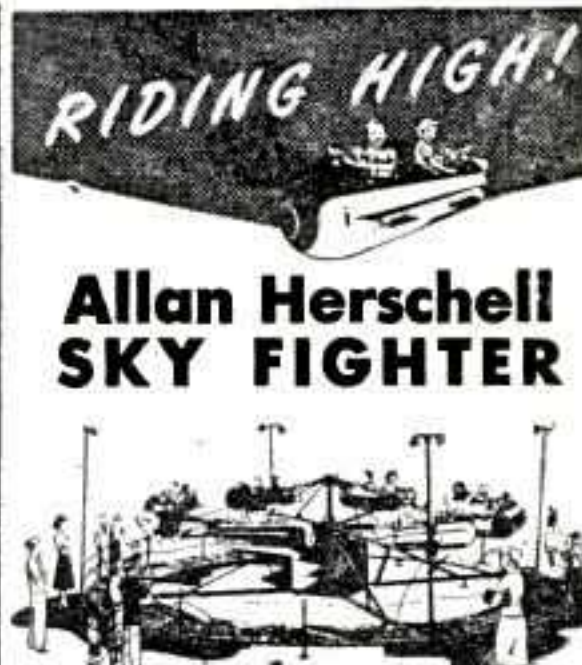
Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Lufkin, Tex., 19; Tyler 20; Waco 21; Corsicana 22; Dallas 23-25; Big Spring 27; Midland 28; Odessa 29; Pecos 30; El Paso 31-April 1.
- Capell Bros.: McAlester, Okla., 29-30.
- Cole & Walters: Coalgate, Okla., 23.
- Davenport, Orrin: Dayton, O., 22-31.
- Hamid-Morton: Buffalo, N. Y., 26-31.
- Horne Bros.: Bernalillo, N. M., 25-26; Santa Fe 27-28.
- Pawnee Bros.: Jesup, Ga., 23; Ludowici 24.
- Polack Bros. (Western): (Air Base) Champaign, Ill., 21-24; (Murat Temple) Indianapolis, Ind., 30-April 8.
- Rogers Bros.: Lake Wales, Fla., 22; Wauchula 23.
- Stevens Bros.: Broken Bow, Okla., 23.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Ice Capades of 1951 (The Arena) Chicago, Ill., 19-28.
- Ice Follies of 1951 (Uline Arena) Washington, D. C., 20-26; (Arena) Milwaukee, Wis., 28-April 3.
- Miller's, Irvin C., Brown-Skin Models (East Side) Savannah, Ga., 26; (Douglas) Macon 27; (Lenox) Augusta 28; (Liberty) Greenville, S. C., 29; (Lincoln) Winston-Salem, N. C., 30.



Allan Herschell SKY FIGHTER

You'll be "riding high" with a new Allan Herschell Sky Fighter! It's the hottest thing ever built for small fry. Combination of hydraulic system and fluid drive lifts cars, sets them in motion like real planes in flight. Kids go wild to operate realistic machine guns. Write, wire or phone for descriptive literature, production schedule and price.

ALLAN HERSCHELL COMPANY, Inc.
N. Tonawanda, N. Y.
World's largest manufacturer of amusement rides

MAKE \$100.00 A DAY On Candy Floss

Our new Super Deluxe new style candy floss machine, bowl, brush, holder, spindle. Smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers — send your machine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Avenue Nashville 4, Tenn.

NOW! IS THE TIME TO BUY . . .

REFRESHMENT EQUIPMENT AND SUPPLIES . . .

- peanut roasters
- candy floss machines
- popcorn machines
- and many more!

* IMMEDIATE DELIVERY

Theatre Candy Co., Inc.
219 Stuart St., Boston, Mass.
400 Dinwiddie St., Pittsburgh, Pa.

BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also handle Snow Supplies. P. O. BOX 7863, Fair Park, Dallas, Tex.

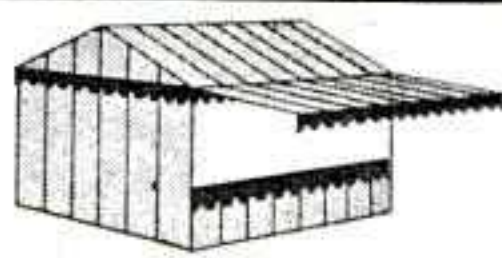
PEANUTS · POPCORN · SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

- Five Sizes Boxes — Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones — All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy
- Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
TED VINES 2908-14 Smallman St. Pittsburgh 1, Pa.
ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.



CONCESSION TENTS

Any color, size or shape
8' x 10' — 10' x 10' — 10' x 12' in stock

SALE OF TENTS
14'x21' — 28'x42' — 20'x30'
30'x30' — 40'x100' — all sizes
Send rough sketch for free estimate.

A. MAMAUX & SON

120 BLVD. OF THE ALLIES COURT 1-3500 PITTSBURGH 22, PA.

TENTS

All Sizes—NEW AND USED—All Styles

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

CAMPBELL TENT & AWNING CO., INC.
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

You're safer from fire

Flameproofed
FLAMEFOIL TENT FABRICS

Approved by Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities.

Flamefoil is fireproofed, resistant to water, weather, mildew.

Manufactured under patents No. 2,044,176 and 2,299,612. Others pending.

Write for samples and name of nearest supplier.

PHILADELPHIA TEXTILE FINISHERS, INC.
Ford and Lafayette Streets Norristown, Pa.

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

FOR COMPLETE, RELIABLE

INSURANCE

FOR ALL

OUTDOOR SHOW BUSINESS . . .

Contact the

McGOWAN AGENCY

For 15 years specialists in outdoor show business insurance problems
A-1338, 175 W. Jackson Blvd. CHICAGO, ILLINOIS
Phone: WAbash 2-3033-4-5-6

SHOW TENTS

WILL BE IN SHORT SUPPLY IF PRESENT DUCK ALLOCATIONS CONTINUE

PLAN YOUR 1951 NEEDS NOW

WRITE TODAY

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

YOU GET NATION-WIDE SERVICE WHEN YOU ARE INSURED WITH

CHAS. A. LENZ

The Showman's Insurance Man

1492 Fourth St., N. St. Petersburg, Fla.
Phone 7-5914

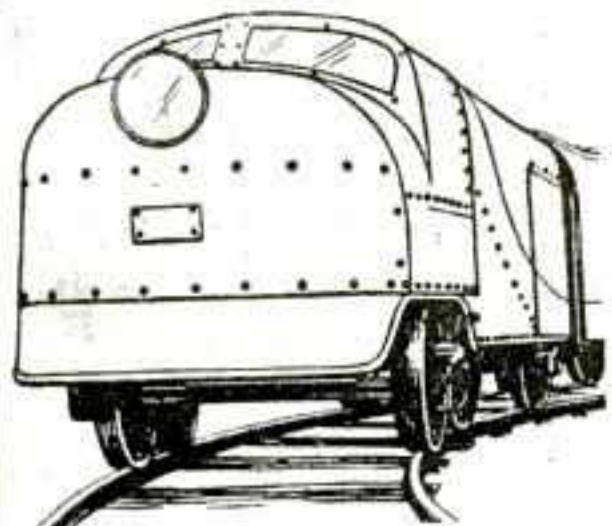
SHOW TENTS

CENTRAL Canvas Company

516-518 EAST 18th ST. Kansas City 6, Missouri
Phone: Harrison 3026

HARRY SOMMERVILLE

NEW-IMPROVED



Bowers 1951 Streamliner

The "Original" Streamlined Electric Train Ride Copied But Never Equaled

Attention, Operators

Here is today's most practical electric train ride. Higher quality, more appeal, yet no increase in price since 1946.

CHECK THESE FEATURES

- * Goes up or down in 30 minutes
* Operates by one person from ticket box
* Loads on small two-wheel trailer
* Runs on new type track with regulation 8-lb. rail in 100-ft. circle.
* Precision built in modern machine shop
* A product of years of combined experience in the manufacture and operation of Amusement Equipment

Now Priced at Only \$1,495.00

Write or Wire

K. MAX SMITH ENTERPRISES

(Exclusive Distributor)

BOX 297 RUSSELLS POINT, OHIO

USE PRESERVO FOR YOUR 1951 NEEDS

Protect, Preserve and Color Your Canvas Comes in Brown, Buff, Green and Clear



FLAMEPROOFING available in colors and colorless - Write for quotation.

ROBESON PRESERVO CO.

Port Huron, Mich.

Stevens, Cole-Walters Open Friday; K-M Sets April 22

HUGO, Okla., March 17.—Two circuses wintering at Hugo will open their season Friday (23) and a third, Al G. Kelly & Miller Bros., will bow April 22.

Cole & Walters Circus, in which Kelly-Miller holds a controlling interest, will open its second season at Coalgate, Okla., Friday (23). Herb Walters, part owner, will be manager, and Tom McLaughlin, another part owner, will be agent. Stevens Bros.' Circus, owned and managed by Robert (Little Bob) Stevens, will open at Broken Bow, Okla., Friday (23). Stevens and Kelly-Miller clashed in several Texas towns early last season, but no conflicting dates have been reported this season.

Kelly-Miller's season will get

under way a week later than last year. First spot on the route will be Antlers, Okla. The show will have some of its horses and young bulls at the St. Louis Police Circus thru May 6, after which they will be returned to the show.

Hamid-Morton Signs Ottawa

CHICAGO, March 17.—Omar Kenyon, special rep for Hamid-Morton Circus, announced here that Ottawa, Ont., has been signed for May 21-26. The stand is a late addition to the previous announced route.

The show will be sponsored by the Kiwanis Club, a new auspices for the show there. Some years ago Hamid-Morton played Ottawa under another auspices. Kenyon pointed out that the date includes Victoria Day, May 24, a Canadian holiday. It comes between the show's Montreal stand (May 12-19) and Richmond, Va., stand (June 11-17).

Kenyon, stopping here en route from Kansas City, Mo., and Wichita, Kan., dates, reported incomplete returns from those towns showed business increases over last year. The show closes at Wichita Sunday (18) and will lay off for Holy Week. It opens at Buffalo March 26.

Siebrand Org Opens, Names Circus Acts

PHOENIX, Ariz., March 17.—Siebrand Bros.' Circus & Carnival opened here Tuesday (6) with a big top program running one hour and 40 minutes. The show moves to Yuma, Ariz., after closing here Sunday (18).

Line-up of circus acts on the show includes Tony, Armida and Alice Gutierrez, web, wire and ladders; Phil and Bonnie Bonta, perch; Ivan, Mary and Cliff Henry, rolling globe and dogs; Harry Ross, dog; Harry Clark, menage horse and pony drill; Pancho and Danita, Spanish dances; Maurice Marmolejo, slack wire, and Ed and Artie Weidemann, elephant, monkeys, dogs and ponies.

Clown alley has Harry Ross, Coko and Moko, and Grace and Jack Fairburn.

Blackpool Unit Sets Talent

BLACKPOOL, England, March 17.—The Blackpool Tower Circus starts its season March 22 with a program of animal and circus acts, which will be presented twice daily for a run of 30 weeks, ending October 20. In addition to the regular matinee and night shows, mid-morning performances will be presented daily during several of the busier weeks of the Blackpool season.

Kathleen Williams, director and booker of the Tower Circus, has lined up several big animal acts from the Knie Bros.' (Swiss National) Circus, including Knie's tigers and ponies and Knie's Liberty horses, presented by Wenzel Koss-Mayer, and Knie's chimpanzees, handled by Mr. and Mrs. Smith. Other animal acts on the bill will be Oscar Konyot's lions and Victor Julian's dogs.

Circus numbers include the Great Alexander Troupe, teeterboard; Four Richys, bar act; Three Lorandos, comedy wire; Three Houcs, jugglers, and several clown groups, headed by Carletto and Paul Cairoli, well-known French joes.

As usual, the finale will be a water spec, with Annette's Circusettes and other acts featured in aquatic numbers while the Flying Constellation, aerial novelty trio, will perform above the pool.

New German Unit Planned By Wacker

HAMBURG, March 17.—Emil Wacker, owner-operator of the well-known Circus Apollo, one of the most important circuses in Germany, will launch a new tent circus, Circus Hansa, at Uslar-Solling (Niedersachsen), March 24. Circus Apollo will continue to play the big cities of Germany while Circus Hansa will cover the smaller spots.

Wacker is particularly pleased that the international talent problem in Europe has improved to such an extent this year that about 20 of the German circus and animal acts featured with his Circus Apollo have recently been able to secure engagements in other countries, while he has been able to secure good acts for his two circuses from practically all countries of Europe, as well as from Northern Africa and the Far East.

Since the war the German circuses have been hampered by their inability to import new talent due to postwar regulations of most European countries, practically denying entry to these countries of German acts and prohibiting circus and vaude acts from the same countries to seek work in Germany. At present most of the European countries, including England, have rescinded such regulations or have replaced them by some form of quota arrangement, making an interchange of acts possible.

Hugo, Okla., Notes

HUGO, Okla., March 17.—Harry Edmonson has returned from Minneapolis where he visited his son, Harry, who leaves for the armed service May 1. He also visited friends in Kansas City, Mo., and the Heart of America Showmen's Club there. Mrs. Katherine Davis, wife of Jean, who was to join Cole & Walters Circus, died in Tampa. Burial was in Hudson, N. Y. Happy and Marie Loter are visiting friends here. Mrs. B. Baker, Alton, Ill., is visiting her sister, Ione Stevens. Red Foker is visiting in Illinois before he joins Cole & Walters as boss canvasman.

Bob Grub, has signed his dog and horse act with Cole & Walters. Tom and Tiny Twist, working in Monroe, La., will be back, as will Mr. and Mrs. Al Conners, with their dogs. Mrs. James Devine, formerly Beverly Vannette, is visiting her mother and friends in Hugo quarters. Mildred Welbes' trailer was robbed of bonds, jewelry, money and other valuables.

CONCESSION Electric Floss Machines Bring in Bigger Cash Profits!



500 Cones Per Hour 24 Hours a Day With Heat and Speed Control Direct drive Concession Model 120 is the only floss machine on the market with motor only \$295 fully guaranteed for six months! You'll get more production... and with less sugar!

Write for Full Details CONCESSION SUPPLY COMPANY 3916 SECOR RD. TOLEDO 13, OHIO

Amazing Cash Profits With Excel's Electric CORN POPPER



Keep your cash register ringing! For a small investment you reap BIG PROFITS! Ideal for ANY location, permanent or temporary, does the work of a machine SIX TIMES its low price; uses AC or DC current, any cycle, 17" by 17" by 26", it occupies small space, weighs only 30 lbs., comes complete with cord and plug ready to connect. Beautiful gray metallic finish, nickel trim, many other features. Fully guaranteed. Salesmen, write for proposition! ALSO AVAILABLE FOR FIRST TIME—Excel Warming Cabinet.

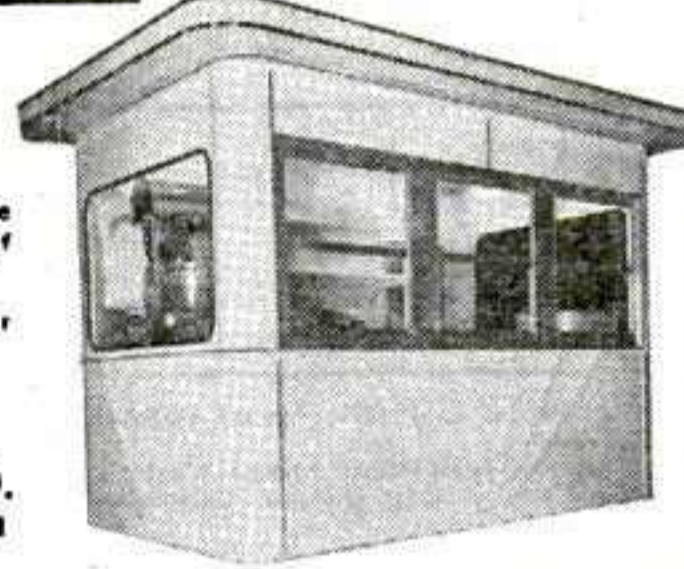
Excel Mfg. Corporation DEPT. B-324 MUNCIE, INDIANA

BINGO

Heavy Cards, Special Cages, Blowers, Transparent Markers. Write for bulletin Amusement Industries, Box 2, Dayton 1, O.

REFRESHMENT STANDS

Mounted on steel channel base. Size to specification. Fully equipped if desired. Lifetime construction. We build, equip and deliver to your location. Price on request.



CALUMET COACH CO. 11575 S. Wabash Ave., Chicago 28, Ill Phone: WAterfall 8-2212

Floss Equipment & Supplies Available!

A few Gold Medal Whirlwind floss machines and a limited quantity of machine-rolled floss cones available at last year's prices for those who act now! Poppers can still meet your needs on popcorn, candy apple and snowball supplies. DISTRIBUTORS FOR GOLD MEDAL PRODUCTS POPPERS SUPPLY CO., Inc., of Phila. 1211 North 2nd St. GARfield 6-1616 Philadelphia 22, Pa

Advertisement for Sani-Serv Detergent featuring a woman cleaning a counter.

Advertisement for Steel or Wood Chairs from Adirondack Chair Co.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as \$1. In Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 1 1/4, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

- LIGHT WEIGHT BINGO CARDS White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5 1/2 x 7 1/4, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢. Set Numbered Ping Pong Balls... \$15.00 Replacements, Numbered Balls, ea... \$40.00 3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25 Middieweight Cards, 5 1/2 x 7 1/4; White, Green, Red, Salmon, Yellow... 2.00 Per 100... 2.00 3,000 Small, Thin, Brown, BINGO Sheets, 5 colors, loose, not in bed, no pads, size 4 1/2 x 3, M... 1.50 Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50 Scalloped Edge, Green only, M... 2.00 Smaller Size, 3/4" diam, Red or Green Plastics, M... 1.50 Adv. Display Posters, size 24x36, Ea... .15 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3 pieces layout for Thin, Transparent Plastic Markers, Brown, 1/4 inch Per M... 1.00 Featherweight Thin Bingo Sheets, size 5 1/2 x 7 1/4, very large numerals, 7 colors, loose, not in bed, M... 2.00 Round White N. J. Cardboard Markers, 2 sizes; 1/4 inch dia., 1800 to 1b.; larger size, 3/4 dia., 1000 to 1b. Either size, lb... 65 Airrite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 30¢ Send for illustrated circular. For \$135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted immediate delivery.

J. M. SIMMONS & CO. 19 W. Jackson Blvd. Chicago 4, Illinois

FOR SALE GREYHOUND GROUP GAME

12 Unit—Excellent Condition. BEST OFFER * * * 30 UNIT GROUP GAME Similar to "Fascination" — Complete with chair, wiring, etc. Used 1 season — Original cost \$9400.00. SACRIFICE. BOX 625, THE BILLBOARD 1564 Broadway, New York 19, NY.

WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES

In addition to our complete line of Popcorn Supplies and Peanuts, we are now West Coast distributor for GOLD MEDAL PRODUCTS CO. Now we have everything you need for SNOW CONES • COTTON CANDY • CANDY APPLES • POPCORN When you are west of the Rockies see us first. 24-Hour Service

A. UNGER CO., Inc. 105 Golden Gate Ave. at Jones St. SAN FRANCISCO, CALIF.



Everybody Wants To Bat

The 1951 Automatic Mechanical Ball Pitcher, PITCHIN' PETE, pitches 2 1/4 in. sponge rubber baseballs at 3 second intervals. It holds 150 balls, you do not have to go back to the machine only to reload it. Price \$250.00 C. KESTY 23 S. 11th St. Sunbury, Pa.

America's Pioneer Manufacturer of Corn-Popping Machines



602 W. Cermak Road CHICAGO 16

25 POKER TABLES

With Stools, First Class Condition. \$1,000.00 Takes the Lot IRVING HAHN 185 Atlantic Ave. Lynbrook, L. I., N. Y.

Shooting Galleries

and Supplies for Eastern and Western Type Galleries. Write for Circular. H. W. TERPENING 137-139 Marion St., Ocean Park, Calif.

Pueblo, Colo., Sets Plans For Jubilee

Program Includes Historical Theme; New Kid Fun Zone

PUEBLO, Colo., March 17.—The 1951 edition of Colorado State Fair here, August 19-24, will be turned into a giant diamond jubilee celebration to commemorate Colorado's admission as the 38th State in the union. Attractions and exhibits will follow the theme, W. H. (Bill) Kittle, fair manager, announced.

Feature the first three days will be a pageant, *Colorful Colorado*, which will depict the State's history. The two-hour spec will be held on a 300-foot stage in front of the grandstand with a chorus of 500 furnishing the musical background for a cast of 750 costumed participants. Written by Ralph G. Taylor, editor of *The Pueblo Star-Journal*, pageant will be produced by John B. Rodgers Producing Company, Fostoria, O., with the fair and Chamber of Commerce as sponsors.

Historical Slant

Another historical slant will be the replica of a Colorado frontier town to be spotted in the center of the fairgrounds where patrons will

(Continued on page 53)

3 Midwest States Okay Grandstand Wrestling Shows

CHICAGO, March 17.—Professional wrestling shows as grandstand attractions at fairs have received the stamp of approval from three Midwest State athletic commissions but permission to operate in Illinois is still pending, Tommy Sacco, Chicago booker, disclosed. Commissions in Indiana, Michigan and Wisconsin have okayed the grapplers as an amusement for fair patrons.

Lack of an okay is holding up contracts at nine Illinois annuals, including Jerseyville, Highland, Manteno, Harrisburg, Palmyra, Sandwich, Nashville, Shawneetown and Peotone, Sacco said.

Maurice (The Angel) Tillet, arrived in Chicago recently from France and has been signed as the grunt and groan troupe's headline performer.

Perry, Okla., Board Gets New Directors

PERRY, Okla., March 17.—Three new directors elected to the Noble County Fair board here for three-year terms include Dr. S. Wayne Bilby; John Shiflett, Red Rock, and Veril Brorsen.

Holdover members are E. L. Wilson, Harry Nelson, Victor Tautfest, Ed Morris, George Wolfe and C. A. Arsdell.

AN OUTSTANDING ACT
★ FOR ★
PARKS FAIRS CELEBRATIONS
BILLY OUTTEN
DIVING SENSATIONS
COMEDY • THRILLS • BEAUTY
GEO. M. HARTON AGENCY
PITTSBURGH 29, PA.

"SENSATIONAL
Criss-cross swaying pole thrillers
DORIS and VERN Orton
in
A FLIRTATION IN THE SKY
Mr. Talent Buyer—Now more than ever you need
THE ACT WITH CROWD APPEAL.
Represented by **AL MARTIN AGENCY**
Hotel Bradford, Boston, Mass.
Foreign Representative: **LEW & LESLIE GRADE, Ltd.**, Regent House, London, W 1.
Swing & Sway the Orton Way

Pennsy Event Sets Midway, Talent Pacts

TARENTUM, Pa., March 17.—Fawn Township Fair has been scheduled for June 18-23, with Beam's Attractions pacted for the midway. Al Martin Agency, Boston, will supply grandstand talent.

Event is under fire company and civic group auspices, with Everett Shirley secretary. Fireworks will be featured several nights of the run, and a fair king and queen will be crowned Children's Day. Three parades are scheduled.

All exhibit space has been sold, and efforts are being made to secure additional tented space. Farm machinery display space has been enlarged. Fair officials report that the event drew over 40,000 last year.

Elect Address La. President; Rename Hirsch

SHREVEPORT, La., March 17.—R. Thad Andress, who led the successful 1949 drive for \$365,000 to enlarge Louisiana State Fair stadium to 32,000 seats, was elected president of the fair here Monday (12). William R. (Billy) Hirsch was re-elected secretary-manager for his 24th consecutive year. Andress succeeds Walter B. Jacobs Sr.

Edwin F. Whited was elected a director to complete the unfinished term of the late E. A. Forst. Also elected were E. Bernard Weiss, first vice-president; A. H. Weyland, second vice-president and Justin R. Querbes Sr., treasurer.

Fair dates were officially announced as October 20-28.

Calgary Sets Matinee Acts

CALGARY, Alta., March 17.—Cowboy clown Slim Pickens has been signed for a repeat at Calgary Exhibition and Stampede and three other afternoon program acts will make their initial appearances at the show.

The new acts are Beeswax Moore with his performing mule; Slivers Johnson, comedy auto, and a professional football player who "fights" Brahma bulls at summer rodeos.

Dick Cosgrave, arena director, has announced that the Brahma bulls contracted from Verne Elliott last year will again be used at Calgary.

Okay Saskatoon Ex Livestock Building

SASKATOON, Sask., March 17.—Permit for the purchase of 100 tons of structural steel has been awarded Saskatoon Exhibition Association by the steel control board at Ottawa, thus giving the go-ahead to a livestock building expected to be ready for this year's fair.

Most of the necessary materials are already stockpiled on the grounds and the footings were installed last fall.

Ottawa okay was based on the facts that construction had started, that much of the material was on hand and that the contract had been awarded before restrictions were in effect.

Marshall, Tex., Switches Dates

MARSHALL, Tex., March 17.—A switch of dates by Central East Texas Fair and Livestock Exposition here has been made to obtain the Bill Hames' Shows as the midway attraction. L. P. Martin, fair president announced. New dates are October 8-13.

Plans are being made for the construction of a new livestock building in the hope that it will be completed by fair time.

FLU EPIDEMIC SMACKS NATIONAL ORANGE SHOW

First Six Days' Gate Down 13,082 From '50; Special Days Hold Up

SAN BERNARDINO, Calif., March 17.—The 36th annual National Orange Show, which opened for 11 days Thursday (8), was trailing last year's figure by 13,082 at the end of the first six days. Attendance was 107,000 as against 120,082 in 1950.

Dip in patronage was blamed upon the flu and virus epidemic that has hit Southern California. In addition, the fair opened in cold weather, with fourth-day crowds being cut by high winds.

Special day results compare favorably with last year's run. Sunday (11) was attended by the Shriners and Sciots and that day's turnstiles hit 32,457 as against 42,679 a year ago. Appearance of Bob Hope for his radio broadcasts from the grounds Tuesday (13) accounted for the first day's admissions exceeding those of 1950. The figures were 17,360 compared with 15,262.

Showmen's Day

Also helping the top day's mark was Showmen's Day, with the Pacific Coast Showmen's Association membership attending en masse, and accounting for 700 of the total. A caravan of 107 cars left Lincoln Park that morning with Orville N.

O. S. Warden Dies at 85; Montana Exec

GREAT FALLS, Mont., March 17.—O. S. Warden, 85, former president of North Montana State Fair here, newspaper publisher and a leading figure in the development of Montana, died at his home here Monday (12).

Warden was publisher of *The Great Falls Tribune*, owned *The Montana Farmer Stockman*, *The Great Falls Leader*, radio station KMON, and a printing and supply business. He was a director of the Associated Press and served as Democratic national committeeman from Montana for 17 years prior to his death.

He is survived by his widow, Eleanor, and a son, Jock.

Dennis Day Booked For Indianapolis Coliseum Program

Ink J. Dorsey Ork for Horse Show; Hike Advance Gate Ducats a Nickel

INDIANAPOLIS, March 17.—Continuing its policy of using name attractions to supplement its natural drawing power, Indiana State Fair here has signed Dennis Day, radio and motion picture star, to head its Coliseum show the first four days of the '51 fair, Carl Tyner, secretary, announced. Day, who will be featured in a two-hour show, follows Bob Hope, whose performance last year grossed approximately \$71,000 for the same number of shows.

Jimmy Dorsey's orchestra will provide the music for the horse show which uses the big building the last six nights of the run. Tex Beneke's ork filled this spot in '50.

Other attractions set for this year include the Cetlin & Wilson Shows on the midway, night grandstand revue by Barnes-Carruthers Theatrical Enterprises, Chicago, three performances by Irish Horan's Thrill Show, a State-wide square dance, one day of running races and the regular \$175,000 harness race meet.

Only change in admission prices this year will be on the advance sale of front gate ducats. These will be priced at 40 cents, a nickel more than last year. Regular front

Crafts, owner of the shows playing the midway, hosting the group at a luncheon.

Orange Show went all out on publicity this year using 66 24-sheet boards, 13 overhead street

Protective Laws Sought By N. C. Assn.

RALEIGH, N. C., March 17.—Norman Y. Chambliss, manager, Rocky Mount Fair and chairman of the North Carolina Association of Fairs' legislative committee, announced that a meeting of the group will be held here Tuesday (27) to discuss with Commissioner of Agriculture L. Y. Ballentine the possibility of legislation to protect annuals in the State. Various other matters relating to fairs also will be discussed.

Association officers and directors include Curtis A. Leonard, Lexington, president; Willard T. Kyser, Greenville, and W. C. York, Asheville, vice-presidents; W. M. Oliver, Reidsville; Dr. J. S. Dorton, Shelby; Hobart Brantley, Spring Hope; W. B. Burchette, Enfield; Norman Y. Chambliss, Rocky Mount; Corbin Green, Hickory, and Dr. A. H. Fleming, Louisville, directors, and Mrs. Clyde Kendall, Greensboro, secretary-treasurer.

Dallaston Contracts Hannum for Midway

DALLASTON, Pa., March 17.—Dallaston Fair Association this week booked Morris Hannum Shows to provide the midway at this year's annual to be held August 13-18, Harold J. Jamison, president, announced. The event is to be climaxed with a street parade the final night.

Principal speaker at the wind-up activities will be Governor Fine, of Pennsylvania.

banners, all of the Los Angeles metropolitan dailies and 130 selected weeklies. Thru a tie-up with Circus Peanuts, the event was plugged for 25 nights on television. The gimmick used was a free ride for a wrapper.

Silver Buck Admission

Admission to the event was again \$1 with the visitor depositing a silver buck in a turnstile. For the first time in several years, servicemen were admitted for 50 cents. Children under 12 were admitted free Saturday morning before noon. The admission per-

(Continued on page 53)

North Battleford Names Craig Prez

NORTH BATTLEFORD, Sask., March 17.—A Millar Craig was elected president of North Battleford Agricultural Society here to succeed A. T. Youngblut, recently transferred by his firm to Edmonton.

Heavy horse classes will be dropped from this year's fair and new classes will be introduced in light horse and cattle sections, with prize money increased \$300 for each.

Directors designated \$1,300 for horse racing. In addition, the local Kinsmen Club is donating \$250 toward a stake race.

ATTENTION!
FAIR SECRETARIES
CONTACT
ERNIE YOUNG
AGENCY
FOR YOUR 1951 GRAND STAND SHOW
203 N. Wabash Chicago, Ill.

For the Best in the West
in Acts,
Revue, Grandstand Shows
for FAIRS—PARKS—CELEBRATIONS
Write, Wire or Phone
J. C. MICHAELS ATTRACTIONS
Chicago Offices: 64 W. Randolph St. Chicago, Ill. Phone: RA. 6-3628
Kansas City Offices: Reliance Building Kansas City, Mo. Phone: KA. 9382

CARNIVAL WANTED
To play at FAYETTE COUNTY FAIR, La Grange, Texas, October 4, 5 and 6. Advise number of Rides, Shows, Concessions, Specialties. Contact
Secretary, Fayette County Fair Assn.
La Grange, Texas Phone 71

WANTED
CARNIVAL OR SMALL CIRCUS
August 31-September 1
FOR ANNUAL AGRICULTURAL FAIR
(1950 Rodeo Attendance 12,000)
Write—S. J. CURRIE
Drawer "N," Huntingdon, Que.

Billboard
Spring Special
DON'T MISS THIS BIG ISSUE
featuring ARTICLES LIKE THIS:
FAIRS
PUT ACCENT WHERE IT COUNTS

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG-SPRING SPECIAL along with 7 other special issues during the year.

Receive 8 Big Special Issues

NAME

ADDRESS

CITY ZONE STATE

OCCUPATION

512

Top Crowd Seen For N. E. Meeting

Schedule Special Events To Mark Silver Anniversary Celebration

BOSTON, March 17.—New England Association of Amusement Parks is prepared to welcome a record gathering of members and friends Wednesday (28) at the Parker House here when it celebrates its 25th anniversary.

Final plans were approved here last week at a general committee meeting, headed by President John Collins and Program Chairman John J. Dineen. Advance reservations for the business meeting and the silver anniversary banquet exceed all previous meets, reports Fred Markey, committee secretary. Program highlights include a

tribute to Edward J. Carroll, president of the National Association of Amusement Parks, Pools and Beaches, and the first new England member to be elected to that post.

Forty distinguished service plaques also are to be awarded.

Jones Writes History

The afternoon business session will include a comprehensive study of park and beach problems. A luncheon, banquet, floorshow and dancing also are scheduled. A special history of the organization has been prepared by Wallace St. C. Jones and will be included in the anniversary brochure to be distributed at the dinner.

Gov. Paul A. Dever is expected to convey the Commonwealth's special greetings at one of the sessions.

Scheduled speakers and their topics include Clarence Borgard, Medford, Mass., ride maintenance; Allan E. MacNicol, Rye, N. Y., personnel problems; Harry Storn, Springfield, Mass., advertising; Fred T. Lauerman, Chicago, insurance, and Morris Weiner, Nantasket Beach, Mass., food.

Carroll and Secretary Paul H. Huedepohl, of the NAAPPB, will report on national plans. A number of directors of the NAAPPB have indicated that they will attend the meeting.

Conneaut Eyes Banner Season; Bookings Gain

CONNEAUT LAKE PARK, Pa., March 17.—Conneaut Lake Park officials look forward to a banner season as preparations go forward for the opening of the resort's 51st season on May 25, reports General Manager W. J. Tarr.

Park officials base their optimism on the many conventions that already have been booked for June and September, a large number of requests for accommodations they have been receiving from people planning to spend vacations here, and picnic bookings which already are substantially ahead of the corresponding period last year. Many satisfied organizations that held picnics last year in the park have set their plans early to assure choice dates, Tarr said.

Since close of the 1950 season a large crew has been at work in refurbishing equipment and adding new facilities. Shelters have been erected to accommodate thousands of picnickers in inclement weather, as well as mid-way shelters. New rest rooms also have been completed. Inside painting is finished in the Park Grill and Beach Club. U-Drive-Em and row boats also have been repainted, and work has shifted to outdoors with the arrival of warmer weather.

New this year will be a Flying Scooter and 20 Dodgem cars. Tarr reported that the miniature golf course, built last year, grossed far beyond expectations. Other facilities include the Hotel Conneaut of 150 rooms, owned and operated by Conneaut Lake Park, Inc., of which E. E. Freeland is president. Freeland is expected to return from Fort Lauderdale, Fla., about April 1.

All facilities are company-owned and personnel, in the main, is composed of college students. Radio, newspaper and highway advertising again will be handled by the Yount Company, Erie, Pa. The management is adhering to its policy of offering free acts each week, with fireworks added for July 4.

Pennsy Spot Gets New Op

WEST CHESTER, Pa., March 17.—Chester County Rod and Gun Club, Inc., recently announced that Arley B. Ellsworth, Wilmington, Del., has leased Brandywine Park for five years.

Ellsworth plans to make extensive improvements to the spot, opening April 29 with 12 half-hour shows. Concessions, rides, picnic grounds and swings for children are part of the renovation plans.

Using the name Cousin Lee, Ellsworth has headed a cowboy troupe playing thru Pennsylvania, Delaware, New Jersey and Maryland. For seven years he conducted Radio Park between Johnson's Corner and Booth's Corner near the Delaware line. He also runs an early morning record show on WDEL, Wilmington.

Olympic Spot Will Preem Minus Coaster

Thrill Ride May Be Ready by Decoration Day

IRVINGTONTON, N. J., March 17.—Roller Coaster at Olympic Park here, which was severely damaged by a gale late last November, will probably not be ready for the spot's daily operations bow, May 19, Robert Guenther, park treasurer, reported this week. He expressed the hope that the ride would be ready for Decoration Day, May 30.

Management plans to open the park over the first and second week-ends in May, and the spot's takes for those dates would be greatly affected by the absence of the Coaster. Guenther said that reconstruction of the ride had barely started, with the lack of a comprehensive set of original plans for the device handicapping work.

Over the years since the Roller Coaster's installation additional plans were drawn up, making the task of H. P. Schmeck, of Philadelphia Toboggan, who is redesigning the structure, that much tougher. Schmeck must incorporate his plans with those of the original designer, and Olympic is waiting for his finished product. The park has the materials on hand and has placed all in readiness for the actual construction work.

General refurbishing activities at Olympic are proceeding.

Batt Sets Easter Bow, Hypes Free Act Sked

NEW ORLEANS, March 17.—Pontchartrain Beach will get into partial operation on a week-end basis Easter Sunday (25) and will have all facilities except the beach open on April 15, operator Harry J. Batt reported this week. Swimming will start April 29, he said.

Batt, recently returned from the West Coast, reported that everything has been refurbished in preparation for the new season.

He announced a new plan for booking free acts, which he believes will give Pontchartrain its strongest showing in this field. Batt will work with a Dallas operator on the bookings. Each spot has agreed to book the same acts for two weeks, giving talent a month's work in this area. First in will be Harrison's Animal Circus, starting April 15.

A hammer balloon game and a Roman target game have been added to the beach line-up. The Arcade has been readied for the opening.

In California, Batt visited Pat Murphy at Long Beach; George A.

Schmidt at La Jolla; Doug Wiser, game manufacturer; Louis Jenkins, Santa Cruz, and George K. Whitney's San Francisco beach.

He praised the Whitney set-up, saying it has set the pace for beach centers. Batt also visited municipally owned Mission Beach at San Diego. He expressed a belief that public operation is unsatisfactory and predicted difficulties for the spot.

Kennywood Starts April 22; Cars Added to Three Rides

PITTSBURGH, March 17.—Kennywood Park here will open April 22 for Sunday operation and May 16 for full-time business. A. B. McSwigan, park president, announced this week. Government restrictions have curtailed new building plans, but much renovation has been completed and new equipment has been added.

New in the ride line-up will be an Allan Herschell Sky Fighter, kiddie ride. Also new are nine cars on the Roller Coaster, 30 new cars on the Lusse Auto Scooter and six new Rocket cars.

Eight new scenes by A. L. Dudek have been installed in the Old Mill, and a number of new stunts from Philadelphia Toboggan Company have been added to the Daffy

Blaze Limits Betts Funspot

REDONDO, Wash., March 17.—Total loss of the huge Redondo Beach Skating Arena here in January has forced W. J. Betts, owner, to abandon plans for regular park operation this year. He said a new location will be sought for his rides.

The spot was left without a major attraction for night business, he said, and consequently will be limited to beach, picnic and concession business. The beach area will open April 1 for week-ends and July 1 for full time.

Betts reported that 50 new picnic tables, additional stoves and a picnic shelter have been added this season.

COMPETITION PLANNED

Swim Suit Sponsor Spurns A. C. Contest

ATLANTIC CITY, March 17.—Miss America Beauty Pageant staged here annually lost one its sponsors this week as E. W. Stewart, president of Catalina, Inc., swim suit manufacturers, announced that his firm would withdraw because of the contest's new policy of focusing more attention on talent than figure beauty.

Catalina has backed the pageant

for 12 years. Stewart said that immediately after Miss America was selected last year contest officials refused to allow her to pose in a bathing suit for a magazine cover shot. He further claimed that because of the pageant's failure to fulfill its obligations to Catalina the firm was forced to cancel its usual Miss America retail store personal appearance tour for the coming season.

New Promotion

Stewart said that Catalina, Pan American World Airways and a leading Hollywood studio not named would team up to choose a Miss Universe. Plan would be to bring beauty queens from about 40 countries to compete with an American representative for the title. Branch offices of the three parties involved would supervise selection of foreign country fairs.

The American girl would be chosen in Hollywood from 48 representatives, who in turn will be selected by their respective States. Final competition for the Miss Universe title would be held in Hollywood in June of each year. The winner would be slated for a long-term movie contract, while runners-up would get a variety of awards and screen tests.

New event would be under general management of Oscar Meinhardt, advertising and sales promotion director of Catalina. He made the original tie-up with the Miss America contest and produced several of the pageants.

Gay Way Plans Western Motif For G.I. Trade

Army Camp Hypes Activity; Funspot To Use Auspices

REDONDO BEACH, Calif., March 17.—Announcement that an army camp will be installed in this vicinity brought activity at the Redondo Gay Way, with Al (Moxie) Miller being named manager. He was instrumental in establishing the amusement area about five years ago.

Miller said that plans are underway to convert the three-block property into a pioneer or Western town. Zone will operate under auspices of several civic organizations, with the groups receiving a percentage of the revenue.

Rides, Concessions

While no definite opening date has been set, it is believed it will be about June 10. Miller said the zone will feature 12 rides and about 24 concessions. Plans also are being made to open the ballroom as a United Service Organization project.

In addition to the amusement area, the Gay Way will be advertised nationally to attract people to its sports fishing pier and seafood restaurants.

New Road To Benefit Rockaways

NEW YORK, March 17.—Beaches and amusement areas on the Rockaway peninsula, from Far Rockaway to Rockaway Beach, will be served this season by a \$680,000 highway improvement program slated for June 1 completion. The only highway providing toll-free access to the Rockaways has been Rockaway Boulevard, which bisects Belt Parkway and the junction of Woodhaven and Cross Bay boulevards, the principal large capacity routes from New York to Brooklyn.

Rockaway Boulevard is the logical route for patrons heading for the Rockaways, but for years bottlenecks resulting from a two-lane bridge over Hook Creek, and a stretch of narrow roadway, caused such week-end congestion that the route was avoided by most motorists.

Building of the huge International Airport at Idlewild forced this city to shift a large section of Rockaway Boulevard inland from Jamaica Bay, and it is this section which has been expanded into a four-lane highway, which will eventually be increased to six. New bridge over Hook Creek is large enough to carry six lanes of traffic. The Rockaway peninsula end of Rockaway Boulevard is destined to become a major recreation and amusement center. Area has a ball park, stadium, bowling alleys, restaurants, cinemas and legit theater.

Pool Ops Wait For NPA Word On Gas Orders

CHICAGO, March 17.—No clarification of the National Production Authority's recent ruling on priority ratings for chlorine has been received by the National Association of Amusement Parks, Pools and Beaches, it was reported this week.

Pool operators have been in doubt as to whether the ruling would restrict or even prohibit their purchases of chlorine. Paul H. Huedepohl, secretary of the NAAPPB, said that several governmental agencies are reported to be in conflict over which one will have jurisdiction.

Huedepohl stated that he had received no reports of any pool being refused chlorine.

Several pool operators are expected to meet at Ohio State University this week for the annual pool clinic and refresher course. Huedepohl said that the chlorine ruling would be discussed there.

Philly Zoo Opens Building April 14

PHILADELPHIA, March 17.—Animals at the Philadelphia Zoo are being moved into the recently completed carnivora house, which will be opened to the public April 14. The building will allow display of animals in natural surroundings, separated from the public by moats.

Fawsa, one of four lions at the zoo, died recently. The lioness had had 27 cubs in the 16 years she was at the zoo.

VIDEO'S DOYE O'DELL OPENS CALIF. KID SPOT

COMPTON, Calif., March 17.—The Doye O'Dell Tiny Town Park, operated by the TV cowboy and Harry Matthews, teed off Sunday (11) with O'Dell making an appearance. Stunt pulled nearly 10,000 riders, with children accounting for 99 per cent of the revenue. Rides go for 9 cents, three for a quarter. Pony ride is 25 cents, however.

O'Dell has been plugging the park, designed for kids, over his six-day KTLA-TV show. With 15 kids furnishing background on the show nightly, each is given, among other things, six free tickets for rides. Rides also are premiums for coupons found in O'Dell's sponsored popcorn packages. Thru a deal made with other kiddie parks, the coupons also are honored by them.

O'Dell Appearances

Entrance into the park field is not new for O'Dell, for he has appeared at Lucas Kiddieland, Los Angeles; Venice Lake Park, Venice, and at Ocean Park Pier. However, the local deal marks his first permanent association with the amusement zone business.

Arkansas Slim Andrews, who appears on O'Dell's video show, makes a personal appearance tomorrow (18). O'Dell returns Sunday (25), with the children getting Easter baskets and free rides. The day is being sponsored by the Compton Elks. In addition to his appearance, O'Dell autographs pictures and poses with the kids for snapshots.

The park gets some plugging

Whitney Buys Train

SAN FRANCISCO, March 17.—George Whitney, owner of Whitney-on-the-Beach here, has purchased a miniature train from Miniature Train Company, Rensselaer, Ind., for addition to his kiddie ride set-up this season.

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-Planes excellent 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 \$800.00. MAX GRUBER, 201 E Broadway, Long Beach, L. I., N. Y.

IDEAL LOCATION FOR RIDES

Kiddie Rides, Roller Skating or any kind of amusement. Plenty space, side of lake, main highway (Route 31) heavy traffic. 2 miles from town. Write for information. John Andriotis, Springdale Park, Route 31, Newton, N. J.

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.

MINIATURE GOLF PAYS

A new money-maker for kiddielands, drive-ins, resort hotels, pools, driving ranges. Up to 200 players an hour on this 15,000 sq. ft. layout. Order now for Spring. Attractive, tested by experience. Write for literature. HOLMES COOK COMPANY, 302 State St., New London, Conn.

DANCE PROMOTER

Ballroom Available. Excellent proposition operating Sunday Night Dances. New Industry and Service Personnel Impact. OCEAN BEACH PARK, NEW LONDON, CONN.

WANTED

JOYLAND PARK, Rocky Mount, N. C., Fairgrounds, May, June, July, August. Four modern Major Rides, four Kiddie Rides, Portable Skating Rink, Skee Ball Alley, Bingo. No Concessions or Shows, as park is established. No main gate charge. Population of city, 30,000. Contact quick. NORMAN Y. CHAMBLISS, Rocky Mount, N. C.

WANTED MECHANICAL MAN

Boardwalk, Atlantic City. Six months work. Write or wire at once. VI-DE-LAN, 1119 Boardwalk, Atlantic City, N. J.

MINIATURE TRAIN FOR SALE

Steam type engine. Pop-off and whistle. Gas driven. 14 in. gauge. Four cars. Seats 32. 1200 ft. 6 lb. rail. Write for price and photo. A. D. SHARPE, 85 North Sierra Madre Blvd., Pasadena, California

War Show Op Flew Into Biz As Flying Circus Pilot

Continued from page 47

career. It also left him with a leg so weakened that he was required to use a cane and he still uses a cane. This, plus his ever-present cigar, are almost his trademarks.

Nat was returned to the States after he was shot up and he was discharged at Dallas. There he settled. He had previously been active in Shrine work, but he became increasingly active. Because of his flying circus experience he was named to the committee handling the Shrine's sponsored dog and pony show. This led him into the circus business, for the sponsored show—Gentry's Dog and Pony Show—registered whopping business at the Dallas stand; such big business that Nat asked himself, "How long has this been going on?"

He made inquiries and decided the circus business was for him. In association with E. L. Harris, a Dallas man with no show business background but the necessary wherewithal, Nat organized the Harris & Rodgers Circus to play Shrine-sponsored stands.

Plays Midwest

The show remained out from 1922 thru 1927, playing thru the Midwest and the South. By 1927 business for such tented circuses was in a bad way, and the show, which wintered in Dallas the first year and shifted its quarters to Tampa the following year, was sold, piece-meal.

During the years the show wintered in Tampa, Nat had acquired many friends. Tog, his years in the circus business had given him show business know-how, so he shifted to booking indoor shows. For about three years he handled names stars, such as Will Rogers, spotting them in Florida cities.

In 1931 he was invited to join the staff of Chicago's Century of Progress. Named chief of amusements, he held that post thru 1933. The following year he, in association with Dick Olson, of Chicago, had numerous operations at the Century of Progress. These included horoscope and whistle concessions and a ride, the Flying Turns, a toboggan-like device, which was one of the major rides of the exposition.

Big Fair Experience

His achievements at the Century of Progress gave him stature in the fair field, and in '35 he became a member of the planning commission that developed plans for the Texas Centennial. He also was named director of concessions for that event. In '36 he headed the midway operation and in addition, on his own, had Streets of All Nations, a composite village with a stagemat produced by Ernie Young, plus exhibits. The Dallas expo did not fare well, the Streets of All Nations even less profitably because of terrific competition provided by the Fort Worth Frontier Days.

In '37 it was figured that Fort Worth wouldn't run again, so Dallas decided to re-run as the Pan-American Exposition. After putting their plans into action, Dallas execs were fooled; Fort Worth decided to go again. It did, and again it hurt Dallas. In this year Nat revamped the midget village, transforming it into the Bowery, which he operated, but it didn't win money, again because of the opposition by Fort Worth.

In succession, Nat went to Houston at the urging of the Houston Chamber of Commerce to launch and operate the Houston Fat Stock Show. He remained in the Houston post three years, meanwhile putting the event on its way to its present stature. Sandwiched in those years was a stint at Little Rock, where he lent a helping hand

Flu Epidemic

Continued from page 51

mits visitors to attend the shows in Swing Auditorium, which also features headline acts. Talent was booked by the Phil Bloom Agency, in association with Sam Shayon.

The loss of the main exhibit building two years ago prevents the funneling of people thru the grounds. This year the area was used for the midway with Crafts Shows being on the 800 by 200-foot lot.

grandstand and arena and resurfacing of all streets. A new cafe is being built just west of the agriculture building.

to the management of the Arkansas Livestock Show.

Produces Camp Shows

When World War II broke out, Nat was put in charge of producing shows for National Guard camps in the Eighth Army Service Command, which embraced Texas, Louisiana, Mississippi and parts of Oklahoma.

In four years he was responsible for putting together 484 show units, which used a total of about 800 standard acts. The units played three shows a night, seven nights a week, using the 134 camp theaters in the service command. This operation continued even after USO shows came into the picture.

Following the war Nat went to Birmingham where he assisted in the operation of Alabama State Fair, which then was managed by J. C. McCaffery. He remained in Birmingham one year then developed a war show to go out with carnivals.

The first of these he put out in 1944 with the Royal American Shows and it continues with that show. He developed still other war shows and this season will have units on the Hennies Shows, Cavalcade of Amusements and the World of Mirth and James E. Strates shows.

Travels With Show

He travels with the unit on the Royal American and makes his home in Tampa, the Royal American's winter base. He is first vice-president of the Greater Tampa Showmen's Club. He also is a member of the Showmen's League of America, the Miami Showmen's Association and the Hot Springs Showmen's Association.

He is a past president of the Royal American Shrine Club and is an ambassador-at-large for Kaaba Shrine Temple, Davenport, Ia.

Mrs. Rodgers, who Nat married seven years ago, is the former Betty Jane Albaugh, of Oklahoma City. They have one child, Sherry, age 9, Nat's daughter by a former marriage.



THE WORLDS Safest

"The First Trip Around - Pays the Day's Operating Cost"

THE MINIATURE TRAIN

Write for Free 1951 Catalog



MINIATURE TRAIN CO. RENSSELAER, INDIANA

FOR SALE AT BEST OFFER

BEAUTIFUL **MERRY-GO-ROUND** 60 HORSES—2 CHARIOTS 40 HORSES ABREAST

SCOOTER RIDE 20 CARS AND OTHER EQUIPMENT

WHIP RIDE

BABY RIDES

CONSIDERABLE PARK EQUIPMENT

Large Amusement Park closing due to illness of owner.

Contact: **GEORGE J. JOSEPH** 532 Hamilton St. Allentown, Pa.

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 first letter to

WILLIAMS GROVE PARK AND SPEEDWAY Mechanicsburg, Pa. Roy Richwine, Proprietor

FOR RENT

Monticello Amusement Park, 5 acres, large pool, excellent location in large resort area, July, August. All kinds of entertainment needed. Co-operation.

RUPP & STURGIS MONTICELLO, N. Y.

WANT CHOICE LOCATION for AMUSEMENT ARCADE

Have all necessary equipment: Photomats, Voice-o-Graphs, etc. Over 150 assorted machines, all excellent condition.

NATHAN FABER & CO., INC. (Experienced and Reliable Operators of Complete Amusement Centers Established 30 years). 148-16 Boulevard, Rockaway Beach, N. Y. Belle Harbor 5-0379 and 5-7570

High Quality **KIDDIE RIDES**

ROTO WHIP — SPEED BOATS — PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

READY FOR 1951 DELIVERY The New and Improved 12 or 14 Unit

GREYHOUND RACE

Greyhound Amusement Device Co., Inc. 2124 Surf Avenue, Brooklyn 24, N. Y. ESplanade 3-6810

Billboard Spring Special

DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS: **AMUSEMENT PARKS** FACE UP TO BIG CHANCE

THE BILLBOARD 2160 Patterson St. Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive 8 Big Special Issues

NAME ADDRESS CITY ZONE STATE OCCUPATION

CLUB HQ ENDORSES BEERS-BARNES ORG

Unique "Blanket Okay" by Ruritan Urges Local Units to Sponsor Circus

BRADENTON, Fla., March 17.—Beers-Barnes' Circus has won endorsement of the national headquarters of Ruritan, a community service club, and active support of the organization in booking dates under auspices of the club's units in about 300 towns.

The blanket endorsement, believed to be the first of its kind in circus business, already has led to the signing of several dates under Ruritan auspices.

A comparatively new club, Ruritan is made up largely of farmers and its units are in Virginia, North and South Carolina, Georgia, Tennessee, Kentucky and West Virginia—all established Beers-Barnes territory.

The circus opens in Valdosta, Ga., in mid-April and will play a few Western Georgia spots as it jumps northward.

Officers Inspect Show

Gene Christian, general agent of the circus, said here that the Ruritan deal began in August, 1950, when the show played a "test date" under Ruritan auspices at Court-

land, Va. Ruritan officials, including the executive secretary, Marvin L. Gray, of Wakefield, Va., were on hand there and at several other towns.

The December issue of the Ruritan magazine carried an article suggesting that member clubs sponsor the circus, and the February issue carried another, directing interested clubs to contact Christian. Both Christian and the Ruritan office have received inquiries from club units.

Christian pointed out that the blanket endorsement was expected to lead to "wholesale" bookings, and he said that negotiations for similar backing from national headquarters of other clubs were underway for 1952.

Family Gives Show

Beers-Barnes is managed by Charles R. Beers and Roger A. Barnes. Mrs. George Beers, widow of the founder, will travel with the show again this season. Families of her children, Charles Beers, Mrs. Tillie Lawton and Mrs. Roger Barnes, make up most of the show's personnel. The family makes its home in Miami, where animal training is under way. Equipment stored at Valdosta, Ga., is being prepared for opening.

Show will have a new big top, an 80 with three 30s, and will add a chimpanzee act to the performance. A seal act was added in mid-season last year. Harry L. (Happy) Holmes, juggling and table rock, is back for another season.

Christian joined the show in August, 1949. Previously he had worked with Jimmie Hodges, Dan Fitch and the Ketrov family and had been in promotion and Chamber of Commerce work.

Cristiani Org May Buy Bulls, Rhino, Hippo

CHICAGO, March 17.—Lucio Cristiani, co-owner of King Bros. Circus, left here Thursday (15) to negotiate with Tony Di'Ano of Canton, O., for the purchase of major additions to the King menagerie.

Among animals that may be bought are a rhino, hippo and three African elephants. Cristiani and Di'Ano also will discuss return of Di'Ano's giraffe pit show to the King circus for another season, and the purchase by Cristiani of two zebras and two cheetahs.

Menagerie Grows

The possible additions would give King Bros. its largest assortment of menagerie attractions. Already set with the show is a five-elephant act worked by Norma Davenport, says Cristiani, bringing the show's elephant herd to 12. Last season the show carried a minimum of cage animals.

In Chicago after appearing at the Minneapolis Shrine show, Cristiani purchased wardrobe and other materials for his show. Horses and elephants used at Minneapolis were transferred from a railroad car to King Bros.' trucks here for their return to Macon, Ga., quarters.

Cristiani and wife, June, visited their son, Belen, who attends school here, and the boy's aunt, Jessie Sterba. They also attended the Polack Bros.' show here. Cristiani will return to Macon from Canton by plane. His wife will return from Chicago.

Clown May Show Politics the Way

DECORAH, Ia., March 17.—Those so-called clowns (non-pro) in some official positions may get experienced competition. Arthur (Bozo) Lamont, circus joey whose home is here, reports he has been nominated for mayor of Decorah.

MINNEAPOLIS SHRINE SHOW SETS RECORD

Attendance, Gross Reach New Peaks; Advance Credited

MINNEAPOLIS, March 17.—Altho plagued by almost daily snowstorms, annual Zuhrah Temple Shrine set a new attendance and gross receipts record for its Minneapolis Auditorium run March 1-10.

Bud Johnson, general circus chairman, before departing Sunday (11) for a three-week vacation, said that the attendance figure of approximately 150,000 was 10,000 more than 1950 when the Shrine held its first 10-day circus. Prior to that it had been a six-day run.

Gross receipts will be between \$140,000 and \$150,000, Johnson said. Altho the gross is up, the net is not expected to equal the \$65,000 of 1950 because of increased advertising and a 10 per cent boost in price of the show built for the Temple by Noel Van Tilburg.

Concessions Ahead

Concessions generally were 25 per cent ahead of a year ago, with ice cream and peanuts alone bringing in \$12,000 more in sales. Balloon sales were at least 50 per cent better than in 1950, Johnson said.

In the three final shows, Saturday morning, matinee and evening, the audience was "hanging from the rafters," Johnson said, with attendance at each performance over 8,700.

The weather was bad thruout the run, with five or six snowstorms, some the worst of the winter, hitting during the 10-day period. However, it was the big advance ticket sale that helped put the attendance figure beyond that of 1950, Johnson concluded. Final figures will not be available until after he returns from his vacation.

Strong Houses Bring Polack From Behind

CHICAGO, March 17.—Polack Bros. Circus moved into the final days of its stand here with high expectations of exceeding its 1950 over-all gross. Big houses thru the week erased most of the 10 per cent dip registered earlier. Six performances Saturday (17) and Sunday (18) would tell the story.

The Western unit headed into its second week with full-house business over the week-end and an unusually strong house for Monday (11). The big attendance continued thru the week despite snow. Friday's night show was sold out in advance and other night shows during the week filled up by whistle time. Matinees were good.

Advance ticket sales, program and promotion were up this year, but cash ticket sales were down. It was pointed out that the big advance diverted part of the ticket window take. During the first week the show was running neck and neck with 1949.

Next stop will be Chanute air force base, Rantoul, Ill.

Ringling Man Injured By Bulls; Loses Arm

ALBANY, Ga., March 17.—Eddie Grogan, 47, Ringling-Barnum elephant attendant, lost an arm as a result of injuries received while trying to quiet nine elephants in a railroad car. He also received chest and lung injuries. His left arm was crushed and was amputated at Putney Hospital here. Earlier his left hand had been amputated.

Four other attendants escaped injury. The elephants were being returned to Sarasota, Fla., after appearing with the Orrin Davenport show.

OPS' UPS, DOWNS

Most Indoor Stands Show Increased Biz for 1951

CHICAGO, March 17.—Most indoor circuses have shown an increase over last year's early business, according to reports from show owners. But some recent stands have fallen below the average set earlier in 1951, and in some cases show owners report only up-and-down business.

Most observers attribute increases to federal government restrictions which they believe leave more change in the public's pockets. Weather takes the rap for many of the weaker takes, with taxes, local unemployment and influenza coming in for mention.

A check shows that enthusiasm evidenced in January dimmed slightly by March, but most operators indicated they anticipated 1951 takes would exceed those of last season.

Orrin Davenport reported increases in grosses at Toledo; Grand Rapids and Saginaw, Mich.; Cleveland, and two spots played last fall, Kansas City and Wichita, Kan. More recently, Detroit broke about even with 1950 and St. Paul showed a decrease. Earlier, Erie, Pa., was off, but not as much as reported some weeks ago.

Hefty Increases

Hamid-Morton scored hefty increases over 1950 in Memphis, and in Milwaukee it filled a much larger building to exceed previous takes. Bob Morton anticipated as

much as a 30 per cent hike over 1950 in Milwaukee.

Mrs. Bessie Polack reported that both Flint and Lansing, Mich., were above last year, that Roanoke, Va., was considerably ahead and that Huntington, W. Va., was excellent for Polack Bros.' Eastern Unit.

Louis Stern, managing director of the Polack Bros.' Western Unit, said the season so far had been spotty. Hammond, Ind., was good and at Fort Wayne, Ind., the show was limited only by the size of the building. Louisville was off but Cincinnati was okay. In Chicago, advance sales were well ahead, but business during the first half of the stand was 10 per cent down. Stern expected to make up more than that loss during the second half.

Heart Fund To Get Gross Of R-B Bow

Tie-Up Brings Big Show Boff Promosh Outlets

NEW YORK, March 17.—Estimated gross proceeds of \$250,000 from the opening night performance of the Ringling-Barnum circus, slated for April 4 at Madison Square Garden here, will be donated to the Louise Baer Memorial Fund of the New York Heart Association by circus prexy John Ringling North.

In return, the Ringling show has secured billing in a section of New York that would be otherwise inaccessible because of restrictions. Advertising displays spotted thruout this city's east side, the upper income bracket region, have featured the R-B title prominently. This section of Gotham can be counted on to have the cash with which to meet the \$6 top the circus is asking.

In addition to the full-scale circus show, top talent slated to appear at the opener includes Jimi y Durante, who will serve as honorary ringmaster; Bob Hope, Benny Goodman, Mindy Carson, Imogene Coca, Ken Murray, Dagmar, Lily Pons, Lauritz Melchior, Bert Lahr, Gypsy Rose Lee, Mary Pickford, Buddy Rogers, Basil Rathbone, Jerome Cowan, Morey Amsterdam, Mrs. Arthur Murray and the Police Glee Club.

For the opener prices have been scaled thusly: Ringside boxes, \$1,000 and \$750 and single tickets ranging from \$1.50 to \$50.

Repenski's Barn Burns; Trucks Lost

SARASOTA, Fla., March 17.—Fire Monday (12) destroyed the Repenski Family's riding barns and spread to equipment of the Zacchini brothers. Losses were estimated at more than \$40,000.

Firefighting equipment from the adjacent quarters of the Ringling-Barnum circus was used, but the blaze, which started as a grass fire, moved rapidly because of recent dry weather. The Zacchins lost two semi-trailer trucks. Four other vehicles, including a sound truck and panel truck, were damaged. All were loaded with rides and other equipment.

Don Robinson Top Damaged in Storm

SARASOTA, Fla., March 17.—A strong gale accompanied by heavy rain damaged a tent at winter quarters of the Don Robinson Circus here Monday (12). The top was being used as shelter for the show construction under way.

Last season it was the big top for Ameri-Congo Animal Expedition.

Mills To Open April 14; Work Ahead of Sked

COLUMBUS, O., March 17.—Mills Bros.' preparations for opening here April 14 are ahead of schedule. Co-Owner Jack Mills reported this week. The act line-up is virtually completed, band members are signed and building is further along than at any comparable time in Mills Bros. experience, he said.

Mills announced that Dime Wilson had been contracted as producing clown and that the alley would be considerably strengthened this season. Bob Mills reported the band was set. No indication of what performers will be on the Mills show was given, but Jack Mills said only a single family act, from Europe, remains to be signed.

Booking Satisfactory

Fred Stafford, press rep, has added Tom Bynum Jr. and Lawrence Lewis to his staff. H. W. Ahrhart Jr. and R. M. Harvey report satisfactory booking progress in the Middle West. Four more promotion managers are expected to be added to the Mills crew.

The new big top, a 130 with three 40's, will be picked up early in April, Mills stated. Reservations for 500 persons have been made at the Deshler-Wallick Hotel for the Mills opening day party. New paper and window cards from Triangle Poster Company, Pittsburgh, will be used.

Barker Skeds April 30 Bow; Names Talent

CHICAGO, March 17.—Barker Bros. Circus will launch its full-show season April 30 at the annual spring stock show in Birmingham, Bill Blomberg, manager, announced here Wednesday (14). Part of the show, with Donny Beal at the helm, has been playing Southern dates since early this year.

Program at Birmingham will include an aerial ballet, Eddie Hendricks, bareback riding; Frank Doyle, heel and toe catch; Lou Henderson and George Lerch, juggling; Jimmy Statz, Ginger Woodie, Rose Mary Johnson, Don Beal and Fred Horius, trick riders; Marcus Troupe, acro; George Lerch, Lou Henderson and Ginger Woodie, roly-boly; three spotted Liberty horse acts, a baby elephant, and two high acts to be named later.

Clown alley will include Lou Kish, Jeff Murphy, Willie Clark, Billy Fowler and Frenchie Houle.

ACTS WANTED
FOR MY 1951
FAIRS & CIRCUSES
ERNIE YOUNG
 203 N. WABASH.
 CHICAGO 1, ILL.

WANT SEAT BUTCHERS
AND STAND MEN
 Sleeping accommodations. No Chinese.
 Show opens March 29th. Write to
CHARLIE AND JO WEBB
CAPELL BROS.' CIRCUS
 Winterquarters, McAlester, Okla.
 P.S.: Those who know us, come on;
 Cookhouse open.

WANT CIRCUS ACTS
 Of all descriptions.
 Available May 29th thru June 3rd.
CITY PARK STADIUM
 Apply **CHAIRMAN**
 208 E. of T. Bldg., 320 Magazine St.
 New Orleans, La.
 Can place a Cannon Act.

SIDE SHOW
 Want Colored Musicians, all instruments.
 Especially Tenor Sax. Punch and
 Magic who can do inside lecturing.
 Also Human Salamander or Blow
 Torch Artist. Tattooed Man and
 other useful Annex People, including
 Girl Dancer. All expenses paid after
 joining. Show opens April 7. Address:
KING BROS.' CIRCUS, Central City Park, Macon, Ga.

4 PHONEMEN
 Office ready; phones installed. All
 summer work with King Bros.' Circus;
 30 weeks, no lay-offs. Fire, Police
 and Shrine auspices. UPC tickets,
 banners, displays with 15 elephants
 in parade. Contact **CHAS. UNDERWOOD**,
 Holley Hotel, Charleston, W. Va.,
 or **DEE ALDRICH**, Carter Hotel, Welch, W. Va.

PROMOTION DIRECTOR
 Plenty of towns, best auspices. Drunks
 and limbers, stay where you are. Wire
 where I can phone you. Al Kayda and
 Bill Osborn, wire.
BILL MORRIS
KELLY-MORRIS CIRCUS
 P. O. Box 40 Havana, Ill.

PHONEMEN Two New Deals
 PAID DAILY
 Starting New Firemen's Ticket Deal
 and UPC Deal to Benefit Deaf and
 Dumb Children. Deal Starts Early
 April. **BERNARD-BENNETT & CO.**,
 701 Polk, Houston, Tex. ATwood 9455

WANTED ANIMAL TRAINERS
 Capable to break and work Cat
 Animals. Have big act for good and
 permanent man. No drinkers.
WORLD JUNGLE COMPOUND
 Box 151 Thousand Oaks, Calif.

CHIMPANZEES WANTED
 Must be tame (no bites), prefer males.
 2 1/2 to 4 yrs. old. Write, wire details.
FOR SALE
 Fine young trained Elephant, also trained
 and untrained Animals of all kinds.
WORLD JUNGLE COMPOUND
 Box 151 Thousand Oaks, Calif.

Wallace & Clark Circus
 All People contracted report
ELSINORE, CALIFORNIA, MARCH 30TH
 Want Circus Cook and Act to feature.
NORMAN E. ANDERSON
 General Delivery, Venice, Calif.,
 until March 29th

WANTED
 24-Hour Agent. Must have car. Write,
 stating lowest to
JACK MILLS
 2669 Euclid Heights Blvd.
 Cleveland Heights, O.

WANTED
Cole & Walters Circus
 OPENING MARCH 23
 Good Circus Drummer, good Family Act
 and Singers doing two or more acts, two
 White Face Clowns; also Side Show Acts.
 Long season. Coalgate, March 23; Atoka,
 24; Madill, 25; all Okla.

GIVE TO THE RUNYON CANCER FUND

Dressing Room Gossip

Polack Bros.' Western

Members of the Eastern Unit visited en route to Danville, Ill., Mrs. I. J. Polack caught several performances. Betty Bell, Millie Keathley and Jack Harris turned out flashy wardrobe for the Hargus Troupe. Francis and Lottie Brunn, the Sing Lee Sings, Goestchis and clowns did a performance at Vaughn Veterans Hospital. Claussen's bear cubs, Brandy and Sherry, are learning new tricks. Marsha Wayne visited her husband, Emil Van Horn, who is Ingagi, Hollywood's motion picture gorilla. Armand Guerres's seal, Charlot, is popular.

Recent visitors included Dwight Pepple, Kris Krenkle, Lalage and Wolf Roth, Henry Kyes, Kenneth Waite, George LaSalle, the Coreanos, Frenchy Durand, Forrest Hal, Horace Breckenridge, Red Carter, Josh and Lil Kitchen, the Fred Propers, the Aussies, Carl Fund, Mr. and Mrs. Harold Ramage; Tom Parkinson, of The Billboard; Claire and Reba Levine, Fred A. Schmager, Kitty and Fred McConnell, Dave Toledo, Sunny Bernet, Irish Donovan, Major Mendel, Pedro Morales, Bagonghi, Bill Blomberg, Truzzi, the Cristianis, Corrine and Bert Dearo, Ruth Christensen, Joe Coyle, Corky Randall, Billy Burke, George Barnaby, Gene Lewis, Ab Johnson, Viola McLeod, DeMoralé Brothers, Manuel Barrigan, Emil Pallenberg, the Marvellos, Debbie Reynolds, Steig Olsen, the Jimmy

Polack Bros.' Eastern

LONDON, Ont., was promoted by William Kay and, despite a flu epidemic, it was a winner. The Aussies had a great time at the fish and chips emporiums. Kris Krenkle and Valerie Antelek announced their engagement.

While passing thru Chicago, visits were exchanged between members of the Eastern and Western units. The manager of the Arena in London invited personnel to a party Saturday night preceding the opening.

Doug and Opal Harrison are in Sarasota, Fla. Jimmy McGee is working on phones for Clyde Harrison in Danville, Ill. Mr. and Mrs. Bobby Harrison's daughter joined the show from Honolulu. Josh Kitchens was hospitalized for several days with the flu. Bill Green got some good hits in the local dailies. The Aussies have added a sailor's hornpipe dance to the opening of Johnny Weldes' cloud swing—HENRY KYES.

Troys, the Eric Filmores, Earl and Hattie Shipley, the Vikings, the Orantos, Jimmy Lee, Jack Gorman, Jim and Schelle Powell, Earl DeCamp, Les Kimris, Bill Fisher, Jack Klippel, Sonny and Elizabeth Gautier, Edna Curtis, Paul Geyer, Albert Hodgini and family, Emmett Kelly, Roy Barrett, King Reynolds and Ethel Robinson.—HARRY DANN.

Under the Marquee

Bill and Jackie Wilcox, who wintered in Hot Springs, were recent arrivals at the new Wallace & Clark Circus, Venice, Calif., winter quarters. They will have charge of the show's advance, including the press, they report. The advance will use two trucks and carry six people. Wilcox says that a special line of paper is being made by Walters Show Print Company. He adds that the

show will open April 1 and play the old Seal Bros.' Circus route. . . . **Jack and Ruby Landrus**, midjet clowns, who have been working **Orrin Davenport** dates, will play at the Chicago Stadium April 20-May 6.

George Davis, steward, has left Peru, Ind., to join the Beatty show in Shreveport, La. . . . **Joe Hodgini and Company**, and **Terrill Jacobs** and his animals have returned to Peru following appearances with **Orrin Davenport's** unit in St. Paul. . . . **Billie Burke**, **George Barnaby** and **Gene Lewis** have returned to Peru from their Minneapolis Shrine date. . . . The **Dwight Kinzie**s visited friends at the St. Paul date. . . . **Albert Fleet** and wife visited the **Walter Jennier** family while playing at Logansport, Ind., with their two chimps.

Ringling-Barnum circus will leave Sarasota quarters Thursday (29) and is scheduled to arrive in New York April 1 for the April 4 opening. . . . Recent visitors at King Bros.' Circus quarters, Macon, Ga., included **David Fineman**, show's legal adjuster; **C. A. Lick Jr.**, Fort Smith, Ark.; **Harry Anderson** and wife, Cincinnati; **W. M. Temple** and wife, Mason City, Ia.; **Danny McIntosh** and **Harry Miller**; **John J. Looney**, Brockton, Mass., and **Aaron Davis**, Tom Hanson and **R. L. Gilliland**, South Boston, Va.

Charlie E. Webb has arrived in McAlester, Okla., to ready his concessions for opening with **Capell Bros.' Circus** Thursday (29). . . . **Tige Hale's** Gold Medal Circus Band has prepared an attractive card to announce it will be with **Capell Bros.' Circus** this season. . . . **Betty Hutton** sings the songs—"Only a Rose," "The Greatest Show on Earth" and "Be a Jumping Jack"—the latter while she does a trampoline turn, in the new De Mille circus movie.

Happy Harrison writes that she caught the opening of **Pawnee Bros.' at Punta Gorda, Fla.** . . . **Paul Cardinal**, former Ringling aerialist and now night manager of the Bristol Hotel, Los Angeles, appeared on KTTV's television program, "You Asked For It," in the role of a one-armed paperhanger. Cardinal lost an arm in a fall from his circus rigging and (Continued on page 70)

THRILL SHOW CLOWNS
 Including Abe, Mickey, Percy, Earl, Nap, Bo-Bo, Silvers, etc.
FOR TOP FIGURES OVER THE TOP CIRCUIT OF FAIRS
 WRITE
SWENSON THRILLCADE
 Attn.: **AUT SWENSON**
 903 Roanoke Ave., Springfield 4, Mo.

PHONE MEN.
 Eagles' State Convention in Indianapolis. 4 phones still open. Plenty of calls. 2 men with cars. State bowling book to follow immediately.
 43 W. Vermont St., Indianapolis, Ind.
 Phone: Lincoln 1607 (pay your own)

WANTED
 Aerial and High Acts, also Callope. Short jumps. Must have own Transportation. Season's work. Best conditions. Send Photos. Write fully. State salary. Don't misrepresent. No agents.
FRANK VINCENT
 Allen Park Theatre Allen Park, Mich.

PHONE MEN WANTED
 Firemen's Program Deal. Steady Work Year Around. Start Work Now; Report to
JOE RACKLEY, Manager
 Custer Hotel Monroe, Michigan

Experienced Phonemen
 Lions, police and sheriff auspices. Paid daily. UPC tickets, banners. Need good bookman to manage office. Come on men, who want to make money. No drunks or playboys. No collects. No advances.
BILL ARMAND
 Avry Hotel Farmington, N. M.

FOR SALE
 Side Show Top, 50x110, Poles, Rigging and Stakes, priced right. Stored in Jacksonville, Fla. Called back to the Service. Contact me c/o General Delivery or will call Western Union, Jacksonville, Florida.
J. PAUL NOBLE

NORTH AMERICAN CIRCUS CORPORATION PRESENTS

SKY-HIGH CIRCUS AND MAMMOTH MIDWAY. WE WILL PLAY THREE AND SIX-DAY SPOTS UNDER AUSPICES WITH SPECIAL MATINEES DAILY, FEATURING TEN OUTSTANDING CIRCUS ACTS.

CONCESSIONS: Want strictly legitimate Merchandise Concessions, Duck Pond, Balloon Darts, Ball Games. Good opportunity for well-framed Stock Wheels, Candy Floss, Popcorn and large Cook House. This is the spot for a well-flashed Novelty Stand.

Opening for three or four modern Kid Rides. We positively will not carry any Major Rides.

Want outstanding Ten-in-One, Lew Alters and Jack Korie, contact; Monkey Show, well-framed Fun House. Good proposition to Motordrome.

Can use one or two more sensational Circus Acts. Especially want Dog and Pony Act. Want Banner Man who can cut it, also fast-stepping Promotion Man. We have strong auspices. Want Working Men in all departments, Electrician who understands Diesel plant.

Show opens in Baltimore, April 2, followed by 26 weeks in New York, New Jersey and New England. All replies to

JAMES T. MITCHELL
 EMERSON HOTEL, BALTIMORE, MARYLAND

NOTICE
 All people contracted with the
AL G. KELLY & MILLER BROS.' CIRCUS
 for coming season be in HUGO, OKLA., not later than April 20. Opening date April 22 at Antlers, Okla.
 Want at once—Elephant Men; write Bill Woodcock, c/o Show. Also can use Inside Seat Butchers; write Iona Stevens. Need Side Show Ticket Seller, must drive truck. Mel Lewis wants Dancing Girls for Side Show. Can use Working Men and Grooms.

★ ELEPHANT MAN WANTED ★
 Must be sober, reliable and capable of handling herd of six elephants, working bull act and handling men. Must join at once.
 Write, stating all, including lowest salary, to
JACK MILLS, 2669 EUCLID HTS. BLVD., CLEVELAND HEIGHTS, OHIO
 ★ TWO ASSISTANT BOSS CANVASMEN—RIGGERS—SEATMEN. ★
 Apply now, Mills Bros.' Circus Winter Quarters, State Fairgrounds, Columbus, Ohio.

FLYING J RANCH
 WILD WEST THRILL CIRCUS (EXPLOITE)
WANTS
 Thrill Drivers—Wild West Performers—Dog and Pony Acts—Clowns or any Daredevil Acts. Must have own transportation and stock. Managers, contact us for dates. Address all correspondence to
FLYING J. RANCH, P. O. BOX 345, SUSSEX, N. J.

TELEPHONE SALESMEN WANTED
 To work official veteran publication throughout Indiana for Memorial Day program concerning veterans' hospitals. Call
BOB MEDTCALFE
 CA. 5193, Indianapolis, Thursday and Friday, week March 19, between 2 p.m. and 5 p.m. each day.

4—PHONEMEN—4
 STARTING NOW—ELGIN, ILLINOIS
 For Mills Bros.' Circus dates. Pay every day. STEADY WORK UNTIL NOVEMBER. This is a LIONS' CLUB date. Many more to follow. UPC's—BANNERS—BLOCK TICKETS. If you're sober, reliable and can sell . . . Phone or Wire Me . . . IMMEDIATELY!!
FOX HOTEL MEARL N. JOHNSON ELGIN, ILLINOIS

Billboard Spring Special
DON'T MISS THIS BIG ISSUE
 featuring ARTICLES LIKE THIS:
CIRCUSES
 MORE IMPORTANT THAN EVER

THE BILLBOARD
 2160 Patterson St.
 Cincinnati 22, Ohio
 Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.
 Receive & Big Special Issues
 NAME
 ADDRESS
 CITY ZONE STATE
 OCCUPATION

WANTED — WANTED — WANTED
 Due to enlarging Show very much interested in Animal Acts. Capt. Harrell, Capt. Eugene Christy, contact at once. Ed Weiderman, get in touch. State your lowest price or best deal.
RALPH E. GREEN
 Pawnee Bros.' Circus
 Jesup, Ga., Mar. 23; Ludowici, Ga., Mar. 24

PHONEMEN
POLICE AND CIRCUS DEALS
 PLENTY OF WORK, 25% COMMISSION. NO COLLECTS, PLEASE.
PONTIAC, MICH.
 PHONE FEDERAL 2-2209

BILLER BROS.' CIRCUS
OPENING APRIL 6TH
WANTS FOR CONCERT
WRESTLERS—HILLBILLY BAND
 Wild West People with stock.
 Also good Family Ground Act that can double.
 All answers to Fairgrounds, Camden, S. C.

PHONE MEN—TWO
 VETS PAPER—ARMED FORCES DAY SPECIAL. ALSO MAN TO HANDLE ITALIAN-AMERICAN NEWSPAPER. REAL DEAL FOR RIGHT MAN.
HARRY F. KEHOE
 Box 285 Kansas City, Missouri

PHONE MEN
 Mills Bros.' Circus Crew. All good dates ahead. Just starting here.
BOB WALKER
 Legionnaire Club
 300 East Grand River Lansing, Mich.
 Phone 2-0731. No collect calls.

CRAFTS' 3 UNITS MERGE AT NAT'L ORANGE SHOW

33 Rides, 8 Shows in Operation; Separate Kiddieland Is Featured

SAN BERNARDINO, Calif., March 17.—Orville N. Crafts combined his 20 Big Shows and Exposition and Fiesta units to fill the 800 by 300 foot lot at the 36th annual National Orange Show, which opened for 11 days Thursday (8). Crafts moved the Exposition unit in here after it played successful dates at Brawley, Yuma and Calexico, Calif.

Altho the area allotted to the carnival here is larger than that filled in 1949, the last time the organization was featured, Crafts has a compact and flashy layout. Using four Ferris Wheels and a Spitfire directly behind the main arch, the colorful neon gives ample animation to the lot. The line-up includes 33 rides, 8 shows and about 80 concessions. Of the rides, 18 are major. Kiddieland was set up at the southern end of the lot with 15 rides. It is flashed with its own arch.

Warren Layout

Show lot was laid out by Roger Warren, Exposition unit manager. Altho the Ferris Wheels and Spit-

fire form the focus of the lighting, Crafts has the other part of the lot well illuminated. A total of 32 towers, 40 feet high, run down the center of the lot between the center rides and concessions and the shows and concessions on the

Ill. State Fair Contract Goes To Hennies Org

SPRINGFIELD, Ill., March 17.—Hennies' Shows, thru the Amusement Corporation of America, have been awarded the midway contract for the 1951 Illinois State Fair, Hubert Elliott, fair manager, announced here this week. The Hennies org, which is general agent for J. C. McCaffery, who also is one of the show's owners, held down the midway last year.

Barnes-Carruthers Theatrical Enterprises, Chicago, again has been signed to present a grandstand revue. The BC revue is to be offered five nights. WLS Attractions, Chicago, has contracted to present a one-night grandstand program.

Efforts are being made to secure name stars to head the grandstand program on other nights of the fair, Elliott said. The fair is scheduled August 10-19.

perimeter. Shows use six 60-inch searchlights.

Personnel

Crafts personnel on hand for the opening included Frank Warren, manager, 20 Big Shows; W. Lee Brandon and Charles Salyer, agents, and Roy Shepherd, superintendent.

Harold Mook, auditor and Mrs. Charlotte Warren, ticket cashier. Ticket sellers: Etta Ballard, Patsy Powell, Jeri Ruddle, Alice Stoner, Rosetta Kelly, Mary Ross, Virginia Curron, Lilla Hileman, Leah Midgett, Goldie Reaves, Charles Lewis, Mildred Mideke, Sybil Dillon, Barbara Thompson, Rachel Boughen, Marie Newton, Louise Lewis, Helen Prescott, Shirley Jones, Neva Drennan, and Donna Eytcheson.

Shows

Crime Car, Frank Platten Jr., Zack Hargis, Swing Girls, Jeff and Dee Griffin, Ella Mae Hunting, Vera and Bill White, Roy Hayes; Side Show, Jeff Griffin, Lee Belyea, Brownie and Josephine Smith, Louie Echols, Manuel Martinez, Mary Lopez, Wilfred Wilson; Glass House, W. B. Stephenson, George Walker, Harry Stephenson; Wild Life, Gladys and Howard King; Monkeydrome, Jennie and Bob Perry; Chuck Trotter; Funhouse, Harry Matthews, Glenn Durstine; Motor-

(Continued on page 60)

Phoenix Bow Okay For Siebrand Bros.

PHOENIX, Ariz., March 17.—Siebrand Bros.' Circus and Carnival winds up its season's opening here tomorrow, after racking up good business for its 16 days on the show-owned East Van Buren street lot.

Good weather prevailed thruout and the two-a-day circus and midway pulled good crowds.

Penn Premier Set For April 1 Preem

GOLDSBORO, N. C., March 17.—In the process of disclosing his fair route, Lloyd D. Serfass, manager, Penn Premier Shows, announced at local quarters that his org would be the first organized shows to play Selinsgrove (Pa.) Night Fair. Season opens at Hopewell, Va., April 1.

Other annuals booked include Red Lion Fair; Montgomery County Fair, Hatfield; Somerset County Fair, Meyersdale; Huntingdon County Fair, Huntingdon and Juanita County Fair, Port Royal, all Pennsylvania; Charlottesville (Va.) Fair; Durham County Fair, Durham; Lee County Fair, Sanford; Golden Belt Fair, Henderson; Scotland County Fair, Laurensburg; Shelby County Fair, Shelby, and Moore County Fair, Carthage, all North Carolina; Lancaster County Fair, Lancaster; Loris County Fair, Loris, and American Legion Fair, Georgetown, all South Carolina.

Org also has set the American

Legion Celebration, Morrisville; Pringle Firemen's Celebration, Fountain Hill Firemen's Celebration, Johnsonburg Firemen's Celebration and Old Home Week, Williamsport, all Pennsylvania; Firemen's Celebration Decoration Day week, Dover, N. J.; Old Home Week, Allegany, N. Y., and Firemen's Celebration, Bolivar, N. Y.

Staff

In addition to Serfass, staff will include May B. Serfass, treasurer; Jack J. Perry, assistant manager; Frank Long, secretary; Grove Hill and Bill Porter, lithographing and billposting; William Allen, me-

(Continued on page 60)

GOODING KICK-OFF FOR EARLY APRIL

Much New Equipment Added; Bert Miner Joins Staff; Dates Go Over 120 Mark

COLUMBUS, O., March 17.—Opening early in April at Midwestern locations, Gooding Amusement Company will start their 53d season with eight units, according to F. E. Gooding, president.

Gooding also announced the appointment to his staff of H. B. (Bert) Miner, who had been associated with the Johnny J. Jones Exposition for several years in a managerial capacity.

Other 1951 staff members are John Enright, Joe Gaskell, Mr. and Mrs. Gerald Frantz, Charles O'Brien, Mr. and Mrs. William Leisure, Mr. and Mrs. Randolph Address, Homer Dennison and Mr. and Mrs. Ray Riffle.

Hal F. Eifort will again serve as general agent and handle advertising and promotions. Advertising agents and billposters include Charles Pottorff and Wayne Rob-

inson, with special area posting to be handled by Fred Maurer. Al Deggeller will serve as lot man for Gooding Greater Shows.

Office staff includes Kathleen Holleran, secretary; Doris Zechman, secretary to Gooding, and Lou Crothers, bookkeeper. A new payroll clerk will replace Jenny Sanor, recently resigned. Shop staff includes George Bouic, head of the machine shop; Jimmy Wolfe, head artist and painter, and Charles Clymer, chief carpenter.

Much new equipment has been added in 1951, Gooding reported. The firm recently received an Auto Scooter ride; cars were purchased from Lusse Bros., and the building, adjustable to 84 feet long, from King Amusement Company. Everly Aircraft Corporation delivered several new kiddie rides, while the Allan Herschell Company has delivered another Merry-Go-Round and several other rides. A new Dark Ride, housed in an extra-large building, was recently completed in the Gooding factory here. All inside furnishings were supplied by Messmore & Damon, New York. Several tractors and trailers have been added to the fleet to absorb new equipment. Gooding now contemplates building a Midget Revue and a Fat Family Show. Previously it had been Gooding policy not to own show equipment.

Many new fairs have been booked for 1951, in addition to established dates. The company will play more than 120 fairs and celebrations. Fairs start at Anderson, Ind., the first week in July and end with Mid-South Fair, Memphis, in October. Others that have been announced are Kentucky State Fair,

(Continued on page 60)

OWNERS PLEAD

"Age" Article Outlines High Rail Tariffs

NEW YORK, March 17.—Hardships imposed by high tariffs are outlined in an article titled *Railroad Carnivals Face a Rate Problem* in the February 19 issue of *Railway Age*.

Quoting a petition submitted to the rate makers by the Railroad Show Owners Association and recent articles on the subject in *The Billboard*, the article points out that the high rate structure is resulting in the curtailment of equipment in use by railroad shows, including circuses. The possibility that some units may be forced to abandon the rails in favor of truck transportation also is presented.

Pictures of the Johnny J. Jones Exposition illustrate the article. Ralph G. Lockett, Jones staffer, reportedly aided in preparation of the article.

T. F. Cunningham Dies in Miami Home

MIAMI, March 17.—Thomas Francis (Doc) Cunningham, veteran carnival trowper, died here Monday (12) at a rest home.

His body is at the Philbrick Funeral Home, awaiting word from relatives. Cunningham was a member of Miami Showmen's Association.

Floyd Kile Sets 34-Week, 3-State Tour

BATON ROUGE, La., March 17.—Floyd O. Kile Shows will open their season here for the fourth consecutive year and will follow the bow with a 34-week trek that includes fairs and celebrations in Louisiana, Mississippi and Arkansas, Floyd O. Kile, manager, announced.

Work here in quarters is about complete, as Kile had prepped a small unit the forepart of the year and took it out on early dates. Show will have six rides when Mrs. Kile returns from Alabama with one additional and another truck.

Mr. and Mrs. A. S. Dove are due here after Easter, which they will spend with their sons at Paris, Tex. Others expected soon include J. P. Schotzell, Mr. and Mrs. Gawle and the Madisons. Mrs. Stanton will not join until later due to a recent illness.

Baker United Prepares for April 20 Bow

INDIANAPOLIS, March 17.—Baker United Shows take to the road April 20 with 10 rides, 4 shows and around 40 concessions, Tom L. Baker, manager, said upon his return to quarters from a winter in Pompano Beach, Fla.

The addition of two more Indiana fairs has virtually completed the show's route for this year, Baker said. Quarters work will be stepped up during the next few weeks.

Activity here thus far has been under supervision of Chester Pierce, who has been with the shows since 1942. New ride and show tops are being made and a new marquee is to be delivered in time for opening. H. Dale Smith, now with Don Franklin Shows in Texas, will join April 1 as general agent.

A bigger promotion campaign has been mapped, Baker said. It will include more special events and increased advertising via newspaper, and radio.

BOOK REVIEW

Side Show Act Recounts Experiences

NEW YORK, March 17.—Claiming three years' background as a stellar Side Show attraction, Dan Mannix has put his experiences in a book on carnival life, *Step Right Up!* (270 pages, \$3) which will be published next Wednesday (21) by Harpers, New York.

The story is largely concerned with a Side Show and its personnel.

Mannix, an imaginative youth who disdained the advantages offered by a well-to-do family, attached himself to the show unit and became, in rapid succession, a fire eater, a sword swallower, a

(Continued on page 60)

Page Bros. Ink 14 Fairs, Celebrations

SPRINGFIELD, Tenn., March 17.—Page Bros.' Shows will open their season April 14 to launch a tour that includes 14 fairs and celebrations in Tennessee and Kentucky. W. E. Page, manager, announced from the org's winter base.

Tennessee dates signed include fairs at Waverly, McMinnville, Springfield, Camden, Ashland City, Lewisburg, Spencer and Lexington, the Humboldt Strawberry Festival, April 30-May 5, and the Martin July 4 Celebration. Kentucky dates are fairs at Scottsville, Murry and Uniontown and the Firemen's Fair and Horse Show at Princeton.

A crew of 15 is busy here prepping for the opener.

Recent visitors included W. J. William, Gem City Shows; E. A. (Hoppy) Chapman, Tennessee Valley Amusements; Larry Burns, Burns Society Circus, and Phil Rocco, Kelly Grady Shows.

American Midway Inks Temple, Tex.

HARLINGEN, Tex., March 17.—American Midway Shows have contracted to provide the midway attractions at the Cen-Tex Fair, Temple, Tex., September 18-23, Don M. Brashear, manager, announced at the org's winter base here.

Fair was represented here by W. W. Wendland, secretary, and R. Yarbrough, president.

G&B To Bow At Mason City

PARKERSBURG, W. Va., March 17.—Manager George Broas, of G. & B. Rides reports from winter quarters here that all equipment is ready for the show's April 14 bow at Mason City, W. Va.

Show will carry 6 rides and 30 concessions. Mr. and Mrs. Gerard Normandin will again be on the org with four concessions. Normandin also will act as the show's electrician and *The Billboard* sales agent. Ted Cole will have bingo and other concessions with G. & B.

Hold Funeral Services For Mack McFarland

MIAMI, March 17.—Funeral services were held here Sunday (11) for Mack McFarland, veteran concessionaire, who died Thursday (8) in the Kendall (Fla.) County Home. Cremation followed rites at Lithgow Funeral Home.

Eastern Ops Prep For Early Bows

NEW YORK, March 17.—In just a week, or two at the most, a sizable representation of Eastern organizations will be on the road. The exodus of managerial and working personnel from here has been under way for several weeks and the front end guys and gals, whose make-ready problems are minor, will shortly hit the road.

What the season will bring has long been the subject of wild guesses. During the early part of winter optimism generally ran high. Now, with the kick-off in sight, some are seeking assurance from acquaintances who are no better equipped with occult powers.

Plans Vary

The fever to get going again is catching and everyone is anxious to start. As in the past, opening plans are as varied as the men who run the organizations. The large majority will open in the South and the lure for concessionaires this year, besides the probable warmer weather, is the promise of lucrative stands adjacent to army camps and the hydrogen

bomb plant site near Aiken, S. C.

Next week Ross Manning and the Lawrence Greater Shows will be operating. Among those slated to go in the first week of April are the James E. Strates Shows, which are scheduled to open in Washington on the 5th; Penn Premier, Vivona Bros. and Heller's Acme. The latter will open in New Jersey despite the chance of bad weather.

Harrison at Aiken

Harrison Greater is set to open Friday (30) at Aiken, S. C., which may well become a boom town as work progresses on the new hydrogen plant. Wolfe Amusement is set to open tonight at Tyron, N. C., a mountain town that can be on the chilly side this time of year.

Most of the Eastern units which winter in the North will wait until the middle of April before they attempt to crack the ice, but Bill Muldoon and the hardy personnel of the Granite State Shows will tee off April 14 in Manchester, N. H., where fur coats and skis might still be in order.

Get with a GOODING unit
ATTENTION, SHOWMEN
CAN PLACE
FAT PEOPLE AND MIDGETS
 FOR OFFICE OWNED-OPERATED SHOWS. PLEASANT RELATIONS.
WANT GOOD MINSTREL REVUE
 WITH OWN EQUIPMENT FOR CHOICE ROUTE OF SOLID TERRITORY. CHAS. TAYLOR: PLEASE CONTACT AT ONCE.
ALSO WANT GOOD MONKEY SHOW, ILLUSION SHOW, HILLBILLY SHOW, SILO-DROME AND MECHANICAL SHOW WITH OWN EQUIPMENT.
HAVE WONDERFUL OPPORTUNITY FOR PENNY ARCADE.
 — WRITE — WIRE — PHONE US TODAY —

GOODING AMUSEMENT COMPANY
 OPERATING 8 UNITS
 1300 NORTON AVENUE COLUMBUS 8, OHIO
 PHONE: UNIVERSITY 1193

Foots Wants
Grind Store Agents
 Clothes Pins, Rolldown, Skill'o. Can sell "Ex" on Photos and Novelties. Opening March 30, Weather Permitting, Popular Bluff, Mo.
 All Correspondence To:
H. N. "Foots" Reeves
 c/o Grand American Shows, Malden, Missouri

VIRGINIA GREATER SHOWS
 The Show With The Proud Reputation
 Opening Suffolk, Virginia, April 6-14;
 Salisbury, Maryland, April 16-21.

WANT—Frozen Custard, French Fries, Cotton Candy, Photos, Novelties, Long and Short Range Gallery, Jewelry, Penny Arcade. All Hanky Panks open.

WANT—Wild Life Show, Funhouse, Glass House, Motor-drome, Pony Ride, Mechanical City, any good Grind Show of merit.

All address
Wm. C. (Bill) Murray
 P. O. Box 461, Suffolk, Virginia

CENTRAL STATES SHOWS
 Opening Saturday, April 7, at Salina, Kan.
 Excellent opening for good Cook House. Have best route in Middle West. Can place Fun House. All people contacted acknowledge. Winter Quarters now open.
W. W. MOSER, MGR.
 Hazelton, Kans.

FOR SALE AT SACRIFICE
 One Duck Pond—New Canvas Frame Tank, Motor and Pump, ready to operate with plenty of stock; One Cork Gallery—New Canvas used three weeks, 15 new Guns, plenty of Corks, Slum and Stock; One Pea Pod Color Game, all new, used only 3 weeks. There is enough Flash, Stock and Slum to take in \$1,500.00. For quick sale \$800.00 cash. One new Sno Cone Machine, built on aluminum and plate glass cabinet, only used three weeks. One '45 Chevrolet Trailways Bus, Motor and Tires perfect, Rack built on top to haul concessions. Interior of Bus cost \$3,000.00. Sleeps five, own Lights, Air-conditioned, Running Water, Toilet and Washroom, Refrigerator, Sink in kitchen, all built-in Clothes Closet, Cabinets and plenty of Storage Space. Will take \$2,400.00 cash for Bus for quick sale on all. Come and see them. Reason for selling, other business.
HARRY W. HENRY
 Henry's Groc. & Service, 7th & Gladstone, Columbus, Indiana. Phone 7127

N. Y. GAIETY SHOWS
 OPENING APRIL 8TH AT SAMPSON AIR BASE, GENEVA, N. Y.
 25,000 Air Men, 2,000 WAF. Everybody working here earning big wages.

WANT HELP on all Rides, First and Second Men who can drive semi trailers and who know how to take care of equipment. No destroyer wanted and no drunks.

WANT SHOWS: Operator with own personnel to operate Side Show. We furnish tent, front and sound systems. Will book Shows not conflicting. Write, let us know what you got. Mr. Klare O'Neil, please get in touch with me.

WANT CONCESSIONS: Duck Pond, Penny Arcade, High Striker, Blower, String, Pitches, Long Range, Short Range, Guess Age, Novelties, Mitt Camp who will work accordingly or any games not conflicting.

WANT RIDES: Octopus, Tilt-a-Whirl, Rolloplane, Flyoplane, etc. Also want Rides for permanent park near air base.

FOR SALE: 14x20 and 13x2 Tops with 5 ft. Awnings all around. Remember we play all choice celebrations in Western N. Y. with Fireworks and Free Acts. All answer to

ANTHONY SANTILLO
 106 MADISON ST., EAST ROCHESTER, N. Y.

WM. T. COLLINS SHOWS
 WANT FOR 1951 SEASON, OPENING IN MAY
 Fairs From July to Middle of September

CONCESSIONS: Can place a few more Slum Concessions of all kinds. Also want Cookhouse that will cater to Show People and one that is neat and clean.

SHOWS: Can use a few Grind Shows with own equipment. Want to hear from SIDE SHOW MANAGER who has Freaks and Acts for the inside. (We furnish the best equipment in top, front and transportation.) Want to hear from MOTORDROME MANAGER who has Machines, Riders and Rollers for new Combination Drome.

HELP: Want First and Second Men on Fly-o-Plane and Dipper. Second Men on all Rides. Can use a few people in all departments.

WM. T. COLLINS, Owner, 801 East 78th St., Minneapolis, Minn.
ART SIGNOR, Assistant Manager.

WANT TO BUY
 Complete Silodrome with or without transportation.
 Contact immediately, state all.

GOODING AMUSEMENT CO.
 1300 Norton Ave., Columbus, Ohio
 Phone UNIVERSITY 1193

ROCKY MOUNTAIN EMPIRE SHOWS
LAST CALL
 Opening April 7th in Denver, Colorado

Still have room for few more legitimate Concessions, Virgil Turner, get in touch with me. Need Mug Outfit, Basketball, Jewelry, etc. Shows: Want Monkey Show, Motordrome, Glass House or any flashy, well-framed Show. Help: Need Rock-o-Plane Foreman and Second Man, also good Wheel Man, Second Men on other Rides. Bingo Help and Concession Agents.

Winter Quarters—Arapahoe County Fairgrounds, Littleton, Colo.
FRANK O. SWARTZ, 3519 Newton St., Denver 11, Colo.

HELP WANTED HELP WANTED
 OPENING MARCH 24
 WANT EXPERIENCED RIDE HELP OF ALL KINDS
 WANT ROLL-O-PLANE AND MERRY-GO-ROUND FOREMEN.

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
 JOHN A. BASS 1662 Hutchinson-River Parkway, Bronx, N. Y.

FOR SALE
 PROPERTY OF DAVID B. ENDY
 & ENDY BROTHERS' SHOWS, INC.

2 Ferris Wheels, 1 Merry-Go-Round, 1 Flyer Plane, 3 Light Towers, 2 Search Lights, 3 Tractors, 1 Front Gate Assembly, 1 Rolloplane, 68 Show Wagons, about 18 Railroad Cars, 2 GMC Power Plants, other Tools and Equipment.

Being sold by court receiver. Property located in Savannah, Georgia. For further information contact
H. M. LEAF, Receiver
 c/o Alexander & Wells
 208-11 Realty Building Savannah, Ga.

GEORGIA AMUSEMENT COMPANY
 No Flats "The Show With the Earned Reputation" No Flats
 OPENING MARCH 31, GRIFFIN, GA.—TWO SATURDAYS.

All people holding contracts please acknowledge this ad. Concessioners, notice: Have opening for Hanky Panks of all kind, privilege only \$21.00 per week. No P.C. or Flats wanted, as we do not tolerate same. Will sell exclusive on the following: Snow Balls, Candy Floss, Peanuts, Mitt Camp, Scales, Age, French Fries. Shows—Will book Fat Show, Snake, Two-Headed Baby, 10-in-1, Mechanical Show, or what have you? No Girl Shows wanted. Red and Virginia, contact. Rides—Have plenty. Want Foreman for S. S. Chairplane, also Second Men for Wheel, Merry-Go-Round and Chairplane. The following contact at once: Clara Bow, Mr. Thompson, Earl Miller or any Advance Agent who can work for one show. L. J. Sandlin wants Concession Help. Will pay cash for 26, 28 or 30 ft. Flat Trailer.

All wires: TOCCOA, GA. Mail: AYERSVILLE, GA.

FLOYD O. KILE SHOWS
 OPENING APRIL 7TH IN LA.
 Due to last minute changes can place the following: Small clean Cookhouse catering to showfolks. Good co-operation, few other Stock Stores open. No grift here. Two Bingo Counter Men, salary and percentage. Foreman and Second Men that drive for Eli, Merry-Go-Round and Flying Saucer. Good treatment. Quarters now open. Sound Car with Concessions. Good deal. Time is short.

AM replies FLOYD O. KILE, P. O. Box 85, Baton Rouge, La.
 Winterquarters located on Jefferson Highway, Route 61 to New Orleans.

TOMMY CARSON WANTS
 Man to take charge of Concessions and Truck. Good treatment.
 Also Count Store and Slum Skill'o Agents, and P. C. Dealers.
 Open March 26 at Goldsboro, No. Car. All replies to
TOMMY CARSON
 c/o Mighty Page Shows, Box 931, Goldsboro, No. Car. or wire c/o Western Union P.S.: Bob Harrell, waiting for you to come in.

FOR SALE FOR SALE
2 ELECTRO FREEZE CUSTARD MACHINES

1 MOUNTED ON 1 1/2 TON REO TRUCK \$5,500.00
 1 MOUNTED ON 1 1/2 TON CHEVROLET TRUCK 5,000.00
 Both Trucks have low mileage. Custard Bodies built by Goldberg of New York. Both are late model machines with extra equipment. Ready to operate.

BOB PARKER or CARL HANSON
 5975 N. E. 2nd Ave., Miami, Fla. (Phone: 78-1884 before 5:00 pm.)

BINGO MANAGER
 Capable, experienced Man to manage new Bingo seating 120. Top salary and liberal percentage proposition. Shows play community sponsored events and an excellent group of fairs. Only men who have had full experience as managers will be considered. References necessary. Write, telling all to
M. A. Beam—BEAM'S ATTRACTIONS
 WINDBER, PA.

BIG STATE SHOWS
 Want Concessions: Cig Gallery, Balloon Dart, Coke Bottle, Glass Pitch, Stock Ball Game, Heart Pitch, Hoop-La, Fish Pond, Clothes Pin, String Game, Slum Skill'o, Swinger and Bucket Store. Will book Bingo. Want Man and Wife to take charge Cook House on Trailer. Book Rides and Shows that don't conflict. This show goes to Kansas and parts of Colorado. Wire
ANNA MOORE, Alvin, Texas

TENNESSEE VALLEY AMUSEMENTS
 Two Saturdays—Opening Guthrie, Ky., March 31—2 Saturday.

Shows: Mechanical, Big Snake or any Grind with own equipment. Rides: Merry-Go-Round, Rolloplane, Octopus, Kiddie Auto. Concessions: Stock Stores, Long and Short Range, Cigarette Gallery, Fish Bowl, Guess Age and Weight, Ball Games, Hit and Miss, Custard; R. Mackey, Glen and Sadie, contact. Book Parties with Grind Stores. Earl (Hoppy) Chapman wants Agents for Count Stores; W. E. (Blackie) Krim, come on. Help on all rides; Jos. L. Forbus, contact. Agents for Bingo, Stock Stores, contact Ray Johnson. Earle (White) Miller wants Agents for 6 Cats, Swinger, Buckets; Harold Frazier, if not with George, contact Sam Childers, contact. All contacts Phone 349; wire c/o Western Union; write Gen. Delivery, Springfield, Tenn., c/o Show or come on **THEODORE MEADOWS, MGR.** **HOPPY CHAPMAN, BUS. MGR.**

TWIN CITY SHOWS
 Opening April 22, playing Arkansas and Missouri. Fairs and Celebration starting in June. RIDE HELP—Want Foremen a Second Men for Octopus, Ferris Wheel and Merry-Go-Round, must be able to drive large semi. No drunks Winter quarters now open. SHOWS—Managers for Athletic Show and Girl Show. CONCESSIONS—Want flashy Bingo, Cork Gallery, Short or Long Range Gallery, Ball Games, String Game, Clothes Pin Pitch, Watch-La, Novelties, Age, Weight, Bumper, Dart Balloon, Penny Pitch, Buckets, Coke Bottles, Mug. Want Stock Concessions of all kinds. Have sold X on Diggers, Popcorn, P. C., Candy Floss, Set Outfit, Big Tom, Mitt Camp. FOR SALE—Short Range Gallery with plenty of targets, 3 Rifles, 1 new; K22 Smith & Wesson Target Pistol. NEW. All replies
SAM WELLS (at "Do Drop"), R. R. 6, Box 715, Pine Bluff, Ark.

DANCING GIRLS WANTED POSING GIRLS
 OPENING MARCH 26, GOLDSBORO, N. C.

WANT Oriental, Strip, Hula, Fan or Exotic Dancers. Experience or inexperienced, will teach; \$50 per week. Pay every week. Want to hear from following: Monte Navarro, Jane Jones, Rusty Rouse and Ed Leak. In fact, any people who have worked for me before. Want Boss Canvasman and Ticket Sellers who can grind. Candy Butcher, Bill Kelly, have good deal for you. Answer; no collect wires. All replies to
BILL HOLT, MIGHTY PAGE SHOWS, BOX 931, GOLDSBORO, N. C.

ROYAL MID-WEST
 Want Cookhouse, Bingo, Stock Concessions, Shooting Galleries, Glass Pitch, Six Cats, Jewelry, Grab Bag, Hoop-La, Bumper. Manager Girl Show with Girls, Penny Arcade. Babe Harris, get in touch.
ROXIE HARRIS, P. O. BOX 142, FINDLAY, OHIO.
 This Show playing top money spots all season.

NEW NETS 16'x31'
 Strong cord, two-inch mesh. Navy camouflage nets, good for Ball Games, Fences, etc., \$8.00 each for two or more; \$10.00 single. Send deposit.
AL NICHOLS
 SPOOKY WOODS MUSEUM
 R. D. #1 Nashua, N. H.

AVERY'S MODERN SHOWS
 OPENING APRIL 1, CLAWSON, MICH.
 Have nice route of Celebrations and Homecomings. Booked solid thru Sept. 20. WANT CONCESSIONS THAT WORK FOR STOCK. Popcorn and Cotton Candy booked. Can place 1 or 2 small SHOWS.
VERNA AVERY, Box 387, Route 2, Royal Oak, Mich. Phone: Lincoln 4-9076.

Billboard
Spring Special
DON'T MISS THIS BIG ISSUE
 featuring ARTICLES LIKE THIS:
CARNIVALS
POINTERS FOR OPERATORS

THE BILLBOARD 304
 2160 Patterson St.
 Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive 8 Big Special Issues

NAME
 ADDRESS
 CITY ZONE STATE
 OCCUPATION

FOR SALE FREAK COW
 For \$1,500. A clean-up. Three sex organs. Nothing ever like it.
L. M. HAUSER
 R. #1, SMITHS GROVE, KY.

DE BLAKER'S AMUSEMENTS
 WANTED FOR SEASON 1951
 Concessions—Grab, Candy Apples, Pop Corn, Photo Gallery, Hanky Panks of all kinds. No flats, good treatment. Shows—10-in-1, Animal, Jig or any good Show with transportation. Ride Help who can drive. Now playing colored lot, Sanford, Fla.; then going north. Write, wire or come on.
HAROLD DE BLAKER, Mgr.
 SANFORD, FLA.

FOR SALE
 Seale and Age; Chev Truck, 1 1/2-ton van body, excellent condition; 2 Platform Scales, Toledo; 2 beautifully framed Outfits, complete with canvas; 2 nearly new P.A. Systems; enough stock to open with.
 1719 Christopher Lane, Indianapolis, Ind.
BEImont 1354

STOCK TICKETS	It's global peace or global pieces.	SPECIAL PRINTED
One Roll \$ 1.50	We manufacture	Cash With Order Prices:
Five Rolls 4.50	TICKETS	2,000 \$ 6.90
Ten Rolls 6.50	of every description	4,000 7.80
Fifty Rolls 22.00	THE TOLEDO TICKET COMPANY	6,000 8.70
100 Rolls 40.00	114-116 Erie St.	8,000 9.60
	Toledo (Ticket City) 2, Ohio	10,000 10.50
	Size: Single Tkt., 1x2	20,000 15.50
		50,000 20.50
		100,000 33.00
		500,000 133.00
		1,000,000 258.00

Need Monkey Show
 For quick spot. Contact
R. C. ARTHUR
 P. O. Box 9148 Tampa, Fla.

6 CAT WORKERS—THIS IS IT!



This cat is made out of #4 heavy canvas, sprayed and silk screened in 2 colors: orange body, black outline. Packed solid as a rock with hair packing. Has hard maple base. Side and top ends are fringed. This is the most beautiful, sturdiest cat ever built for a cat rack.

21" high, plenty of flash. Immediate delivery **\$15.00 each**

We have on hand ready-to-ship 8 types of PC Games—3 types of Pitch Games—6 types of Bah Games—any kind of Wheel—1 Fish Pond—Hi-Strikers—and various other Hunky Panks—Point Charts and Baseball Charts—Numerical Dice—1", 7/8", 3/4" Plastic Balls.

Send Deposit With All Orders. Write for Catalog.

RAY OAKES & SONS
 BOX 106 BROOKFIELD, ILL.
 Phone: Brookfield 8860

Percell's PIONEER SHOWS

high class midway attractions

Opening April 20, Waverly, N. Y.

Want Shows of all kinds. Concessions—Custard, Diggers, Photos, Ball Games, Novelties, Jewelry, Age, Scales, Short Range, High Striker, Hunky Panks, Ride Help—Merry-Go-Round, Octopus, Ferris Wheel, Semi Drivers preferred, Bingo Caller, Counter Men, Man to handle front gate and Sound Truck Operator. Have for Sale—Kiddie Airplane, Double Loop-o-Plane, four Semi Trailers—reasonable. Also Marquee, 20x20. Will buy or book Motor Drome, Fun or Glass House. All defense area route. Stretch Rice wants Wheel and Grind Store Agents.

MICKEY PERCELL, PIONEER SHOWS
 WAVERLY, N. Y.

MATTEO GENTILE Owner PHILIP RAY Manager DOROTHY JONES Sec. and Treas. FRANK ALLEN Business Manager

GREAT ZENITH SHOWS

NEW SHOW — NEW IDEAS — NEW METHODS

OPENING APRIL 16 IN PROVIDENCE, R. I.

Can place the following: Balloon Darts, Pitch-Till-U-Win, French Fries, Custard, Popcorn, Long and Short Range Gallery, Duck Pond, String Game, Cook House or Grab Stand or any Hunky Pank at post-war rates. Bingo is open for best territory in New England. Shows—Side Show, Girl Show, Motordrome, Fun House or any Shows not conflicting. Rides—Have all Rides needed. Capable and reliable Ride Men can have 21 weeks. Come to winter quarters in Providence, Rhode Island, immediately. Pin Store Patty or Joe Wells, get in touch with Frank Allen now. Have good proposition for party with Sound Truck. Communications to

FRANK ALLEN, 137 Lockwood Street, Providence, R. I. Phone: Jackson 1-0403 or PHILIP RAY, 253 Lockwood Street, Providence, R. I. Phone: DEXter 1-1744.

Greatest Celebration in Illinois

AMERICAN LEGION POST NO. 30

proudly presents

4TH JULY CELEBRATION AND HOMECOMING

WEEK JULY 2ND TO 7TH, OLNEY, ILLINOIS
 ROYAL CROWN SHOWS ON THE MIDWAY

WANT—WANT—WANT—Due to disappointment, COMPLETE UNIT SHOWS FOR GRANDSTAND, JULY 2ND AND 3RD. Would like to hear from a circus, rodeo or musical comedy. Will give good proposition. Have JOIE CHITWOOD'S AUTO DARE DEVILS AND FIREWORKS JULY 4TH. INDEPENDENT CONCESSION MIDWAY NOW BOOKING. WOULD LIKE TO SELL EX ON GRANDSTAND. Concessions, write LOREN COKELY, in care American Legion. All others address:

PHIL H. HEYDE, P. O. BOX 229, OLNEY, ILLINOIS.

REDWOOD EMPIRE SHOWS

WANT WANT

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.

GOLDEN NUGGET SHOWS

Want Concessions of all kinds, Sideshow Attractions. Will book Merry-Go-Round or Spiffire for season. Need Ride Help who can handle 30 ft. Trailers. Show opens in Cottonwood March 28; Winslow, Holbrook, Flagstaff follows; all Arizona. Then two spots a week north.

AN replies until March 26, care Arizona Showman's Club, Phoenix; then per route.

BABE GALLAMORE

PAGE BROS.' SHOWS

WANT FOR APRIL 14TH OPENING AND WEST TENNESSEE STRAWBERRY FESTIVAL, HUMBOLDT, TENN., APRIL 30 TO MAY 5.

Lead Gallery, Arcade, Custard, Ice Cream and Hunky Panks of all kinds. Operators for Fun House and Monkey Show. Shows with own outfits not conflicting. Rides not conflicting. Ride Foreman and Second Man on all rides, must drive. Man to take charge of two office owned Kiddie Rides. All People contracted, answer.

BOX 244, SPRINGFIELD, TENN. PHONE 349

SUNSET AMUSEMENT COMPANY

OPENING EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 19.

Have exclusive open on SCALES and AGE, PAN GAME, UNDER AND OVER, BEAT THE DEALER exclusives open if you have 2 Hunky Panks to go with each. All Ball Games open except Coke Bottles. Will book ARCADE and FUN HOUSE. Liberal deal for SIDE SHOW with own equipment. Winter quarters now open.

701 N. MAIN ST., EXCELSIOR SPRINGS, MISSOURI.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

100,000 **\$29.00**
 10,000 . . . \$ 9.50
 20,000 . . . 11.75
 50,000 . . . 18.25

Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

Midway Confab

Johnny Wuetherick, well-known concessionaire, is in a serious condition with a heart ailment in Bay Pines Veterans Hospital, St. Petersburg, Fla. . . . **Professor Reese** reports from Texarkana, Ark., that he will not return to the road this season, but will continue to operate his palmistry booth in that city. . . . **Mr. and Mrs. James Sabia**, formerly with O. C. Buck Shows, recently took delivery on a new house trailer.

Eddie Owens, lot superintendent with a number of the major carnivals in the past, and off the road for nearly a decade, is again working at Gulfstream Park, Hallandale, Fla., this season. Eddie makes his headquarters at the Senate Hotel, Miami.

Mr. and Mrs. G. W. Murray, concessionaires and Motordrome operators on James E. Strates Shows, are in Bluffton Hospital, Bluffton, O., recovering from injuries sustained in an auto accident near Lima, O., while en route to Canada for a vacation from their home in Orlando, Fla. The Murrys report that they will be on hand for the Strates Shows' Washington opening early in April. . . . **Leu Pease** advises that he has a year-round Girl Show at the main gate to Camp Rucker, Alabama. . . . **Vicki LaPage** and **Cheri Vaughn** have returned to Heart of Texas Shows with Vicki's Girl Show.

Miami Notes: Doc Cunningham, veteran showman, is at the Florida Rest Home and will not go out this season. . . . **J. B. Schleifer**, who with **Red Goehrman** has a snipe plant in Miami, will handle billing for **Prell's Broadway Shows** this season. The duo also bills for Dade County Fair here.

Danny Arnett, manager of the American Eagle Shows, was recently presented with a son, **Michael Dwayne**, by **Mrs. Arnett**. . . . **Flash Williams**, veteran of outdoor showbiz, returned to Chicago recently from a tour with his girl-in-the-tank show. Unit played in Venezuela, Cuba and Florida.

A. C. Hill and **Walter Oliver** have signed with James H. Drew Shows for 1951. . . . **Leo Shoreck**, with Dumont Shows the past two seasons, will not take to the road until late in the season. He's a patient at Veterans' Hospital, Aspinwall, Pa. . . . **Frank T. Griffith** is in his second season as assistant manager of the James H. Drew Shows. **Bill Hughes** again has his concessions booked with the org for 1951.

George West reports from Miami that he has sold his "Jewel Box Casino" and is framing a concession line-up which he has booked on United States Shows. . . . **Mrs. Frances Ray**, formerly with John R. Ward, Imperial Exposition, L. J. Heth and Ohio Valley shows, is operating Ray's Theater, Essex, Mo., which had its formal opening March 14. . . . **Peggie Ewell** reports good business for her unit on United States Shows in Florida. **Albert Buckhanon** is handling the front. **Peggie** visited with **Lee Houston**, **Stanley Barbay**, **Eddie Hill**, **Ray Marsh Brydon** and **Ann Lee King** recently.

Billy and Bobbie Ann Wingert, well-known in carnival circles, were in the show given for patients at Fort Thomas, Ky., Veterans Hospital, Thursday (8). Also in the cast were **Norman (Little Abner) Bullick** and **Ken Charles** "Television Stars on Parade." **Barry Lane** emceed the show with **Ken Charles** as producer.

Mrs. Verna Avery, owner of Avery's Modern Shows, is convalescing at her Royal Oak, Mich., home following a flu attack.

Detroit Notes: George Harris held a two-fold celebration recently when his wife presented him with a new daughter on their wedding anniversary. . . . **Charles Duma** again will be with **Sam Solof** on the World of Pleasure Shows this year. . . . **Fred Silber**, carnival supplier, returned here from Miami and **Mrs. Roscoe Wade** returned from the funeral of **Mrs. Frank Wagner** in Buffalo. . . . **Eddie Burge** and **Charles Rafal** are skedded to work **Flint Park** this season. **Doc Louis Firestone**, owner of the Flint spot, was a recent visitor here. . . . **Irving (Stash) Rubin** joins **Jack Gallagher's** Playland Shows, which open in Detroit, April 23. **Edward Parker**, org's business manager, announced the shows will spend most of the season around Cleveland. . . . **Tommy Paddles**, **Dick Lewis**, **Raymond Coffeen**, **Herb Pence** and **John Cargan** were seen in concession booths at the Detroit sports show.

Mr. and Mrs. William O. Perrott, carnival troupers, are confined in Central Florida State Sanatorium, Orlando, Fla., where **Bill** is in charge of entertainment. He expects to be discharged in July, while his wife, **Bertie**, is expected to remain there until October.

Osterman & Williams, law firm of Salem, Ore., are anxious to learn the whereabouts of **Maximilian (Max) Abler**. They are holding a check for him from the Oregon Industrial Accident Commission, which has been ordered by the Oregon Supreme Court to pay off an accident claim made against it by **Abler**. **Abler** and a fellow-worker were injured while erecting a Ferris Wheel at Gates, Ore. The law firm is in touch with **Abler's** fellow-worker, but must contact **Abler** to make final disposition of the case. . . . **Bill Rabon**, for the past several seasons electrician and lot man with **Blue Grass Shows**, will not return to the road in 1951. He has accepted a position as chief electrician with the **Fitz-Mills Corporation**, Fitzgerald, Ga. **Rabon** has his portable rink playing spots around Fitzgerald, with **Porter Bowers**, who also was with **Blue Grass Shows** for a number of years, in charge of the tent end front.

Leo Arduengo again has signed as billposter with **Blue Grass Shows**, marking his fifth consecutive year with the org in that capacity. . . . **Bob and Flo Verner**, bingo operators, left Tampa Monday (12) for Mobile, Ala., to join **Gem City Shows** for the season. **Bob's** dad, **Pierre Verner**, left Tampa Monday (19) to join **Capital City Shows** in Bainbridge, Ga., with his bingo. . . . **Wanda Brown**, **Jack Kellow** and **Steven Van Russell**, of **Prell's** Broadway Shows, enjoyed a visit from **Claude Bentley**, of James E. Strates Shows, Sanford, Fla., last week. Guests at a luncheon in his honor included **Dottie Oakley**, **Donetta Cooper**, **Dr. Marie Annett**, **Honey Lee Walker**, **Miss West** and **Peggy Ewell**. **Kellow** plans to leave Florida soon for the **Sam Tassell** units in Philadelphia with his concessions.

Ted Cole, who will have the bingo on G. & B. Rides this season, was a guest recently of **George Broas**, manager of the show, and his wife at G. & B.'s Parkersburg, W. Va., winter quarters.

Steven Haley and **Mary Scott**, cookhouse workers, who were married in Tampa recently, join **Tri-State Shows** after a brief honeymoon. . . . **Goldy Restall**, a New York visitor last week, reports that he will again have the Motordrome at Belmont Park, Montreal. He'll also play Canadian fairs.

F. C. BOGLE SHOWS, INC.

9—RIDES—9 FREE ACT NIGHTLY 7—SHOWS—7
 Opening Fort Scott, Kansas, Saturday, April 7th.

WANT—Concessions: Airplanes, Add Darts, African Dodger, Blower, Balloon Dart, Bumper, Basketball, Big Tom, Cork Gallery, Clothes Pins, Coke Bottles, Country Store, Cane Rack, Candy Track, Cookhouse, Devils Bowling Alley, Dart Wheel, Derby, English Pool, Fish Pond, Grab Bags, Glass Pitch, Gold Fish, Hit & Miss, Hucky Buck, Hoop-La, Jewelry, Knife Rack, Long Range, Merchandise Wheels, Milk Bottles, Mitt, Novelties, Ping Pong, Penny Pitch, Pennants, Root Beer, Roman Targets, Set Spindle, Sling Shot, String, 6 Cats, Scales, Short Range, Whiskey Bottles or Photos.

SHOWS: Mechanical, Crime, Unborn, Athletic or any other with own equipment.

ARCADE MAN: Capable of taking complete charge, good deal, must be sober. Fun-house Man to take charge, prefer man with ride experience, salary or P. C.

SIDE SHOW ACTS: Geo. Hershly wants Acts of all kinds, Ticket Sellers who can make openings, also Talent for Girl Show.

GENERAL: Want Help in all departments; winterquarters open, come on.

Wire or Write **F. C. BOGLE, Mgr.**, Box 67, Arms, Kansas
 P. S.: **Walter Marco** and **Matt Balch**, please contact me at once

CARNIVAL WHEELS

24" - 30"
 36" - 42"

ALL BALL BEARING

IMMEDIATE DELIVERY

BIG 6 WHEEL

SEND FOR CATALOG!

MORRIS MANDELL, Inc.
 26 East 13th St. (Dept. B)
 New York 3, N. Y.
 Phone ALgonquin 5-5912

"America's Finest Show Canvas"

TENTS—SIDESHOW BANNERS

PLACE YOUR ORDER NOW

TO AVOID DISAPPOINTMENT DUE TO THE SHORTAGE OF FABRIC AVAILABLE FOR TENT CONSTRUCTION.

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
 482 N. CLARK ST. CHICAGO 40

WANTED MOTORDROME FUNHOUSE MONKEY SHOW

Happyland Shows
 3633 Snyburn Detroit 14, Mich
 Phone: WALnut 1-7924
 John F. Reid, Mgr.

SLUM SPINDLES

Will Get You Top Money on Any Midway

You can safely flash your best prizes, work for 10¢, 15¢ or 25¢ with our new, attractive, precision built "G" model spindle. 30 inches square, beautifully covered with red felt, fancy metal corner plates, has 45 two-inch spaces, steel pins, fine finished 21-inch mahogany arrow. Complete and ready to work on any counter top, only \$39.50.

\$20.00 deposit, balance C.O.D.

K. Max Smith Enterprises
 Box 297, Russell's Point, Ohio

WORLD OF PLEASURE SHOWS

Now contracting for 1951 SHOWS—RIDES—CONCESSIONS

Opening in April. Vicinity of Detroit

JOHN QUINN, Owner
 4923 Calhoun St Dearborn, Mich

FOR SALE

Floss, Corn, Apples and Novelty Concessions. Shrine Show, April 4-April 8.

O. DECKER
 Box 505 Troy, N. Y.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

WANT

Ride Help: First and Second Men for Wheel, Rolloplane, Octopus, Tilt. Good pay and treatment. Must be sober and reliable. Winter quarters now open. Side Shows, Motordrome, Funhouse, Monkey Circus.

KEN-PENN AMUSEMENT CO.
 619 Earl Avenue, New Kensington, Pa.

WANTED 4 or 5 Kiddie Rides

Location in front of very large lake front pavilion. Large resort territory. Terms to suit.

Contact: **SOL DICKSTEIN**
 NORTH SHORE BALLROOM
 South Haven, Mich.

WANT BINGO MANAGER

Must be fully experienced and capable of complete supervision and purchasing for Deluxe Bingo in one of the best Bingo territories in the Middle West. POSITIVELY MUST NOT DRINK—DO NOT MISREPRESENT.

TOM L. BAKER
 2156 Union St. Indianapolis, Indiana
 Ph.: GARfield 7247

www.americanradiohistory.com

PENN PREMIER SHOWS

World's cleanest • midway

OFFICIAL OPENING — OFFICIAL OPENING

APRIL 7TH HOPEWELL, VA. APRIL 7TH
 This is the home of Fort Lee Camp with thousands of men and WACS. The first show to play this date in 3 years. Everyone contracted please note this ad.

- CONCESSIONS** Can place all legitimate Concessions only. Can place Novelties, Derby Racer, High Striker, Age, Scales, Ball Games, American Palmistry (no gypsies), some percentage if you have Hanky Panks. We are sorry but no Coupon Stores or Wheels.
- SHOWS** Can place any kind of Grind Show not conflicting. Have real opening for Arcade, Joe (Life Show), answer. Al Renton can place good M. C., also all kinds of Working Acts for Circus Side Show.
- RIDES** Can offer real proposition for Caterpillar, Spitfire or Fly-o-Plane.
- HELP** Can place Ride Help who drive semis. Need Men in all departments. Come in Winter Quarters any time after April 1. Can also use good Man for Towers and Front Gate.

This show is booked solid with 16 Fairs, 8 Celebrations and 8 Stnl Dates. Address all mail and wires to LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows, Goldsboro, N. C.

STRATES SHOWS

AMERICA'S BEST MIDWAY

Opens at Washington, D. C., April 5

10 Days including two Saturdays and one Sunday.
 Can place legitimate concessions and eating stands.

Want Tower Men, Ride Help, Canvasmen and generally useful people. The Great Lester can place useful people, Talker, Inside Lecturer and Girls for Illusion Show.

Claude Bentley can place Side Show Acts and Oddities.

Show Train leaves winter quarters, Orlando, March 27. Concessionaires, contact Dick O'Brien, Hotel Dodge, Washington, after March 25, or James E. Strates Shows, Inc., Orlando, Florida.

ROYAL DUKE SHOW

March 26th, Rockingham, N. C.

Fifty thousand soldiers within ten miles of lot.

RIDES—Place set of Kiddie Rides or book any single Kiddie Ride. Will book or buy Merry-Go-Round. Place one High Ride, Spitfire or Tilt.

SHOWS—Want Snake Show, Side Show, Minstrel Show, not more than twelve people; good opening for Motor Drome.

CONCESSIONS—Owing to disappointment can place Bingo, will give you people head of midway location. Place Rotaries or Diggers, Custard, French Fries, Palmistry, Duck Pond, Balloon, Penny Pitch, Glass Pitch, Ball Games, any and all Hanky Panks at live and let live prices.

HELP—Useful Carnival Help, Ride Men, Semi Drivers, Canvasmen, Boys for Grind Stores. All address

BILL PORTER

New Bern, N. C., this week; then per route.

P.S.: Place High Act, long season.

WALLACE & MURRAY

Opening this Saturday, March 24 to 31, colored location, followed by white location opposite Coffey Trailer Camp on Route #1, catching a soldiers' pay week, April 2 to 7.

WANT WANT WANT

Foremen for Merry-Go-Round, Ferris Wheel, Tilt and Chairplane. Must drive Semis. Don't wire, come to Coffey Trailer Camp. Show opens this Saturday. Want Electrician and Truck Mechanic. Want Managers with talent for Minstrel Show, Side Show and Girl Show. We have complete outfits and transportation. Will book legitimate Concessions of all kinds. Good opening for Bingo and Cookhouse. Want Motordrome crew to take complete charge of Drome. Must have own motors. Will the following people please contact me at once: Bill Sterling, Charlie the Billposter, Clarence Thames, Jim Hayden and Elaine Sopke. All replies to

AL WALLACE, Mgr., Box 896, Augusta, Ga.

GEM CITY SHOWS INC.

FEATURING GOOD, CLEAN OUTDOOR AMUSEMENTS

17 Rides—12 Shows—8 Downey Light Towers—Army Search Lights

Want for Opening. Mobile, Ala., March 23, Under Auspices Abba Shrine, Benefit of Uniform Bodies. 10 Big Days.

Want Hanky Panks, Age and Scales and any legitimate Concessions. Can use Ride Help, must be able to drive Semis. No drunks. Wire or write all information.

THOMAS D. HICKEY, Owner-Mgr., Mobile, Alabama
ART FRAZIER, Business Mgr. W. J. WILLIAMS, Asst. Mgr.

RITA CORTES WANTS

FOR EARLY APRIL OPENING

with Calvacade of Amusement. Girls for review and Hula shows. Will guarantee all who qualify thirty weeks' work with good pay. State experience, age and if possible send photo. Rehearsal with pay. Those who worked for me before, answer. Also want a good Drummer, a Talker and Ticket Seller. Have comfortable state rooms on train for all if wanted. All interested answer. RITA CORTES, Winter Quarters, Cavalcade of Amusements, Mobile, Ala.

BUFF HOTTLE SHOWS

OPENING MARCH 26, BOGALUSA, LOUISIANA, AMERICAN LEGION PARK. 19 FAIRS BOOKED, STARTING JULY 1.

Exclusive sold on Bingo, Mitt and Diggers. Want Concessions that work for Stock, especially Ball Game, Coke Bottles, String Game, Bowling Alley, Hoop-La, Long Range Lead Gallery, etc. (Robinsons, am expecting you with Custard.) Address:

BUFF HOTTLE, Mgr.

P. O. BOX 833 (Phone: 327-J) COVINGTON, LA.

WHEELS OF ALL KINDS



Cardinal Mfg. Corp.
 430 Keap Street Brooklyn, N. Y.
 Evergreen 7-5827

WANTED TO BUY

75 or 100 KW. Transformer, 32 or 36 foot Jenny, two abreast. State all in first letter.

HELP WANTED—FOREMAN AND SECOND MEN ON ALL RIDES. BINGO CALLER, MUST KNOW THE GAME. JOHN NORDMAN, LET'S HEAR FROM YOU. CONCESSIONS AND SHOWS OF ALL KIND.

NESSLER GREATER SHOWS
 SANDOVAL, ILL.

WANTED

CONCESSIONS that work for stock: Milk Bottle, Cat Rack, Scales, Balloon Dart, Hi Striker, Basket Ball, Photos or any legitimate Concession. Only one of a kind booked. No gypsies or racket. Good opening for Fun House.

Foreman for Smith & Smith Chairplane. Good salary to man who knows his business. Also Second Men on Eli Wheel and Merry-Go-Round. No drunks or chasers wanted.

Lee Becht Amusements
 P. O. Box 92 Cincinnati 31, Ohio

WANT TO BUY RIDES

Prefer Merry-Go-Rounds and Ferris Wheels or what have you.

D. J. ROHR

1619 W. Ohio St., Chicago, Ill.
 Phone: Seeley 8-1692

DICKERSON SHOWS

Can place Stock Concessions of all kind. Will give X on Mitt Camp, Photo, Popcorn, French Fries, Bingo, Ball Game or Sitdown Grab. Place Ride Help Foreman and Second Man for new Chairplane; must drive truck. All address:

DICKERSON SHOWS
 Orange Lake, Fla., this week; then as per route.

FOR SALE

14 FT. ALL ALUMINUM CONCESSION TRAILER. Ideal for Mug Outfit or Novelties. Cost one year ago, \$1400.00. Quick sale price, \$600.00.

BOX 25, EUREKA, MO.
 (Phone: Willow 7-4841)

AGENTS WANTED

Head for Roll Down, Head for Razzle. Skillo and Clothes Pin Agents. Have X on flats; only 4 on show.

HOWARD PIERCY

Page Bros.' Shows
 Box 244 Springfield, Tenn.

WANT

Stock Concessions of all kinds. Here is opportunity for 2 good Men. Wheel and Jenny Foreman, \$500.00 bonus. Would like to buy 2200 Transformer. Have Double Loop for sale or trade.

BURKHART SHOWS & AMUSEMENT
 Fordyce, Ark., this week; Sheridan, Ark., next.

For Sale or Lease

#5 Eli Ferris Wheel; 60 KVA Diesel Lite Plant, good condition; 12 1/2 Kw. Lite Plant, good condition; 2000 Feet Three Conductor #6 Rubber Covered Ground Cable in 150 ft. lengths.

Address all replies to

W. E. BUNTS

Crystal River, Florida

WANTED

For Richlands, Va., Free Spring Fair & Calf Show, May 16-17-18. Five or Six-Ride Show with Concessions. Absolutely no grift. All school children will be transported to fair in school busses free. Contact

M. L. WHITTAKER

Tazewell, Virginia Phone 9011

WANTED

Large Merry-Go-Round or large Ferris Wheel, also several Kiddie Rides and Concessions. Also want outstanding Acts to work as free attractions for Annual Celebration to be held July 1 thru July 7, sponsored by the West Leechburg Volunteer Fire Co. Will feature huge firemen's parade on July 4. For further details write STEVE POCHIBER JR., Gen. Chrm., P. O. Box 605, Leechburg, Pa.

WILL SELL

Exclusive Concession for Monogram Hats for Battle of Flowers, 3 locations. Attendance is over 300,000 people for celebration, San Antonio, Texas, April 16-21. Contact me.

MORRIS BLUESTEIN
 2240 E. Houston St., San Antonio, Texas

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

GET WELL WITH PRELL

Our 1951 Season Opens March 29-April 7th, Fayetteville, N.C.
 6th Annual Spring Flower Festival Combined With Greatest Army Display Under Mammoth Tent. Streets Decorated.
 100,000 Soldiers With Pay Day—10 Big Days.
 MARCH 29-APRIL 7th

WANTED WANTED WANTED

First class Cook House that will cater to show help. Fun House, good Talker on Monkey Show. Foreman for Whip. Good Ride Sup't for a park. Will sell Glass House. Can book on show, Hanky Panks, Photo Gallery, American Palmistry, Arcade.

Want a Side-Show Manager with Acts. We have all equipment.

ATTENTION

Two Pin Store Agents, good treatment. Also general help in all stores. Address
PATTY FINNERTY, Bus. Mgr.
 Prell's Broadway Shows, Ocala, Fla.

All answers **SAM E. PRELL**
 OCALA, FLA., MARCH 19-24

Morris Hannum Shows

One of the Great Eastern Shows

Opening in Eastern Pennsylvania, April 23

Featuring the Most Sensational Free Act in Show Business

LEO (SUICIDE) SIMON

The Man Who Blows Himself Up With Dynamite

Want Motordrome, Mechanical City, Penny Arcade, Fun House and Legitimate Games.

Workingmen on all rides please write. Replies to

MORRIS HANNUM, 934 Murdoch Road, Philadelphia 19, Pa. Telephone: Wissachickon 8176.

J. R. Leeright Midway Exposition Shows

Opening Holdenville, Okla., March 30. Two Saturdays, Two Pay Days; then proven spring route, two a week, and nineteen Fairs and Celebrations in Kansas, Nebraska, South Dakota.

Want Stock Concessions of all kinds, reasonable privileges and percentage. No grift. Help for Bingo, Custard, Ball Games, Stock Concessions; Foremen for Wheel, Tilt, Merry-Go-Round; Second Men all Rides, must drive semi; Manager for Girl Show with talent and wardrobe, Fun House Manager. Will book any Show not conflicting. Following people contact: Sam Carson and Dago, Jimmie Wallace, Elmore Smith, Anderson. For Sale: 36-Ft. Spillman Three-Abreast Merry-Go-Round.

Wire, Write or Phone J. R. LEERIGHT, Mgr., Holdenville, Okla.

RAINER SHOWS

(Formerly Ziegler Shows)

WANT

Concessions: Derby, Pitch-Tilt-U-Win, Fish Pond, Scales and Age, American Palmistry (no gypsies) or any other Concessions not conflicting. Shows: Ten-in-One, Snake or any other worth-while Shows with or without own equipment.

All Replies to **K. R. "Andy" Anderson or Geo. E. Hiseox**

Owners

431 BROADWAY, A411 TACOMA, WASHINGTON

HARRISON GREATER SHOWS

LAST CALL LAST CALL LAST CALL
 Opening March 30th Thru April 7th in Heart of H-Bomb Project. Six million dollar pay roll. Plenty of soldiers.

Can place Concessions of all kind. Good opening for Custard, Floss, Popcorn, Candy Apples, French Fries, Novelties, Age and Scales and Photos. Want Ride Help and Semi Drivers on all Rides; Ferris Wheel, Bolloplane, Octopus, Merry-Go-Round, Chairplane and Kiddie Rides. Good opening for Motordrome. Will book any worth-while Show. Want A-1 Sound Truck that can and will advertise. All people contracted report not later than March 24th. All mail and wires to

FRANK HARRISON, Rt. 2, Box 35, Sylvania, Georgia, until the 24th of March; then Aiken, S. C.

Wanted—GEM CITY SHOWS, INC.—Wanted

Bob Edwards has been selected to manage the entire back end of the Gem City Shows and would like to surround himself with capable Showmen and Working Men. Ticket Sellers who can grind and make second opening. Canvas Men who can get it up and down and good Show People in all departments. Showmen with new ideas, please contact. You know Bob Edwards gets results. Acts—if you want a long, pleasant season, write us immediately. Girl Show and Posing Show People—our office-owned Shows can place several people. Our featured revue attractions are "Baby Dumpings" and "The Toni Twins." We need an Organist who can cut Show. Also Girls with or without experience. Those who know Bob Edwards, please contact immediately, as this Show opens March 23 in Mobile, Ala., on a downtown lot. Bob Edwards would personally like to contact the following people: Harvey Wilson Jr. and Sr., Charlie Wren, Josephine Reynolds, Chick Boyer and Jack Boyer. All people contracted please communicate immediately; report no later than March 19. Can book for season Wild Life and Unborn Show. Our excellent route assures you of a successful season. Winterquarters Address: Theodore, Ala. Opening date March 23, downtown Mobile, Ala.

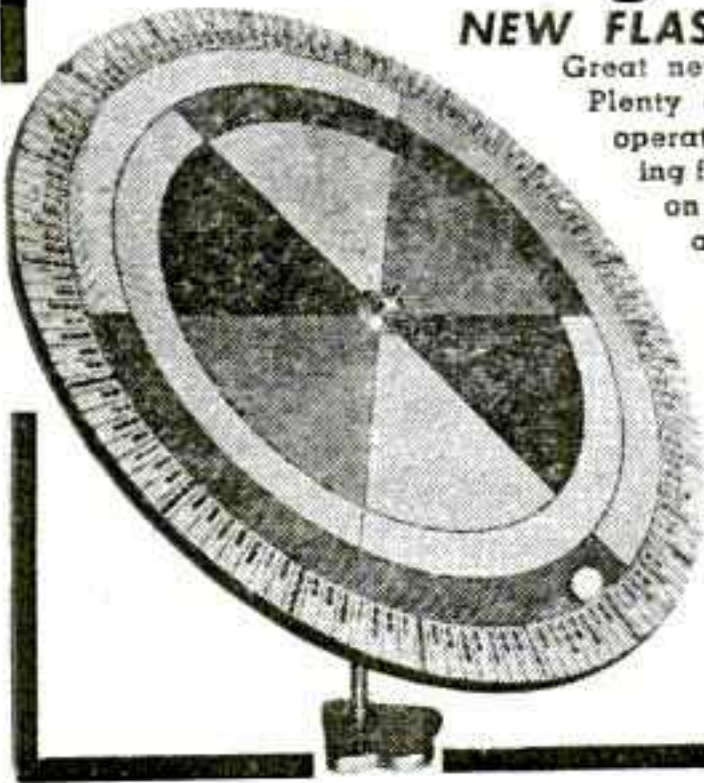
LAST CALL LONE STAR SHOWS

Opening MACON, GEORGIA, March 23
 Want Ride Help on all Rides. Semi-drivers preferred. Can place a few more Hanky Panks. Write or wire for space. James Nolan, contact Dickie or come on. Worth-while Shows with own outfits, come on. This show carries 12 Rides, playing factory and pay-roll towns only. Playing two different lots in Macon.

All replies to J. R. McSPADEN, Macon, Ga.

Evans' New Cigarette Wheel

NEW FLASH! TOP EARNINGS!



Great new fast playing cigarette store! Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action bally! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality built to give you many seasons of big earnings. This is the right one! Don't wait!

IDEAL FOR FAIRS, HOMECOMINGS, REUNIONS, BAZAARS, ETC.

Write for information and latest catalog

H. C. EVANS & CO.
1556 W. Carroll Ave.
Chicago 7, Ill.

MIGHTY PAGE SHOWS

14 FAIRS OPENING GOLDSBORO, N. C., MARCH 26 14 FAIRS

CONCESSIONS: Hanky Panks of all kinds, especially Ball Games, Water Games, String Game, Blower, Bowling Alley, Photos, Cork Gallery and Mitt Camp. Can also place Ham and Bacon Wheel and Grocery Wheel, Penny Arcade. SHOWS: Motor Drome, Wild Life, Monkey, Life, Snake, Wax Show, Mechanical, also Fun or Glass House. Want valuable Side Show People and Acts. Annie Lee King, can place you. RIDES: Will book Train and Live Pony Ride. Also any Major Ride not conflicting. Want Foreman and Second Men for the following Rides: Spitfire, Octopus, Roll-o-Plane, Tilt and Wheels. Don't write or wire; come on, winter quarters open. All people contracted with show get in touch immediately.

All replies to **BILL PAGE, BOX #931, GOLDSBORO, N. C.**
P.S.: John Corlis, Broad Player, contact immediately.

BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHBRED ENTERTAINMENT
OPENING THURSDAY, APRIL 19, OWENSBORO, KY., TWO SATURDAYS

WANTED

Legitimate Concessions and Hanky Panks of all kinds. Hi-Striker, Short Range, Custard, American Palmistry open on exclusive basis. SHOWS: Have opening for Monkey Show, Wild Life, Snake or any other good attraction with own outfit and transportation. Liberal proposition. HELP: Want Foreman for Tilt, Operator for Fun House, Second Men on all Major Rides. Must be licensed semi drivers. Good Canvasman for Marquee. Girls for Revue. Salaries guaranteed from office. All address **C. C. GROSCURTH, Gen. Mgr., P. O. Box 621, Owensboro, Ky. Phone 35321.**

20th century shows

WANT

WANT

COLORED PERFORMERS—MUSICIANS. 32 weeks, including 14 Fairs, with 20th Century Shows. Salary, bus transportation. Write or wire R. E. "Tex" Forrester. FOLLOWING PEOPLE REPLY: Jerry Main, Stella Walker, Alice June, James Evans, Hayden Medlock, Madam Burleson, Bonny Glover, Ethel McMoy, Lake Charles Sophie, Drummer Pee Wee. **WANT BLUES SINGER, A-1 COMEDIAN, Dr. Pepper, wire. Drunks and fighters, stay away. Tickets if I know you. No collect wires. Replies to EL DORADO, ARK.**

W. R. GEREN PRESENTS

Mighty Hoosier State Shows

Indiana's Most Modern

LAST CALL—Opening April 3 at Jeffersonville, Ind., 3 blocks from Louisville Bridge, just across from Colgate factory.

Want Hanky Panks, Shows with own equipment and Ride Help.

Show will move on lot March 30. All replies wire Western Union,

BILL CEREN, GREENSBURG, IND.

LEE UNITED SHOWS

LIGHT PLANTS GIANT SEARCHLIGHTS

OPENING APRIL 14, NEAR DETROIT

Will book Octopus and Roll-o-Plane. Want a few more Hanky Pank Concessions. Will book Shows with own equipment.

WANTED: Experienced Ride Men, must drive semis. Top salary and bonus. Also Man for Fun House.

CHARLES H. LEE, OWNER-MGR.

700 So. Farragut St. Bay City, Michigan

MAXIE SHARP WANTS for VIVONA BROS.' COMBINED SHOWS

Agents for Cat Rack. Will give head to reliable Agent. Help to up and down outfits. All those with me last season contact or come on. Opening New Barn, N. C., April 2nd. Leaving winter quarters, Goldsboro, N. C., March 28th. Scottie Devine, Dick and Buddy, contact at once.

MAXIE SHARP or JOHN VIVONA

c/o VIVONA BROS.' COMBINED SHOWS, P. O. Box 688, Goldsboro, N. C., until March 28th; then as per route. P.S.: Pill Pool Dealer, also P.C. Agents.

B. C. "SLIM" CUNNINGHAM WANTS AGENTS

SLUM SKILLO, ROLL DOWN, LINE UP. JENNIE WRIGHT, BILL PIKE, BILL MILLER, COME ON. OPEN MARCH 30TH. AIKEN, SO. CAR. HARRISON GREATER SHOWS

Crafts' Three Units Merge

Continued from page 56

drome, Clyde Rawlings, George Kelly, Wymon Oates, Patricia Rawlings; Jungle Cargo, L. H. Robison, Les Peck, Ruby Robbins, Paul Pridemore; Mars Express, J. M. and Ruth Morton.

Concessions

Lead gallery, Roy B. and Isa Wilson, James Grant; Santa Anita Handicap, Howard Bishop, Frank Becktel; pan game, James Lantz, Evelyn Lantz; ham and bacon, Mrs. Joe Duran, Marguerite Ragland; Korte and Ragland, fish bowl, duck pond, ham and bacon and pan game, Ruth and Lou Korte, Rocky Hendrickson, Shorty Crowell, K. O. Van, Duke Kennedy, Edna Kanthe; cross-country races, Howard Bishop, Hal Fisher, Bill Zebrow; hoop-la, bird store, Clara and Walter Connor; short range gallery (2), Darwin and Donna Glenn, Jack Hughes, Frank Harris, Darlene Glenn; balloon darts, Dill Gallock; glass pitch and lamp wheel, Molly and Al Lindenberg, Sol Grant, Milton Finkelstein, Sam Cooper; hoop-la, George Chaney; balloon darts, L. L. Bartle, Ed Butler; lead gallery, Jack Dykes; hoop-la, Sam and Max Silver; baby ducks, Max Kaplan, David A. Kann.

Balloon darts, R. Waters, Bobby Reiso, Harry Finn, Mickey Carter; race horse derby, Jerry Mackey, Max Miller, Howard Hoss, Harry R. Spellman; diggers, Joe Blash Sr., Henry Dickens; duck pitch, Helen Maxwell, Roy Emerson; BB guns, Casey Burns, Eldon Short; bagatelle, pitch-till-you-win, Harry and Helen Dilbeck, Al Crane; rotaries, Joe Blash Sr., John Swartwood; ham and bacon, Ruth Korte, Minnie Pounds; duck wheel and doll store, Wallace O'Connor, Harry Cosby; derby races, Jack Dykes, Rudy and Vivian Jacob, Harry Fradkin; balloon darts, John Blount, Ken Mosler; short range gallery, A. C. Van Horn, Earl and J. French; ham and bacon, James, Julia and Connie Smith; hoop-la, Jack Glassman, J. O. Whitescarver; cat rack, Al Estfan, E. A. Meyer, George Kissel, Burk Burkmeiser, Chuck Martocello; turf, LeRoy Wicks; cork gallery, M. H. Poland, Clarence Sturtevant; short range gallery, Irene and Charles Castellon; ham and bacon, Jack Shaffer, Frank Medore; grocery wheel, Sam and Stella Shaffer; hoop-la, Kenneth Payne, Al Mzuants; ham and bacon, Jimmy Lantz, Betty Shepard; pan game, Bill McMahon and Evelyn Kennemur; glass pitch, ham and bacon (2), doubling fish bowl, milk bottle, rat game, toy wheel, grocery wheel, ham and coffee wheel, duck wheel, bird wheel and shooting gallery, Al Cecchini, Sam Richardson, Ed, Peggy and Bob Butler, Loretta Roberts, Whitey Bahr, Ed Coggins, Walter and Annabelle Patchett, Red Wilson, John Lorman, Mike Sevier, Al (Red) Cohn, Fred Bain, Bob and Patty Jones.

Hot Dogs, Hamburgers

Roger Warren, Jeff Griffin, Jerry Harvey, Donald Sciley, W. C. Martin, L. J. Fry, Kenneth Burns, Harold Hunting, Herman J. R. Smith, Byron Collier, Wally Wangen, John Huggins, LeRoy and Eleanor Wicks, Edna and J. T. Rex, Maurice Seeling, Jack Cornell, A. C. Van Horn, Billy Blackwood, Warren and Flora McMenus, Marie Brewer, Bob Nichols, Louie Paulree, Joe Krug, Tony Campopiano, Ed Thompson.

Penn Premier

Continued from page 56

chanic; Doc Turney, electrician; Walter Roberts, scenic artist; Miles Detrick, superintendent; Jack Belmar, paint department; Ted Comfort, building superintendent; John Watkins, lot superintendent; Earnest Arnold, purchasing agent, and Giles Maynard, publicity.

Al Renton has the Side Show and two grind shows; Chuck Renton, Snake Show; Mr. and Mrs. Les Evans, Motordrome; Lou Samms, Glass House; Andy Zane, Girl Shows; George Paucsek, Funhouse; Jimmy Shunk, Life Show; Joe Pensauk, two grind shows; Miles Detrick and Ted Comfort, front marquee, and Jack Belmar, light towers. Three new towers have been added.

Rides Listed

Rides include: Twin Ferris Wheels, Merry-Go-Round, Chair-plane, Rolloplane, Octopus, Tilt-a-Whirl, Rocket, Spitfire, Train, Boat, Fire Engine, Jet, Little Dipper, kiddie auto, kiddie buggy and dark and pony rides.

A 25-man crew is readying the shows. All new canvas has been ordered from Dize Tent & Awning Company, and six new tractors and trailers have been delivered.

Goodman Kick-Off

Continued from page 56

Louisville; Ohio State Fair here, and Saginaw (Mich.) Fair.

Among showmen contracting with Gooding for 1951 are Charles Andersen, Irvin Deggeller, Earl Ingalls, Floyd Smith, D. R. Gowin, Harvey T. Wilson Sr., Carl Lauther, D. Rex Barnes, Raul Rodriguez, William Lauther, Norman Smith, Fernando Riverio, Art Converse, Louis Pasteur, Sailor Katzy, James Collier and S. W. Lowther.

Gooding said that the firm will again advertise and promote large cut-rate matinees for kids. He plans to make us of searchlights, light towers, radio and newspaper advertising, heavier billing, callioles and mechanical bands, downtown window displays and other promotional features.

New this year will be a Minstrel Show, Colored Revue and a Western or Hillbilly Show for larger dates.

Dixie Harper, Wynona Betts, Bill Russell, Ben Ackerman.

Popcorn, Floss

G. O. Wheeler, T. M. (Goobers) and Mae Scarbrough, R. Benn, Larry Hadley, W. L. and Annabelle Gresham; Virgil, Pauline and Peggy Matthews, Gladys and George Charbonneau, A. C. Van Horn, D. French Jr., Roger Warren, Vincent (Polock) Kuropatwa, Donna Rawlings, Cliff Gilbert, Ruth Nichols, J. M. Mysaa and Irene Castello.

Beer, eating stands: Roger Warren, Larry Nathan, Tony Tumbas, Eddie Boughe, Pancho DeVito, Elmer Whitehead, Willard King; Al Weisman, Gertrude and Oscar Mandel.

Novelties: Olivia and Alex Freedman, Lefty McGinnis, Sam Constable, Maury Levy, Manuel Regent, Max Fralich, Jimmy Phoenix, Catherine Ray, Clara Webster, Richard Arcand.

Scales: Ed Kennedy, Ted LeFors, Ed Van Horn. Photo Gallery: Boston Kennedy, Johnny Nelson. Arcade: George and Billie Bryant, William Nordyke and Rex and Peggy Boyd.

Book Review

Continued from page 56

human pin cushion and a partner in a mental act.

Much of the book is taken up with detailed descriptions of each of the acts. These feats are interrupted by passages on Billie, a member of a Posing Show which strangely includes a band and dance routines, a Hey, Rube, bit, in which the natives are beaten off successfully, and a blow-down.

Since the story is presented as a true accounting, it must be said that if Mannix did spend three years with carnivals he was either an unobservant person, which is hard to believe in view of his established status as a writer, or a very bad reporter. He refers to all carnival units, including rides and concessions, as shows. Still dates are held to be synonymous with fairs. The Side Show features a fat lady in the annex, perhaps because she happens to be the only bona fide freak in the show.

The interest that show folks might have found in the book is likely to be lost in the feeling that Mannix is not yet qualified to write about carnivals in a factual manner.—JIM McHUGH.

Coleman Bros.' Shows

Opening April 26
Middletown, Conn.

WANT COOK HOUSE & RIDE HELP

Richard J. Coleman
P. O. Box 886 Middletown, Conn.

GIRLS—GIRLS

For Girl Shows. Must be young, good looking. Top salary to capable Strippers. Also use one more Girl for Posing; attractive face and figure, no experience necessary. Sober Ticket Seller-Canvasman. Long season, good working conditions, best treatment. Rita Valentino, wire me. Alma, can give you good set-up here. Wire

BILL ENGLISH

c/o GOLD MEDAL SHOWS
Albany, Ga., through Mar. 24.

FOR SALE

Sunshine Choo Choo Train, 1950 model, used one short season. Two h.p. electric engine, four cars, one-man operated. Complete with track, steel fence, electric light cable and depot, \$1,250.00 cash. Will deliver set up and demonstrate for ten cents per mile one way.

A. G. OSLER
Denver, Colo.

FOR SALE

MINIATURE TRAIN

V-8 Ford motor power, 3 cars with coil springs, painted, streamline, practically new, 450 feet track mine rail.

W. T. THOMPSON

312 47th St. Fairfield, Ala.

HAGENSICK'S RIDES

Opening April 7th, Foreman, Ark. Two Saturdays.

Want Hanky Panks, Penny Pitch, Grab Stand, Bingo, Pony Ride, Agents for Concessions.

C. E. HAGENSICK, Mgr.
Box 51, Pineville, Mo.

LESLIE'S TRAILER PARTS and ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626

W. G. WADE SHOWS

WANT Foreman and Second Men for all rides. Must be semi drivers.

C. P. O. BOX 1488, DETROIT 31

DIXIE EXPO SHOWS

Opening Oakboro, N. C., March 31. Move on lot March 28.

Can place all Hanky Panks, Bingo, Sit Down Grab, Shows with own Outfits. Book or buy Kiddie Auto Ride. Ride Help who drives. No drunks. Address Route 10, Box 349, Charlotte, N. C. P. S.: Ted Cole, get in touch.

NOW BOOKING CONCESSIONS

Old Settlers' Day Celebration and American Legion Festival

COLUMBIA CITY, IND.

August 2-9-10-11, Incl.

Contact **J. W. HANCOCK** or **BYRON W. BEAVER**, Columbia City. No Flats, P.C. or Gypsies.

WANTED

Man and Wife to operate Shooting Gallery and Doll Rack. Experience in Long and Short Range Gallery. Located at Morgansfield, Ky., 2 1/2 miles from army camp. 30,000 soldiers now. Also want Tattoo Artist. No other in town. No drinkers need apply. Write for particulars to

MRS. D. S. GUILLET
101 Franklin Street Clarksville, Tenn.

WANTED CARNIVAL COMPANY

With 20 Concessions and Shows

No flats. Must have Merry-Go-Round and Ferris Wheel. Good location on Highway 41, Indiana. Date on or near July 1 to 10.

Write **GEO. H. ODOM**

Stars of Soiree Sec., Fort Branch, Ind.

Charles (Chuck) Sanders

Come at once or wire

BOB WICKS

Royal American Shows

Tampa, Fla.

RAY JOHNSON WANTS

Experienced Bingo Countermen, also Hanky Pank Agents. Open March 31.

Cuthrie, Ky. John Parkhouse, contact.

Write—Wire

Almond (Swain Co.), North Carolina

BLUE GRASS SHOWS

NOW CONTRACTING FOR 1951

SHOWS—RIDES—CONCESSIONS

P. O. Box 621 Owensboro, Ky. Phone 35321

GOLD BOND SHOWS

Featuring Fearless Greggs

Now Contracting for 1951

WANT

RIDES—SHOWS—CONCESSIONS

MICKY STARK, OWNER

P. O. Box 229 Mt. Sterling, Ill. (Phone: 450)

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

BOX 402 LAWTON, OKLAHOMA

WANT-WANT

Want immediately, 2 Transformers, 2300 volts, either 75 or 100 kw. These transformers must be in the East. Please state all in letter or wires. Address all mail and wires to **LLOYD D. SERFASS** Penn Premier Shows, Goldsboro, N. C. P. S.: Want good Lot Man and Mechanic to join us in wire.

FOR SALE

No. 5 Ell Wheel, Smith & Smith Chair-plane and Boat Kiddie Ride, A-1 condition, cash price \$6,000 or on easy terms. Half down and rest on terms. Stored in Jacksonville, N. C. Address all mail to

J. J. STEBLAR

40 Colonial Rd. Stamford, Conn.

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 7th, 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 please. **BOX #68, Lonsdale, Ark. For Sale—1x24 South Top and Frame, flameproof khaki, used two months, \$300.00.**

INSURANCE

— • —

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WANTED—WANTED
CHORUS GIRLS

Those who have worked for me before, contact.

BOSS CANVASMAN
who can handle a big top and get it up and down.

SECOND TALKER
for Feature Girl Show.

TICKET SELLERS
who can grind.

All replies to
JACK NORMAN
c/o James E. Strates Shows
Orlando, Fla., until Mar. 28; then
Washington, D. C.

CARNIVAL WANTED

for
MAURY COUNTY FAIR

September 3-8

Want to book Free Acts not to exceed one and a quarter hour. Contact

J. W. SHAPIRO
Box 627 Columbia, Tenn.
Phone 2190

CARNIVAL LIGHT PLANTS

A-1 condition. Complete, ready to go. Two 66 kw. single phase Caterpillar Diesel Electric Sets in Hermann Trailer.

Visit, write or phone:
JOHN FABICK
TRACTOR CO.
3100 Gravois St. Louis, Mo.
(Phone: LAcled 8900)

FOR SALE
14x30 FT. COOKHOUSE

Blue top with 5 ft. awnings. Seats 40. Fully equipped, ready to open. One of the finest framed anywhere. Frame built of white pine. Only been in air four times. Cheap for cash.

PAT FORD
c/o Arkansas Livestock Show
Little Rock, Ark.
(Phone: 2-2900)

AGENTS WANTED

For Fish Pond, Dart Balloons, Penny Pitch, Hit and Miss Ball Games, Coke Bottle, Popcorn in Trailer, Man and Wife for Pan Game. Only two Percentages on entire show. Have 14 Fairs starting in July. Opening April 14, De Soto, Mo.

Write or Wire
HAROLD EUTAH
415 North Main St. Webb City, Mo.

CAVALCADE OF FUN SHOWS

Booking for 1951—Some Open Dates
WANT MAJOR RIDES not conflicting with Ferris Wheel, Octopus, Merry-Go-Round, Swings.

CONCESSIONS—No gyms, no grift. **OPENS MAY 2-5, Loves Park.**
Reply to office at 1051 1/2 W. State Rockford, Ill.

WANT

FOR O. C. BUCK AND HAPPYLAND SHOWS

Talkers, Ticket Sellers, Acts of all kinds, Tattoo Artist, Sword Swallowers, Fire Act Magician who can lecture, Juggler, Pin Cushion, good Freaks to feature, sober Half & Half, Fred West, write, Man and Wife to handle Snake Show on semi. State salary and all in first letter.

W. B. "WHITEY" SUTTON
P. O. Box 137 Gibsonton, Fla.

FOR SALE

Wagner built 4-6-4 Locomotive, Tender and Car Trucks; Hdw. for 8 Cars. Bargain.

R. W. HOOPER
4405 Diaz Fort Worth, Texas

Producing America's Best Carnival and Circus Side Show

BANNERS
SNAP WYATT STUDIOS
RT. 3, BOX 1180 TAMPA, FLA.
Phone, Write or Wire

Club Activities

Showmen's League of America

400 S. State St., Chicago
CHICAGO, March 17. — Past President Ernie Young presided at the Thursday (15) meeting in the absence of President Lou Keller, who was out of the city, and First Vice-President S. T. Jessop, who was home with a cold.

Welfare committee reported George C. Olsen was still in the hospital, and Ozy Breger was released from the hospital. Walter F. Driver, treasurer, was home with a cold, while Mel Harris and Joe Shapiro were still under a doctor's care.

Final meeting of the spring will be April 26, with the first meeting in the fall set for October 4. Morris A. Haft and Tom Sharkey both headed south, the latter to Mobile, Ala. Members back after long absences included Maxie Herman, Al Kaufman, Eli Rudick, Sam Goldstein, Frank McDermott, Lester J. Davis and Chester Chapp.

Recent callers included Mr. and Mrs. Charles Levine, Harry Cherniak, Cecil Meyers, William Meyers, Silent O'Brien, Harry Simonds, Delbert Rohr, Louis J. Berger, Harry Mamsch, Hadji Delgarian, Bennie Mallon, Nate Nye, Abe Raymond, Peter Vetrano, John Courtney, Andre Dumont, Edward Levinson, George W. Johnson, Oliver Barnes and Max Brantman.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.
KANSAS CITY, Mo., March 17. — Annual pot luck dinner held the spotlight last night, and the St. Patrick's Day dance closed the Saturday night jamboree for the season. F. M. Shortridge infos from Des Moines that he is ill with the flu. Frank Ryan, who is vacationing in Los Angeles and Hollywood, is angling for a location to present productions. Secretary Al C. Wilson, after nursing broken bones for the past two months, was back in his accustomed place.

Past President L. K. Carter, Treasurer George Carpenter and Joseph Clayton will be back with the Hale Shows of Tomorrow.

Michigan Showmen's Association

3153 Cass Ave., Detroit
DETROIT, March 17. — March 12 meeting was presided over by President Stahl. On the rostrum with him were First Vice-President Robert Templeton, Third Vice-President William Zakoor; Treasurer Louis Rosenthal, Secretary Paul Greeley, Chaplain Edward Ford and Auditor Joseph Lattin. Summer activities were discussed.

Membership was shocked to learn of the death of Mrs. Frank Wagner in Buffalo March 6. Sam Gold, Herman Manguson and Leo Lippa are still on the sick list.

Letters were received from Robert Morrison, Sam Stone and Melvin Whalon. Mike Tesser was here this week. He plans to remain for some time. A. Magid, of Cleveland Merchandise Company, also is here. The Ladies' Auxiliary held its annual St. Patrick's Day dance today. Margie Manzel, chairman, emceed the floorshow. Red McKernan is doing a good job with the lunch counter. Buffet lunch was served after the meeting by Louis Maltin, Sam Burd and Pork Chops Ginsburg.

National Showmen's Association

1564 Broadway, New York
NEW YORK, March 17. — President Bernard (Bucky) Allen flew in to attend the Wednesday night (14) meeting, and Secretary Dan Thaler, Chaplain Fred C. Murray and Counsel Max Hofmann also were present. As a good many members are preparing for show openings, attendance was light.

Eligibility committee approved the following applicants for membership: Harold Evans, sponsored by Morris Brown; I. V. Hulme, sponsored by Jim McHugh, and Abraham Steinberg, sponsored by John S. Weismann. Easter gifts are being readied for our shut-ins.

On the sick list at present are Sam (Peanuts) Weisser, who has been transferred to Franklin D. Roosevelt Veterans Hospital, Peekskill, N. Y.; Jerry Gottlieb, still at Post Graduate Hospital, New York, but showing much improvement, and Joseph Horan, Veterans Hospital, White River Junction, Vt., who writes that he expects to be discharged in a short time.

Among recent visitors were Frank Bergen and his nephew, James; Howard Ramsey, Gerald Snellens, Ned Torti, Joseph De Leo; Mr. and Mrs. John Shumsky, visiting for several days from Springfield, Mass.; Abe Rapps, Milton Nathan, Charles Bloom, Sam Peterson, Stanley W. Wathon, Harry Heller, Sol Wahnsis, Frank Rossi, Charles Lawrence, Edward Elkins, Edward Nacht, Abe Fabricant, Jack Cherry, Morris Sommers, Morris Victor, William Harrington, William Shapiro, Ben Wolfson, Irving Sherman, Tom Coffey, Louis Elias and Sidney Goodwalt. Harry Fein, who was recently discharged from the hospital, visited the clubrooms and was welcomed.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16
LOS ANGELES, March 17. — Mike Doolan, president, conducted the Monday night (12) meeting with Al Weber, treasurer, and Lou Manly, secretary, on the rostrum. With attendance cut by shows going on the road, the meeting was brief.

Jim Dunn, reporting for the sick and relief committee, said that Marshall Brown was still confined to Sawtelle Veterans' Hospital, but was recovering. Gene Rose has been discharged from the hospital. Theo Forstall, who recently underwent surgery in Glendale, was in attendance. Forstall leaves Sunday (18) to join the Ringling Bros. and Barnum & Bailey Circus in New York.

WANTED—WANTED
Rock-o-Plane Foreman

Also Second Man, Ferris Wheel Foreman. Ride Men in all departments.

CHARLES CHANEY
c/o Mound City Shows
1417 Grafton St. St. Louis, Mo.

JOHN DENTON'S
GOLD MEDAL SHOWS

Want A-1 Billposter; must furnish references. Prefer one with own transportation. Earl Backer, contact if available.

JOHNNY DENTON, Albany, Ga.

PLAYLAND SHOWS

JACK GALLAGHER, Mgr. **EDDIE PARKER, Business Mgr.**

Opening last week in April, Detroit; then into Cleveland, O., for 10 weeks.

WANT!!! WANT!!! WANT!!!

FROZEN CUSTARD—CANDY APPLES—POPCORN COOKHOUSE—Preference to operator who can comply with Cleveland regulations.

CONCESSIONS—Hanky Panks of all kinds, such as Hoop-La, Cork Gallery, Scale and Age, Ball Game, Novelties, String Game, Bumper, Over 12, Long and Short Range Gallery.

RIDE HELP for Merry-Go-Round, Wheel, Caterpillar, Rollaplane, 2 Kiddie Rides.

Contact Ride Superintendent Bill Hollingsworth, Fort Wayne Hotel, Detroit, Mich.

LEO BURK, CURLEY WARD, contact Jack.
Very good proposition for **FUNHOUSE, MONKEY SHOW** or **GLASSHOUSE.**
Address Fort Wayne Hotel, Detroit, Mich.

WAYCROSS, GA.

Opening March 24 in Town — 2 Saturdays
Week April 2, Camp Stewart, Hinesville, Ga.

WANT RIDES—Tilt, Flying Scooter, Rolloplane, Merry-Go-Round or any other rides not conflicting.

SHOWS—Ten-in-One, Motordrome or what have you.

CONCESSIONS—Grab, Jewelry, Age and Scales, Hi-Striker, String Game, French Fries or any and all Hanky Panks. Can place **FREE ACT**—state all.

HELP in all departments, including man to up and down few percentage concessions; must drive semi-trailers.

After Tuesday, March 20, wire

BARNEY TASSELL UNIT SHOWS
Waycross, Ga.

P.S.: Will buy complete Grab Stand. Paul Miller, contact Mort Messias.

GEORGE CLYDE SMITH
shows

Opening April 26, Conemaugh, Penna.

WANT Ball Games, Candy Floss, Photos, Glass Pitch, Hoop-La, Hi Striker, Long or Short Range, Swinger, Buckets, Fish Pond, String Game, Darts, Cigarette Gallery, Pan Game, Guess Your Age, Scales, Bingo, Custard.

WANT Ferris Wheel Foreman, Chairplane Foreman, General Ride Help, Slum Store Agents, Truck and Tractor Drivers. Winter Quarters now open, 1000 Lafayette Ave., Cumberland, Md. Joe Hedgebeth, Fred Shaffer, let me hear from you. All replies to

GEORGE CLYDE SMITH SHOWS
P. O. Box 521, Cumberland, Maryland.

LUCKY STRIKE SHOWS

Uptown Locations Always

RIDES—Want to book any ride not conflicting with Merry-Go-Round, Wheel, Octopus, Kiddie Auto and Chairplane.

WANT high-class Wheel Foreman, Second Men on all rides. Don't apply unless sober and know your business. Salary in cash every week.

CONCESSIONS—Want Cookhouse, Vinson, can use you. Want Bingo, low rate; Scales, Guess Your Age, Fish Pond, Cigarette Gallery, Hoop-La and Hanky Panks of all kinds, low rate. Herman, wire Harry Morris. We are going to best territory for concessions.

SHOWS—Will book any shows but girl. Have two 20x30 tops and fronts, if you have something to put in. Margie and Red, contact. Address

Mack House, Mgr., Lucky Strike Shows
Pell City, Ala., week March 19. P.S.: Charley Gross, get in contact.

TIVOLI EXPOSITION SHOWS

Want Attractions of all kinds for real route of Still Spots and outstanding string of Fairs and Celebrations beginning last week in June. Can place Shows with own equipment except Ten-in-One, Side Show, Girl Show and Fun House. Can place few more Hanky Panks, Slum Blower, Bumper, Cane Rack, Watch-La, Pitch Till You Win and Derby. Want Merry-Go-Round Foreman to join at once. Contact

H. V. PETERSEN
Camden, Arkansas, until March 31st. Wire or phone.

WOLFE AMUSEMENTS
The Show that gets up on Sunday

This week, Lyman, S. C., March 16-24; next week, Gaffney, S. C., March 24-31.

WANT

Girl Show Manager with 2 or more girls with wardrobe, speaker set. We have panel front, top, etc. Ready to go. Second Men on all Rides—come on, will place you. Concessions—Short and Long Range Gallery, Fish Pond, Hoop-La, or what have you in Stock Concessions? 2 choice Wheels open. Al Craig wants Swinger Agents; Blackie Asher, come on. Anne Lee King, what happened? We are headed north, defense plants and camps. All wires: **BEN WOLFE**, c/o Western Union, Spartanburg, S. C. No Western Union in Lyman.

GRACELAND GREATER SHOWS

Now Booking for 1951—Open March 30

Watch Next Week's Billboard for Opening Spot and Route.

Concessions: Will give ex on Bingo, Diggers, Popcorn, Candy Floss and Cook House. Few Concessions open. One of each kind. Can use one or two Kiddie Rides. Ride Help: Foremen on Merry-Go-Round, Ferris Wheel and Chairplane. H. E. Baker, Bedford Bentley, come on to winterquarters.

HARRY ALKON, Mgr.
NORMAN HOTEL MOULTRIE, GA.

VICTORY EXPOSITION SHOWS

WANT WANT

Concessions—Can place Hanky Panks of all kinds. Shows—Will book Side Show, Snake Illusion, Girl Show or any worth-while Show not conflicting. Help—Can place Foreman for Wheel. Want Help on Scooter and Tilt-a-Whirl. Address:

Alpine, Tex., this week; Peos, Tex., 26-31

MIDWAY OF MIRTH SHOWS

Opening March 24 with small unit, Murphysboro, Ill.
Grand opening, Madison, Ill., April 4. 10 Days, 2 Week-Ends.

WANT WANT

Coke Bottles, Hoop-La, Add-Em-Up Darts, Slum Blower. Ray Loman wants Agents for Glass Pitch. Carl Pope wants Man to erect Bingo, must drive truck. Second Men on Rides, must drive semis. Address:

WINTERQUARTERS: TRENTON, ILL., UNTIL MARCH 26; THEN PER ROUTE.

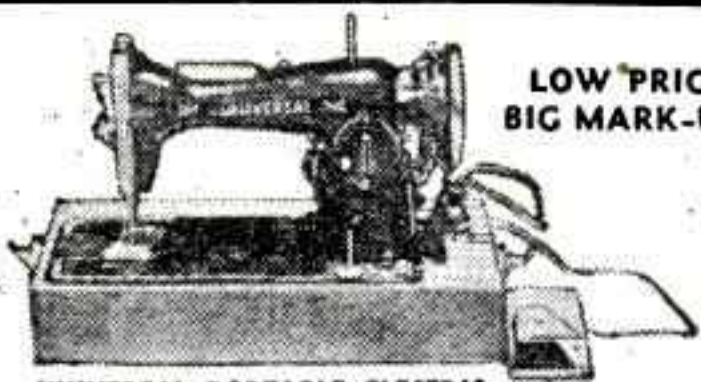
TO: AUCTION AND FARM MARKET OPERATORS

We have recently received excellent responses from operators working Farm Auctions and Markets. This is understandable when we consider that sewing machines are not always available in small towns. Actually they are sold on waiting lists by manufacturers in the larger cities. The replacement parts of these Universal machines are interchangeable with machines made by major manufacturers.

PROMOTE

These Powerful Selling Features

- Round Bobbin
• Full Size Machine Head
• Sews Backward and Forward
• 1/15 h.p. A/C-D/C Universal Sewing Machine Motor
• Seven Speed Motor Control
• Large selection of cabinet styles and finishes



LOW PRICE BIG MARK-UP

UNIVERSAL PORTABLE ELECTRIC

For national distribution and to assure you service, we have three main office and warehouse centers. Write for full particulars

STANDARD SEWING EQUIPMENT CORP.

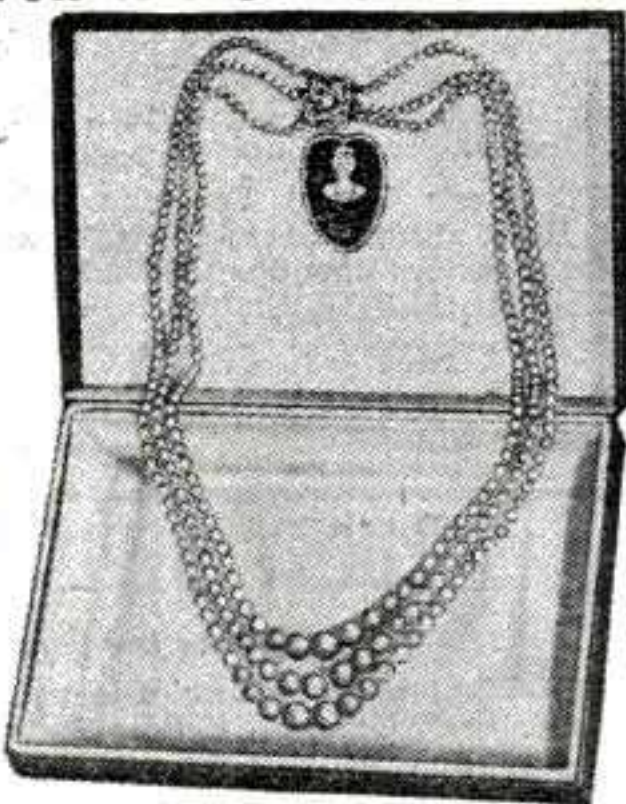
NEW YORK CHICAGO LOS ANGELES
114 West 27 St. 1929 So. Halsted St. 569 So. San Pedro

A TERRIFIC BUY FOR A FAST TURNOVER

FAMOUS 3-STRAND

LA MOUR PEARLS*

Gorgeous 3-strand high quality necklace. Graduated pearls brilliant rhinestone clasp. Really an outstanding value. LA MOUR PEARLS* (simulated) are noted for their rich color, high lustre and long wearing qualities. Guaranteed indestructible. Beautifully boxed. Carries a \$10.00 retail price tag and worth it.



Only 90¢ Ea. IN DOZ. LOTS

Sample \$1.10 ea. Federal tax additional if not for resale. 25% Deposit, Balance C.O.D.

ACT QUICKLY GET YOUR SHARE OF THE PROFITS ORDER TODAY!

We Are Exclusive Distributors of Specially Packaged BENRUS WATCHES and BENRUS SETS FOR THE PREMIUM TRADE - WRITE FOR PRICES

TEMPLE COMPANY

113-15 South 8th Street Philadelphia 6, Pa Market 7-6519

ELGIN • BENRUS • BULOVA GRUEN • WALTHAM

For men and women, new model watches, cases and dials. Reconditioned like new. Complete with leather straps. \$9.95

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 (Sample, \$4.75) Lots of 6, ea. \$3.95



FACTORY CLOSEOUT! RINGS!

Heavy 1/20 14K R.G.P. rings with imitation rubies and whites that look like the real thing. Big eye appeal. Included are rings that sold \$36 doz. wholesale. (Tray FREE with every 2 doz.) \$12.95

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 3-day money back guarantee if not satisfied

Joseph Bros. 5 S. Wabash Ave. Dept. B-24 Chicago 3, Ill. "The Watch and Diamond House"

BARGAINS!

FREE! AIR CORPS GLASSES Plastic case shaped to fit the glass. \$7.00 doz.—\$81.00 gr F.O.B. Phila. SEND FOR OUR LATEST CATALOG

NOVELTIES PREMIUMS NOTIONS JEWELRY GIFTS

O. FAUST

WHOLESALE DISTRIBUTORS SINCE 1932 223 N. 8th St. PHILA. 6, PA.

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

Karl Guggenheim inc. Write for "Early-Bird" Price List!

33 UNION SQUARE • NEW YORK 3, N. Y.

MILD CIGARETTE VIEWER

- 20 poses; 10 packs to ctn. \$ 5.40
SALOME DANCING GIRL—Just turn handle for live action... DZ. 3.60
FANETTE—Girl in plastic case; turn handle for action... DZ. 4.60
BACHELOR'S ADDRESS BOOK—14 Model Photos in address book... DZ. 1.50
"MOAN"—Models of All Nations Playing Cards, New... DZ. 1.40
"1951" BUST WITH HUMOR—Jokes, Cartoons by Zia... DZ. 1.40
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.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full.

NOTICE

Earlier Closing Date for APRIL 7 ISSUE.. THE SPRING SPECIAL

WEDNESDAY, MARCH 28

Do not miss this important result-producing Annual Issue. Mail Your Copy Early.

ACTS, SONGS & PARODIES

AGENT WANTED TO PROMOTE SOME "out of this world" songs with O K New York music publisher H-163 W Chestnut St., Brockton 25, Mass.

ANOTHER BEST BUY! TEN SOLID PARODIES of current hit songs for discriminating singing comics. \$2 Springer. 20 W 2d. New York 10.

"ARE YOU LONELY?"—HIGH-YOCKTANE gag routine for male singles, club emcees; bold, belly-flop! \$1 Springer 20 W 22d. New York 10.

ARRANGING FOR BAND, ORCHESTRATION Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimates; prompt service. Val's Arranging Studio. P O Box 2169, Daytona Beach, Fla. ap7

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B. P O Box 983, Chicago 90.

LAUGH LINES—\$5 READY; ALSO NOS. 1-2-3-4 at \$1 each; bits, comedy, patter, gags, radio, MC bits, hecklers answered. Mail money to Jimmy Muir, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. ap

PARODIES, GAGS, SPECIAL SONGS, SPECIAL Material, Guitar Solos, Piano Arrangements, Orchestration, etc. list free. Mel Butler Publications, 600 Beaman St., Clinton, N. C. ap21

1,135 PARODIES, SONGS, ROUTINES in 1951 catalog, plus "Comic's Gagster," and monthly "Entertainer's Informer," \$1 Kleinman, 11202 Oxnard, North Hollywood, Calif. ap14

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY Italian Mosaic Inlaid Jewelry; Chinese, Mexican Jewelry; real Butterfly Wing Jewelry, real Feather Bird Pictures, Ivory Whale Teeth, Dressed Fleas, Carved Coconut Fans, Sea Shell Lamps, Tropical Souvenirs and Novelties. Joseph Fleischman, 506 Tampa St., Tampa, Fla. ap7

ABCO BARGAINS—WOLFDECKS, \$9.75 doz.; Modeldecks, \$11.40 doz.; Mild Cigarette Viewers, \$3.90 doz.; Fannette, \$3 doz.; dolls, \$2.50 doz.; send \$10, get big assortment; balance c.o.d. Box 46, Marlboro, Md.

ABSOLUTE CLOSE-OUTS—EASTER PARADE, bunny pulling chick, decoratively boxed; Circus Seal; Walking Bear, stops looks around; any, \$5.90 doz.; gorgeous 9" Kupie Dolls, necklace/earrings, \$2.60 doz.; 4" Dolls, \$1 doz.; Bronx Monkey Heads, \$1 doz.; Hoppin' Fur Poodles, really cute, \$3.90 doz. Grand National, 4248 4th St. S.E., Washington 20, D. C.

ADULT NOVELTIES—30 ASSORTED SAMPLES, \$1; also strong Fiber Luggage for show people, etc. Cundiff's, Blufford, Ill.

AGENTS, DEALERS—SALT AND PEPPERS, \$2.25 doz.; Puppet Keychains, \$1.50 doz.; Map Decals all States; Chain Bracelets, \$1.50 doz.; Rubber Snake Tullips, \$15 gross; Cyprian, \$10; Sheela Lamps, Indian Jewelry, Shell Jewelry, Shell Dolls, Indians, Pelicans, Flamingoes, Turtles, Frogs, Fish; some \$1 doz.; novelties and souvenirs; disc. to jobbers. J. J. Lastufka Co., 2510 McDill Ave., Tampa 9, Fla.

A GORGEOUS SET OF 10 GIRL POSES cellophane wrapped, 3 sample sets, \$11; other wholesale prices with order. Heilman's, 859 Montgomery St., Bklyn, N.Y. ap28

AL METAL KEY CHAIN FLASHLIGHTS—Fast sellers; \$2.40 doz.; gross, \$27 postpaid; samples, 4 for \$1, batteries included. Crescent Sales Co., 150 Broadway, N.Y.C.

ART MODEL PLAYING CARDS—52 DIFFERENT poses; legal plastic coated cards, \$2 per deck. Rue Sales, 3843 W Maypole Ave., Chicago 24, Ill.

ART STUDIES—FOR ARTISTS. PHOTOGRAPHERS; beautiful and alluring models; 120 gross; color photos—total sample \$1; 12 sets (all different), \$7.20; 100 sets, \$5. Hansen Sales, 2851 Madison, Chicago 12, Ill.

ATTRACTIVE DELUXE KEY CASES—Best grade leather, assorted colors, leather lined, on cards; fast 25¢ retailer, jobber's price, \$13.50 per gross or sample three dozen prepaid. \$4. Shaffer Co., P.O. Box 723, Kansas City 10, Mo. ap7

AWAY AHEAD—"WOODEN NICKELS" sell on sight; tremendous profits; no show-up; immediate delivery; literature and saleable samples, 25¢ Connolly, Box 347, Great Falls, Mont. ap7

BALL POINT PENS—FIRST QUALITY; gold-tone caps, long metal cartridges, dozen, \$2; gross, \$21.50 postpaid; beautiful assorted colors; samples 5 for \$1. Crescent Sales Co., 150 Broadway, N.Y.C.

BARGAINS! SAVE UP TO 50%—HOSIERY, Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for illustrated 1000 Bargain Catalog. Valuable surprise gift Free with first order. Reliable Jobbers, 311-H North DesPlaines, Chicago 6.

BIG PROFITS—MAKE FAST-SELLER Chenille Holiday Flowers, Monkey Trees, Dolls; literature free. Velva Bohemia 6, N. Y. ap14

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save" Service; write today; if cost nothing to try. Cheerful Card Co., 138 White Plains, N. Y. mh31

COMPLETE LINE OF PLASTICS—SCALOPED Table Cloths, Aprons, Drapes, Cottage Sets, lowest prices, free catalog Samuel Rosenzweig Access. Co., 8 Herzl St., Brooklyn 12, N. Y.

DO YOU NEED MONEY? \$40 IS YOURS for selling only 50 boxes of our 200 Greeting Card line. And this can be done in a single day. Free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples. Personalized Stationery, Napkins; write today; if cost nothing to try. Cheerful Card Co., 138 White Plains, N. Y. mh31

ELECTRIC PENCIL—WRITES, ENGRAVES all metals; 110 volt model, \$2.95; Battery model, \$1 postpaid. Reb Industries, 265-JK Elmhurst, Ill.

FIREWORKS—WHOLESALE; ORDER NOW and be sure; three asst. packages wholesale, \$5 each; retail value more than \$12 each; order now—today; f.o.b. Naugatuck, Conn. Beacon Falls Fireworks, Dist. Co., Beacon Falls, Conn. mh31

FOOD SAVER BAGS—PLASTIC, NINE TO set, \$45 hundred sets; sample, 60¢; also bags in bulk. E. Johnson, Box 933, Glendale, Calif. mh31

FOR MEN—RED HOT DRINK STORIES; Snappy Jokes and Photos of "Art Models"; \$10 postpaid. Steele, 1179-S Ellis, San Francisco mh31

FOUR PIECE CUSTOM JEWELRY—BEAUTIFULLY boxed with "Art Models"; 24-karat plate, \$24.95; yours at \$4 per set, lots of three or more; for resale only. Globe Sales Co., 2409 Delaware Ave., Buffalo, N. Y. mh31

GIRL PHOTOS—BEAUTIFUL ARTISTS models, show girls, 360 miniature poses, all different, on 4x5 glossy photo-prints, \$1 with wholesale price. Cosmo Service, 370 Beach St. West Haven (16) Conn. dept BB13

GLAMOUR GIRL PICTURES—CALENDAR 12 Girls; beautiful poses; 25 assorted \$1 Fred Hine 1314 Douglas St. Omaha 2, Neb. mh31

HULA HULA, SHADOW DANCER—THE famous popular fast-selling novelty for men; retail \$5 to 10¢ each; sample order, \$50 for \$1 postpaid. Cosmo Service, 370 Beach St. West Haven 16 Conn. Dept. BB305 mh31

ILLUSTRATED COMIC CARTOON AND Booklets, Illustrators, Comic Post-cards, Party Paper, Fun Novelties for men, big assortment, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St. West Haven 16, Conn. Dept. BB-CH 10 mh31

KNIVES—OVER 100 TYPES, FREE CATALOG 1951BB. Present Specialty Co., 212 Essex St., Boston, Mass. Pushbuttons, \$9 to \$6.50 each. ap

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6 mh31

MAKE PERFUME AT HOME—PROFITABLE business; information free. Men, women, write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. ap14

MANUFACTURERS CLOSEOUT! 79¢ TO \$1; Neckties, dozen, \$2.75; gross, \$30; 4 sample Ties, \$1 Metro. 60 South St., Boston 11, Mass. mh31

"MEXICAN" MINIATURE BOXING Gloves; extra heavy rings, military and Western designs. S. Nepus, Importer, 1216 S Grand, Los Angeles, Calif. ap7

MOLDED PLASTIC SEAHORSE, SAILFISH, Pelican, Palm, etc.; self sticking on most any surface; assorted items and colors; sample, 10¢, trial order 2 dozen, \$1.50 postpaid; \$8 per gross. Plastic Exchange, Box 302, Bradenton 6, Fla.

OLD TIME AUTOS—COLORED PICTURES, 40¢ each; in antique frame, \$1.50. Certified Products, Dept. BB, Louisville, Ky.

"OPPORTUNITIES UNLIMITED"—BUSINESS opportunities, galore; distributors and dealers wanted; copy and details, \$2.95; guaranteed. Nabers Enterprises, Box 1353-B, Charlotte, N. C.

RFD SALESMEN—MAKE EASY EARNINGS with America's leading, fastest selling poultry magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune, Box 100, Mount Morris, Ill. mh31

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory contact; Pickering Co., B-19 Bank St., Attleboro, Mass. mh31

SELL DUPONT UNIFORMS—COMPLETE line famous exclusive Hoover styled nylon uniforms for beauty shops, nurses, doctors, waitresses, others; best quality, splendid value; exceptional income; free future; equipment free; write Hoover, Dept. K-109, New York 11, N. Y. mh24

SELL PLAYING CARDS—PROFITS WILL amaze you; practically every home a prospect; free samples. Exclusive Playing Card Co., 1139-BB So Wabash, Chicago 5, Ill. ap7

TAVERN DISTRIBUTORS AND SALESMEN: Public Health Necessities; large automatic repeat profits. Write Whalen Chemical Co., Kokuk 2, Ia. mh31

WAGON JOBBERS—MAKE BIG PROFITS with Jewelry items; direct factory contact; this fast money-making item to your line; "Bills 13" Insect Repellent keeps insects away; effective for hours; odorless, colorless, stainless; sells-on-sight; every home, store a sure customer; bring you big profits. Send for free details and get started making extra money now! Dean Brothers, Valdosta 2, Ga. mh24

WRITE QUAKER HERB COMPANY NOW for wholesale price list on Laxatives, Liniments, Flavorings, Tonics, Herbs, Salves, Cosmetics, Deals, Premiums. Private Labels in 2 dozen lots. 220 George St., Cincinnati, O.

YOUR OWN BUSINESS SELLING ARMY surplus, new and used clothing, lowest prices; enormous profits; catalog free. Moro, 558-B Roosevelt, Chicago 7. np

100 COMIC CARTON CARDS, \$1—FREE List for your letterhead. Cheslres Fun House, 739 Poydras, New Orleans, La mh31

1951 DIRECTORY—LISTING 110 BIG "Free Wholesale Merchandise Catalogs." Everything under the sun wholesale. Progressive, 131 E. Fourteenth, Cincinnati 10, Ohio.

HAWAIIAN NUDE DOLL Made of soft flesh-like plastic rubber—lifelike over 7 1/2" high She wiggles, she shimmyies, she bumps, she grinds without any mechanical device \$13.80 Doz. Without Sample, \$1.25 \$12 Doz. 3 for \$3.50, Blonde, Brunette & Redhead. Send \$10.00 for assorted samples of our complete merchandise. No C.O.D.'s. Jobbers: Write for quantity prices on all items. PARISIAN ART PRODUCTS 141 Fulton St., Dept. 4, New York 9, N. Y.

CLEAN UP WITH PLASTIC RAYON TOWELS Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D. SUNBEAM PRODUCTS 634 4th St., South St. Petersburg, Fla.

OVER 700% PROFIT! WITH THE PDQ CHAMPION PHOTOMASTER Makes Finished Pictures in 2 MINUTES! Complete Portable Photo Studio Size 4 1/2"x5"x10" Weighs about 4 lbs. No experience required; Simple directions teach you quickly. Beautiful, everlasting photos—black and white or sepia, size 2 1/2 by 3 1/2 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 half a minute—in broad daylight. BE A P.D.Q. PHOTOGRAPHER Work at home or travel! Make expenses, plus extra profits! Pictures cost you only 2¢. Sell for 15¢ to 25¢. Folks just grab 'em. They are amazed to see their own photos come to life in broad daylight. Photomaster "shoots" any subject—individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money-making opportunities everywhere—every day throughout the year. Write quick! Get FREE INFORMATION about the great PDQ CHAMPION PHOTOMASTER. P D Q CAMERA COMPANY Dept. BB 1161 N. Cleveland Ave. Chicago 10, Ill.

LUCKY NOVELTY PRIZE BOXES ASSORTED NOVELTIES OF ALL KINDS 10¢ Items, \$8.00 Gr., 25¢ Items, \$13.50 Gr., 50¢ Items, \$25.00 Gr., \$1.00 Items \$41.00 Gr. Novelties, Toys, Gifts (Giveaways) Sium Giveaways, Good for grab bags, giveaways for all kinds of games, 3000 Pcs. Lot \$25.00 Satisfaction guaranteed or money refunded 25% Deposit, Balance C.O.D. Mdse. Distributing Co. 19 E. 16th St., Dept. BB, N. Y. City 3

PISTOL LIGHTERS 2 1/2" Long not midgets! now only \$4.95 DOZ. FAMOUS BOWERS LIGHTERS Finished in polished nickel. Un- \$2.85 conditionally guaranteed. Cut'no' doz. 25% Deposit, Balance C.O.D. MIDWEST PRODUCTS 1231 W. 3rd St. Dayton 7, Ohio

HOTTEST DEAL IN THE WORLD Everyone wants this Daring New Deck of 52 TEMPTING ART STUDIES in Natural Color—on Plastic Coated PLAYING CARDS! "MODEL" OF ALL NATIONS! Most startling deck of playing cards you ever saw. REAL ART studies. Every card different. Loveliest models photographed in most intriguing poses—in full color. Sells on sight. Rush order today! You won't be disappointed. EXCLUSIVE PLAYING CARD CO. Dept. BM-3 1139 S. Wabash Ave. Chicago 5, Ill.

5 MIN. PHOTOS Never a break down with guaranteed Amco Quick Cameras. Patented features mean more profits. Obtain list of bargains New, Used Low Prices. Beautiful, Durable. Also Portable Cameras. American Stamp & Novelty Mfg. Co. 4301 Rossmoyne, Houston 6, Tex.

HOSIERY ALL TYPES You save if you buy direct from the mill. Nylons, 51, 54 & 60 gauge. Men's 9/4 to 13 Incl. Anklets, 4 to 11. Mercerized (Durene), seconds and irregulars, priced to sell. Satisfaction guaranteed or money refunded. TENNESSEE VALLEY MFG. CO. 2400 Dayton Blvd., Chattanooga 5, Tenn.

OUR MOTTO Fast Sales, Big Profits—Part or full time, original Koehler stock signs, 1500 varieties, sell all places; 4 1/2"x11", 7 1/2"x11" Also religious and changeable signs. Special offer. \$5 per 100 or \$1 for 15 7x11 best sellers, or for free catalog write KOEHLER, 135 Goetz Ave., Lemay 23, Missouri.

ENGRAVERS with it since 1907 phone: Bayport 1-5338 Send for new 1951 CATALOG day and nite service MILLER CREATIONS 7739 Avalon Ave., Chicago, Ill.

SIT BACK AND RELAX

CLOSEOUT! MECHANICAL TOYS



SENSATIONAL LOW PRICES! WHILE THEY LAST!

NO.	DESCRIPTION	DOZEN
3053	Auto	\$3.00
3055	4 1/2" Tumbling Jacko	4.00
3056	3 1/2" Mouse	1.50
3059	4 1/2" Dancing Couple	2.00
3063	2 1/2" Pecking Bird	1.75
3067	2 1/2" Clever Walking Bear	5.00
3068	Lg. Begging Fur Dog	4.50
3069	Rollover Cat	3.60
3073	Peacock	5.40
3082	5" Jumping Fur Dog	3.60
3083	8" Soldier	4.00
3089	Singing Bird	1.75
3094	Large Squirrel	5.00
3095	Large Angora Rabbit	3.75
3097	Cute Dog w/Bone	6.00
3098	Sm. Walking Bear	4.00
3099	6" Walking Elephant	6.00



SAVE ON PLASTER

No.	Description	Pk.	Each
10	Horse	12	\$.30
63	Majorette	12	.30
8	Patriot	12	.30
64	Old Mare	12	.30
67	Pig	12	.30
24	Bull	12	.30
18	Clown	12	.30
12	Sport Girl	12	.30

25 Other Items Packed 12 of a Kind to a Carton at 30¢ Each.



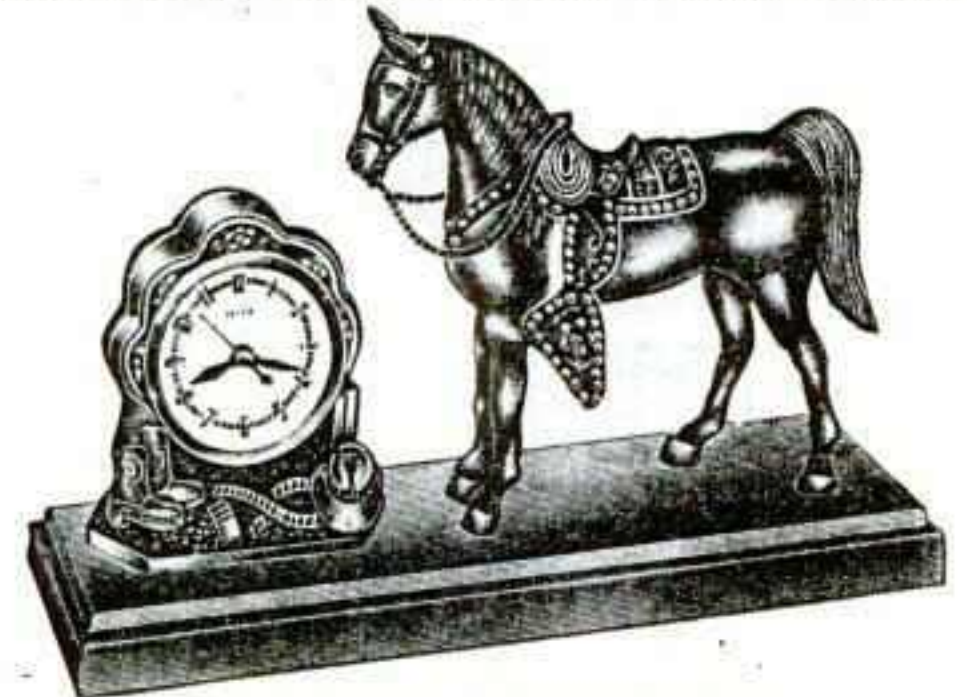
NO.	DESCRIPTION	PK.	DOZEN
1619	20 in. Roaster	6	\$18.00
1608	Rd. Roaster	6	12.80
1610	5 in 1 Cooker	6	12.00
1623	Whistling Teakettle	12	6.75
1746	Drip. Coffee	6	\$3.44
1666	6 Qt. Cov. Pot.	6	11.50
1747	1 1/2 Qt. Dble. Boiler	6	11.40
1748	2 Qt. Dble. Boiler	6	12.00
1729	5 Qt. Kettle	4	13.80
1730	1 Qt. Sauce	12	3.24
1731	2 Qt. Sauce	12	4.20
1732	3 Qt. Sauce	12	5.16

ALSO—Many other items in 22 Gauge as well as Heavy Gauge Aluminum for all purposes.

WISCONSIN DELUXE CAN SOLVE ALL OF YOUR MERCHANDISE PROBLEMS

These are only a few items. We also carry a complete line of Watches—Jewelry Sets—Clocks—Electrical Appliances—Lamps—Blankets—Luggage—Liquor Sets—Chairs—Tables—Smoking Stands—Hampers—Stools—Hassocks—Juicers—Scales—Coffee Makers—Cutlery Sets—Aluminum Gift Ware, also Mirror Aluminum. Glassware, from the smallest Ashtray to large Bowls and Sets for all purposes. Binoculars—Lanterns—Flashlites—Hunting and Pocket Knives—Golf Clubs, Balls and Bags—Baseballs and Gloves—Rubber Balls—Cameras—Novelties for all occasions—Party Favors.

If you will advise your present requirements we will be happy to quote you or make suggestions for your particulars needs.



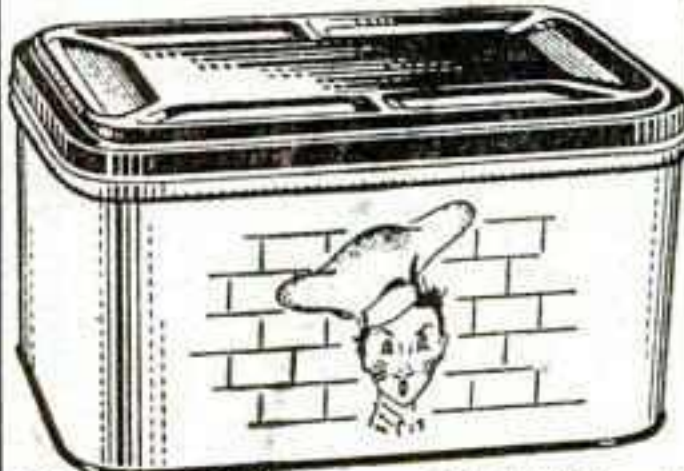
HORSE CLOCKS

NO.	DESCRIPTION	EACH
2241	Wood Base Self-Starting	\$8.25
2275	Plastic Base Self-Start	8.25
2257	Hand-Start	6.70
2226	8 in. Horse w/Clock	6.25



NO.	ARTICLE	PK.	PRICE
5026	Worth Ball	12	\$3.25 Dz.
5022	String Ball	12	2.60 Dz.
5016	League Ball	12	5.50 Dz.
4912	Swagger Sticks	1 Gr.	9.35 Gr.
4906	RWB Baton	1 Gr.	12.70 Gr.
4927	Lash Whip	1 Gr.	14.00 Gr.
4924	Jap Flying Bird	3 Dz.	8.00 Gr.
4928	Amer. Flying Bird	1 Gr.	9.00 Gr.
6135	American Lels	1 Gr.	4.45 Gr.
9240	Jap Lels	1 Gr.	2.00 Gr.
4918	4" Feather Doll	3 Dz.	9.00 Gr.
4920	7" Feather Doll	1 Dz.	19.20 Gr.
4922	9" Feather Doll	1 Dz.	26.00 Gr.
4959	12" Feather Doll	1 Dz.	44.00 Gr.
4949	5" Fur Monks	2 Dz.	4.35 Gr.
4942	6" Fur Monks	2 Dz.	6.60 Gr.
4990	7" Fur Monks	2 Dz.	8.80 Gr.
4933	8" Fur Monks	1 Dz.	11.20 Gr.
4980	9" Fur Monks	1 Dz.	15.00 Gr.

Complete line of all Sizes Celluloid Dolls & Fur Monkeys—Parasols—Tails—Felt and Straw Hats—Batons—Canes. Largest Assortment for Novelty and other Concession Stands.



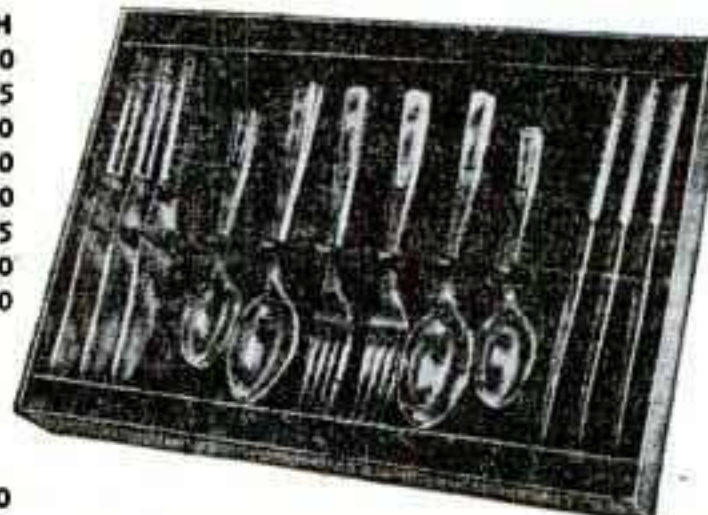
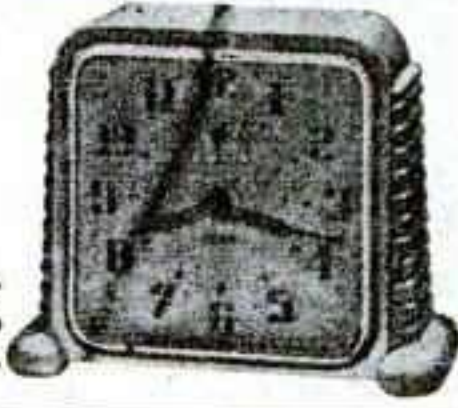
NO.	DESCRIPTION	PK. TO CTN.	EACH
1961	Bread Box	4	\$.80
1962	Bread Box	4	.95
1959	4 Pc. Canister Set	12	.60
1960	4 Pc. Canister Set	12	.70
1965	Step on Can	6	1.00
1966	Cake Box	12	.55
1964	Large Waste Basket	6	.70
1963	Small Waste Basket	12	.40

Sold in Carton Lots Only.

ALARM CLOCK

No. 2109
Doz. \$20.40

Also in 25 other Price Ranges up to \$50 per doz.



24 Pc. Stainless Steel Tableware. Set consists of: 6 each Knives, Forks, Soup and Teaspoons. Per Set \$4.20
Display Cases extra at 80¢—\$1.60—\$2.50 each



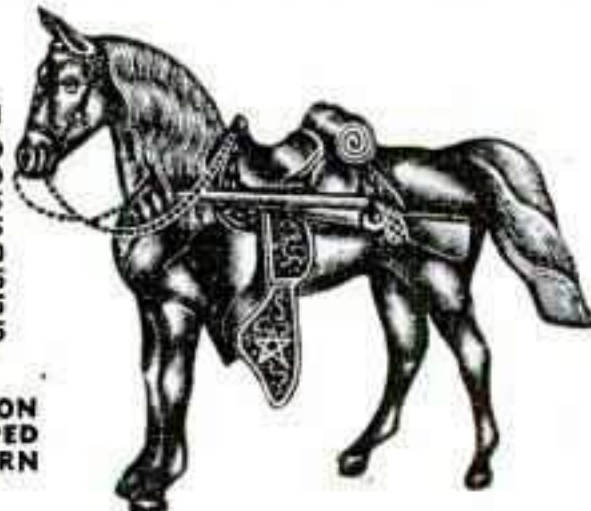
BALLOONS

4 in. Dart	Gr. \$.80
5 in. Dart	Gr. 1.00
5 in. Dart	Gr. 1.25
5 in. Dart	Gr. 1.50

ALL FRESH LATEX

BRONZE HORSES

NO.	SIZE IN.	DOZEN
5525	10	\$26.00
5524	8 1/2	20.00
5531	7 1/2	14.95
5523	6 1/2	10.65
5522	5 1/2	8.00
5529	4 1/2	5.35
5528	3 1/2	3.65
5527	2 1/2	2.35



SPECIAL PRICES ON HORSES SHIPPED FROM OUR EASTERN WAREHOUSE.



No. 9889—Assorted Keychains. Per Gross \$3.00

1000 Other Items priced from 50¢ to \$9.00 per gross. The latest import and Domestic Novelties.



PISTOL LIGHTERS

While they last. \$6.75 Dozen

Also 100 other Novelty and Evans Lighters.



752—20 Pc. Plastic Luncheon Set. Each \$2.45 Dozen \$26.40
757—4 Plastic Cups & Saucers in Display Box. Doz. Sets, \$7.20
753—Plastic Section Plate With Cup. Each in Cellophane Bag. Pk'd 3 Dz. to Shipping Ctn. Dozen \$3.90



ALWAYS FIRST

No. 2220. "LANSHIRE" CERAMIC MANTEL CLOCK.

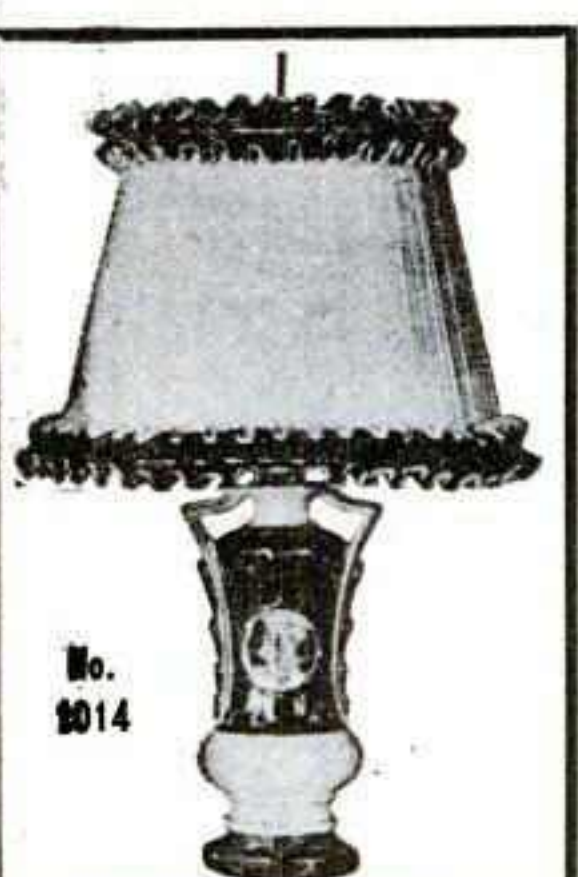
Beautifully designed in red and green marbled effect with floral decoration heavily embossed in gold trim. Equipped with a Synchronous Precision Self-Starting Electric Clock Movement which carries a one year factory guarantee. Width: 10 1/2"; Overall height: 9 1/2". Individually packaged. IMMEDIATE DELIVERY.

Each \$9.00 Dozen \$96.00 (Plus 20% Fed. Excise Tax.)



COLORFUL DOLLS

NO.	NAME	MILW.	EAST
4514	Flower Girl	\$40.70	\$36.50
4544	Mardi-Gras	46.50	42.00
4504	All Nation	46.50	42.00
4540	Glamour	48.00	42.00



No. 1014

DECORATED POTTERY BASE LAMP—Extra Large Height 30 in. Nylon Shade, Top and Bottom Trimmed. Packed 6 to Ctn. (no less sold), \$4.50 Each.

NO. 1000—Same as above. Height 24 in. Shade Trimmed Top Only. Packed 6 to Ctn. (no less sold), \$3.35 Each.



NO. 1060

CLOSEOUT

\$12.80 Dozen

16 in. High. Parchment Shade. Pk'd 12 to Ctn.



NO. 1044

HURRICANE LAMP

Packed 12 to Ctn. \$14.40 Per Dozen



PANDAS AND HONEY

NO.	HT.	PK.	MILW.	EAST
4658	29"	6	\$36.60	\$33.00
4623	32"	12	37.80	34.20
4731	36"	3	80.00	72.00
4608	15"	36	13.00	11.70



Major & Majorettes

NO.	HT.	PK.	MILW.	EAST
4726	30"	6	\$40.60	\$36.50
4734	29"	12	36.70	32.40
4735	29"	12	38.00	34.20
4718	17"	36	13.30	12.00

WISCONSIN DELUXE CO.

1902 N. Third St.

Milwaukee 12, Wis.

Our new Catalog will be ready about April 15th. In the meantime, take advantage of our Inventory, Service and Prices. Please state your type business to save correspondence. Cash with order or 25% Deposit, Balance C. O. D.

SURE SHOT PROFITS Proven Over Many Years

ELGIN • BULOVA
BENRUS • GRUEN

Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new, 7-Jewel.

15-Jewel \$12.45
17-Jewel \$14.65
21-Jewel, \$18.95

• Gold Plated Stretch Band, 95¢ add.
• R. G. P. Combination Band, \$1.50 add.
• Leatherette Gift Box, 65¢ add.

BRAND NEW WATCH RHINESTONE CASE

Copies of expensive \$200.00 and \$300.00 watches, 7-Jewel.

\$9.95

17-Jewel, \$12.95.

CHRONOGRAPH

Copies of 575 watches with ass't. colored radium dials, genuine leather strap. White cases. Individually boxed. Lot of 4, Ea. \$4.75. Rare colored case. Lots of 4, Ea. \$4.75.

Samples, \$1 add'l. Matching Expansion Wire Band, 25¢ add. Rhinestone Dial, 50¢ add. Wholesale Only — 25% Deposit With Or w/ Balance C.O.D. Open account to Retail Shoppers.

MIDWEST WATCH CO.
5 S. WABASH AVE. CHICAGO 3, ILL.

± 195 CRYSTAL HURRICANE LAMP

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

25% deposit required on all orders. Balance C.O.D.

When ordering samples, please enclose sufficient money to cover postage.

Send for our FREE 44-page Catalog

Serving the trade in Chicago for over 24 years.

M. K. BRODY
1116 S. HALSTED ST., CHICAGO, ILL.
L. D. Phone: MO. 6-9520

SPECIAL Jewelry Assortment

We have made up a special assortment of our hottest, newest, 1951 original multicolored creations. High price tags, all in large, plush and satin lined boxes. 12 different sets, regular wholesale value nearly 50%!! SPECIAL OFFER.

Send only \$35.00 for sample dozen.

Free catalog with order.

25% deposit, balance C.O.D.

MIDWEST PRODUCTS
1231 W. 3rd St. Dayton 7, Ohio

BINGO B 15
Supplies and Equipment I 30
N 45
Red or Black Plastic INDESTRUCTO BALLS
ELECTRIC FLASH BOARDS
ELECTRIC BINGO BLOWERS G 60
Immediate Delivery O 75
Write Dept. K for Catalog and Sample Ball

MORRIS MANDELL, INC.
26 E. 13th St., New York 3, N.Y.
Phone: ALgonquin 5-5912

ANIMALS, BIRDS, PETS

ARRIVING APRIL 1ST — HUGE STOCK Central and South American Reptiles and Animals; Iguanas, Beaded Lizards, Cantils, Boas, Rattlers, Indigos, Whips, Bulls, Crocodiles, Monkeys, Giant Ant Eaters, Tegu Lizards, Tamandua, Giant Horned Toads and many others. Giant Green Iguanas (Chinese Dragons), \$12.50; Giant Leopard Iguanas, \$5; Giant Black Iguanas, \$3.50; Mexican Beaded Lizards, 24-inch, \$20; 30-inch, \$25; Giant Central American Tarantulas, 2 for \$5; beautiful Mexican Diamond-back Rattlers, 6-foot giants, \$10; Giant Red and Black Central American Indigos, \$10; 6-foot Boas, \$10; many other bargains; special Mixed Dens and complete Reptile Exhibits for Carnivals and Exhibitors; complete price lists and descriptive folders sent free on request; above special prices good until April 15th only; Poisonous Snakes, "Fixed" or "Hot"; we ship fresh, clean, healthy stock only; live arrival guaranteed. Tarpon Zoo, Tarpon Springs, Fla. ap7

ATTENTION, CARNIVALS—ORDER NOW: Mice, White, Colored; Rats, White, Hooded; Cavies, Hamsters; quality breeding stock. Crown Hamsters, 1556 So. 7th St., St. Louis 4, Mo. np

BABY CHIMPANZEE—TWO YEAR OLD Male, excellent health, gentle, partly trained, \$650 cash. Pastime Tent Show, Gen. Del., Magnolia, Ark. mh24

CLOSING GARDENS FOR SEASON—WIDE variety of Animal, Birds, Mammals; Giant Sea Turtles, Alligators, Monkeys, Cockatoos, Macaws, etc.; bargains Marine Gardens, Clearwater, Fla. mh24

FOR SALE—WORLD'S LARGEST SHOW team of Matched Geldings. Biggest drawing card at fairs. Carlson Hybrid Corn Co., Audubon, Iowa.

FRESH RATTLESNAKES, HOT OR FIXED. 4 ft., \$7; 5 ft., \$9; 6 ft., \$12; South American Boa Constrictors, 6 ft., \$3; 8 ft., \$4; 10 ft., \$5; young Rattlers, Ant-spider Monkeys, \$32.50; lame yearling Black Bear, \$125; large Raccoons, \$8; Opossums, babies in pouch, \$5; giant Porcupine, \$15; Wildcats, \$22.50; Mice, \$18 hundred; Rats, \$6 doz. Ray Singleton, Rattlesnake, Fla.

HE'S ALMOST HUMAN—BEAUTIFUL 18 month old Male Chimpanzee; extremely intelligent, has four suits, tailored clothes and two pairs special made shoes; wire or telephone for price. Wild Animals, Inc., Silver Springs, Fla. Telephone 668 White.

KEEP REPTILES ALIVE! NEW BOOK GIVING complete instructions: food chart, treatment of diseases, handling, cage, important tips on care of snakes, lizards, alligators, crocodiles, turtles; postpaid, 75¢. Ross Allen's Reptile Institute, Silver Springs, Fla. mh31

LET US HELP FRAME YOUR SHOW—Just received big air shipment Animals and Snakes from South America; we are showman's headquarters for Snake, Alligator, Reptiles, Birds and Mammals, Sea Mals, Wild Animals, Insects, Silver Springs, Fla. Telephone 668 White.

READY FOR SHIPMENT—ALL KINDS LIVE Snakes; hot, fixed or harmless; all sizes Alligators. Write, phone or wire. Gator Jack, Gulfport, Miss.

WANTED AT ONCE—ONE OR PAIR OF tame Orange-Outang. Write or wire Fern Huggins, 8615 Meridian Ave., Seattle, Wa. h.

10 MONTHS FEMALE AFRICAN LION Cub collar, chain broke, \$100; will trade for monkeys or parrot like birds; \$10; \$65; Azouli, \$35; Snakes, \$35. Finchpaugh, 603 S. Eighth St., St. Joseph, Mo.

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT—1 puts you in business, including Charts, Signs, Instructions! (Free information!) Graphologers, POB-971, Philadelphia, ap14

AN OPPORTUNITY TO INCREASE YOUR present income with a route of White's Comb Vendors; put one in every rest room; steady, proven profits, minimum servicing; a real service for patrons; each vendor holds 200 combs; write for sample comb and price list. White's Comb Vendor, Inc., 865 Gray, Elgin, Ill. mh24

FAST SIGNS WITH "FAST SIGN" MOLDED pressed plastic letters; sizes 1/4" to 3", self-sticking for changeable signs or sizes 1/4" to 3" plain for cementing. Samples, 25¢. Faulkner, Box 1114, Bradenton 3, Fla.

FOR SALE—KIDDY PLAY LAND AT WIS. Dells on Hy. 16; can gross \$60 per hour. Gus Sweeney, Reddusburg, Wis.

FOR SALE—PORTABLE ROLLER RINK. 30x82 floor; completely equipped. Harry W. Nelson, Gen. Del., Columbia, Tenn.

FREE FOLIO — 700 MONEY MAKING Deals, Plans, Formulas, Supply Sources, unusual items. Kolanite-E, Box 572, Dayton 1, O. mh24

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies; buying direct from Indians; prices reasonable; free list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. ap28

LEATHERETTE SHOPPING BAGS—HEAVY material, assorted colors; size 17x17, \$4.50 per dozen; sample dozen, \$5 postpaid. United Leather Goods, 1852 Division Chicago mh31

OPPORTUNITY OF A LIFETIME — MILK Bottle Game; beach concession all year 'round; location 30 foot frontage; same location 26 years; same owner since 1935; wants to retire. 8208 Santa Monica Blvd., Los Angeles 46, Calif. Phone: Hillside 9286.

QUICK SIGN PAINTING — USE LETTER Patterns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51. ap7

PORTABLE SKATING RINK FOR SALE—52'x122' complete; tent used 4 months, floor nearly new; can be operated at present location or moved; A-1 condition; worth investigation. M. C. St. John, Winona, Minn. Telephone 12-10 Witoka.

STEADY INCOME — MAKE BEAUTIFUL baskets of greeting cards; easily made, everybody buys; Instruction Kit \$1. Akerson Mfg. Co., 620 S. 7th St., Minneapolis 15, Minn.

TRADE MAGAZINES HELP YOU TO SUCCEED. Get latest copies thru our easy-to-get-acquainted service. More than 1200 business, professional, agricultural, auto-motive, educational, sport, hobby, music, television, etc. List free. Commercial Engraving Publishing Co., 34H N. Ritter, Indianapolis 19, Ind.

2,000 AUCTIONS AND COMMUNITY SALES listed in new edition of Directory. (1951) Simpson, 2705 Jules, St. Joseph, Mo. ap28

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 70 in this issue.

COSTUMES, UNIFORMS WARDROBES

CLOWNS, BURLESK COMICS, MINSTREL Props, Wigs, Accessories! Free lists! (Assortments \$5.) "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia mh31


THEATRICAL PAPIER MACHE MADE TO ORDER John Praetorius, Box 932, Riviera Beach, Florida. Formerly of N. Y. for 45 years mh31

FOR SALE SECONDHAND GOODS

TWO EVANS TIVOLI BOARDS WITH INSTRUCTIONS; new; \$3.50. Valents, Perry, N. Y.

ATTENTION JOBBERS & PREMIUM USERS

Terrific Values & Flash in Real Fur, Plush and Plastic Stuffed Toys for Carnival and Concession Trade. Buy Direct.



CLOSE-OUTS

• 11"-28" Rayon Plush Bear, movable eyes, ass'd. colors, \$27.00 \$24.00 dz. In 6 dozen lots. 24 dz. Take advantage of this low, low price. We'll take bona fide orders for later delivery up to May 1! Only 200 dz. left. So get your order in now.

• 11x9" Rayon Plush Scotty, ass'd. colors, \$7.20 dz. \$6.75. In gross lots \$6.25.

Send \$15 and Receive 12 Different Samples Postpaid! This assortment of 12 Samples includes numbers ranging from \$6.50 to \$33 a doz. 25% dep. req. Bal. C.O.D. if not rated. Send for FREE catalog of new Jumbo Concession and Carnival numbers. Close outs always on hand. Special Jobbers set-up. State nature of your business. No curiosity seekers. Salesmen: Some territories still open.

ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

WE HAVE THE GOODS

10 Piece Men's Military Sets. Dz. \$ 3.75
Councillor Scale Ea. 4.75
Toba & Midway Blanket—Carton Lots Ea. 3.25
Picnic Jug—One Gallon Ea. 2.25
5 Piece Cleaver Sets Set 1.90
Deluxe Aluminum 6 Qt. Pot. Dz. 11.75
Deluxe Aluminum 5 in 1 Cooker Dz. 13.20
5 Piece Pantry Sets—Tin—Lg. Bread Box and 4 Pc. Canister Set Set 1.75
Fancy Pillow Ea. 1.10

Send for free list of other items. 25% Deposit. Balance C.O.D.

LOUIS L. SCHAFER, INC.
1257 W. 3rd St. Cleveland 13, Ohio

"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, Ass't'd \$4.00
MA9—Min. Glass Dice. Gro. 90
MR901—Metal Hi Flier. Gro. 75
MA6050—Tin Badges. Gro. 40
MA301—Plastic Top. Gro. 95
MA357—Metal Cricket. Gro. 45

Deposit of 25% required on C. O. D. orders for other merchandise

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

STAINLESS STEEL THROUGHOUT IMPORTED ROSEWOOD HANDLES

EACH

10 pc. set, attractively gift boxed \$2.80
24 pc. Silverplate Flatware 2.50
Display Boxes, from80
24 pc. Stainless Steel Flatware 3.25
24 pc. Malabar Plate Flatware 1.60

Many, many numbers available in boxed Kitchen Sets, also various Flatware Deals for every type of operation. Write for catalog. 25% with orders—F.O.B. N. Y.

THOMAS A. WOLFE, INC. Dept. BB
1133 Broadway, New York 10, N. Y.

"SWEETHEART" BRACELET
\$15.00 GR.—\$11.65 DOZ.

EXPANSION IDENTIFIERS
\$13.50 PER DOZEN

IDENTIFIERS \$7.20 GROSS AND UP

SPORT PENDANTS 1-42" GR.—13.75 DOZ.
SAMPLE ASSORTMENT \$6.00
25% DEPOSIT ON ALL C. O. D. ORDERS

"Trisco Pete" 604 W. LAKE ST. PHOENIX 2-1397 CHICAGO 6, ILL.
25¢ SERVICE THAT CAN'T BE BEAT

ABOUT ALL MAKES POPPERS AVAILABLE: Candy Corn Machines, steam powered Popcorn and Peanut Wagons cheap Krispy Korn. 120 So Halsted, Chicago, Ill. mh31

CARAMEL CORN OUTFIT — COMPLETE (in operation-wholesale outlet), with \$500 supplies; first \$750 takes all complete; act fast; we have Frozen Custard, Popcorn Machines (all types); Popcorn Vendors (coin operated); state your needs; complete drive-ins, including building; 25 years' experience. The Beverator Co., 600 Hyatt Ave., Cambridge, O. mh31

NEW AND USED POPCORN MACHINES— Peanut Roasters, Candy Floss, Aluminum Geared Popping Kettles, Copper Candy, Caramelcorn Kettles. Northside Co., 509 E. 4th, Indianapolis Iowa mh12

150 PAIR USED CHICAGO RINK SKATES, all ground, ready for service; sizes 1-4; \$150 takes lot. P. O. Box 233, Crown Point, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND — 1,000 FEATURES, 2,000 Shorts, Serials, \$5 reel; 50 DeVry Natco Projectors, \$150 each. Roshon, North Court Square, Memphis, Tenn.

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. mh31

BLACKLITES FOR SALE—1/2 PRICE, CALL after 2 p.m., Avenue 3-5023, Chicago, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave. Chicago. mh31

COMPLETE BOOTH EQUIPMENT—(35 MM.) mostly Simpler, excellent condition, \$775; also Victor model "40" 16mm. sound Projector, like new, \$175. Pioneer Theatre, Pioneer, O. mh24

DOUBLE HEAD CANDY FLOSS MACHINE, 100 Clear Toy Molds for Lollypops. Semers, 249 Brighton Beach Ave., Brooklyn, N. Y.

ELECTRIC STRICKER WHEEL—124 COMBINATIONS, good for cigarettes, etc.; good opportunity, George Gallagher, 644 Anderson Ave., Cliffside Park, New Jersey, mh31

FOR SALE OR TRADE—MOUSE CIRCUS, 6x22 foot, excellent condition, 24 foot front mounted on four-wheel trailer; also 20 Miniature Circus Gas Wagons for small animals. Thompson, 296 North Bennett St., Fontana, Calif.

FOR SALE—POPCORN CARAMEL CORN Wagon, 1948 Chieftain model, used six weeks, would cost \$1,550 to replace; sacrifice \$1,195; complete, ready to road. Pat McQuillin, 1529 N. Karlov Ave., Chicago, Ill. Call 7-8031.

FOR SALE—47 MODEL OCTOPUS IN GOOD shape, ready to run. Ben Voight, 4706 S. Grant, Englewood, Colo.

FOR SALE—NEW COTTON CANDY MACHINES, direct drive operates single or double or make two colors with same head; \$250, can ship at once. Stainless Steel Pan. Wm. Kneerem, 2210 Lincoln Ave., West Lawn, Pa.

FROZEN CUSTARD TRUCK, ABSOLUTELY complete; machine unit, truck excellent; sacrificing. Robert Fleming, 40 E. 316 St., Willowick, O. mh24

KNOCK OUT STALIN'S TEETH, POP OFF Joe's Head, 11 other games in Ball Rack Plans, \$5; 4-way with 11 games; Shallow Joint, 23 games; African Dip; Short-Range Shooting Gallery, \$5 each; High Striker, \$3; free catalog. Brill, Box 875, Peoria, Ill.

NEW CANDY FLOSS MACHINE, \$219; New Nichrome Ribbons, \$3 each; \$30 doz.; also other equipment. Bill Jones, 140 Vine St., Philadelphia 6, Pa. mh31

ONE SUPER ROLL-O-PLANE FOR SALE at bargain; first class condition; operated two seasons in park. Contact James P. Smith, South Pittsburg, Tenn. Phone 6431.

POPCORN TRUCK—ONE BEST ON ROAD, complete with Deep Freeze; \$2,295. 270 E. 3d St., Winona, Minn.

SECOND HAND FILMS BOUGHT, SOLD and Exchanged. Write for our Lists. Film Classic Exchange, Fredonia, N. Y. mh31

SHORT RANGE—\$550; 11 FT. LONG, 7 FT. wide, on 4 wheel trailer; 4 could shoot at once; 1 year old Guns, 2,000 Cards, 2,000 Shells; know where more. John Bokow, 6057 S. Kilbourn St., Chicago 29, Ill. mh31

TAYLOR TWIN HEAD—6-QUART AUTO- matic Ice Cream and Custard Freezers with self contained 15-horse compressor; also 70-ga. Hardening Cabinet, used less than 3 months, 1949 models, \$1,350 takes complete outfit. Nick Leiker, 120 W. 9th St., Hays, Kan.

TEN CAR KIDDIE AUTO RIDE—MAXI- mum capacity, 30; Chair-Swing, 24 seat ride hi; these rides have been operating on George W. Nelson Shows for past 3 years. Site, Huston Super Auto Parts, Independence, Mo. Phone IN 7309.

TIGHT WIRE RIGGING — VAN WICK make. Complete with wire. Box 628, The Billboard, 1584 Broadway, N.Y.C.

TRADE SPITFIRE FOR KID RIDES, WHAT have you? Gardiner Amusement Park Service, 1825 Harrison Ave., Salt Lake City, Utah.

WORMDRIVE GEARBOX FOR KIDDIE Ride—Jewelry Engraving Outfit, Game Wheel, P. A. System, complete Locksmith Outfit, Fresh Show, Novel Exhibit; very reasonable. Beebe, Box 505, Keego Harbor, Mich.

2 LONG RANGE GALLERIES, 5 CASES Shells; BB gallery all metal trailer, sleeping quarters; Evans Walking Charley Ball Game; 8 life-size figures, tent and frame complete. Gentner Bros., Genoa, O.

16MM. RENTALS—LOWEST RATES, QUALITY Pictures; if you're paying too much, get our prices. Phil Berton Publications, East Atlanta, Ga. mh31

16MM. SOUND FEATURES — "REVOLT Zombies" and "Meet Mayor"; like new; \$85 takes them. P.O. Box 27, River Junction, Fla.

35MM. FILM FOR SALE—HOLMES Projectors, used Popcorn Machine; bargains. Send for Free List. Lyric Theater, Norfolk, Ark.

48 UNITS, KENTUCKY DERBY GROUP Game; clean, perfect working condition; complete with 48 stools; neon signs valued at \$1,000; full price for all, \$3,000. Wire or contact Joseph Bennett, 2205 Boardwalk, Atlantic City, N. J. ap7

INSTRUCTIONS BOOKS & CARTOONS

MAKE MONEY IN SHOW BUSINESS— Our book tells all: "Showman's Book of Secrets," 50¢. Beebe, Box 505, Keego Harbor, Mich.

SWING PIANO BY MAIL—30 SELF TEACH- ing lessons, \$3; over 50 publications, classical and popular; order boprhythmology new progressive piano solo, \$1; new work; order free samples. Phil Berton Publications, P. O. Box 1402, Omaha 8, Neb. np

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 10¢. Balda, the Lightning Cartoonist, Oshkosh, Wis. ap21

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢; Joker's Novelties, Magic, Fast-Selling Specialties! (Pitchmen's Headquarters). Arlane Mfg. Co., 4462-B Germantown, Philadelphia. ap14

A BRAND NEW #23 CATALOG — MIND- reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog, Buyer's Guide, both 50¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. ap7



NEW SHIPMENT NOVELTY 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, Duck	Scotty Dog
Asst. Apple, Pear, Pumpkin & Corn	Indian
Upright Pig	Chef and Cook
Clown	Japanese Couple
Standing Dog	Tomatoes
Pandas	Colonial Lady
Asst. Figures	Hugging Squirrel
Cats	Hugging Cat
	Dwarfs
	Pitcher

\$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.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 33, IND.

Hand Made Beautifully Finished AROMATIC CEDAR WOOD JEWELRY

Send \$2.00 FOR SAMPLE ASSORTMENT Or Write for CATALOG #51

J&R MFG. CO.
116-E. WALNUT ST. MILWAUKEE 12, WIS.

The Laugh Gag of 1951



THREE OF A KIND

STALIN and 2 Other A...

CASH IN on the popular American feeling about Soviet aggression! Every-one will want one of these statuettes. Gets laughs wherever shown. These unbreakable plastic statuettes can be hung on wall as plaques or stood on table, bar or mantel piece. Hot! Timely sellers!

YOUR COST \$2.00 ONLY Individually Boxed

Sample 50¢

ORDER TODAY

EXCLUSIVE PLAYING CARD CO., Mfrs.
1139 S. Wabash, Chicago 5, Illinois

12 SETS FOR THE PRICE OF 1

Necklace, brooch, bracelet, earring set. This remarkable 5 piece 24K gold plate ensemble contains 10 spangic, colored center stones plus 24 luxurious full-cut, rhinestones. All in gorgeous 3-tiered satin-lined, velvet-lined, hinged box 4 1/2" x 7" open. With a Sample \$4

\$3.50 cleaver cutlery sets, \$1 ea. 7 j. calendar chronographs, \$4.50 ea.

TED BURKE INDUSTRIES
Dept. B-37, 10 W. 27 St., N. Y. C. MO 4-6756

Sell DUNHALL WATCHES For BIGGEST PROFITS

14K Gold Plated CHRONOGRAPH \$4.15

- Jewel Movement
- Copy of \$75 Watch
- Brand New
- Asst. Radium Dials
- 1-Yr. Service Guarantee
- Individually Gift Box'd
- Genuine Leather Strap
- With Matching Gold-Plated Link Expansion Band, \$1.00 Add'l!

Above prices for orders of 12 or more watches, \$1 ea. extra on orders under 12. 25% with order, balance C.O.D.

DUNHALL IMPORTS Co.
101 CEDAR ST. N. Y. 6, N. Y.

PISTOL LIGHTERS



No. 106195... \$8.40 Per Doz.
Regular size, highly polished, chrome plated with black trim handle. Size 2 1/2 x 2 inches. Each in box.

No. 106177... \$6.75 Per Doz.
Small size, 2 1/4 x 1 1/4 inches. Same as above.

No. 106111... \$12.00 Per Doz.
Regular size with Mother of Pearl handle. 2 1/2 x 2 inches. Each in box.

CATALOG NO. 55 BF
Contains most everything in merchandise for the jeweler.

CATALOG NO. 105
Contains complete selection of engraving jewelry especially for the engraver and the demonstrator (STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

BIELER-LEVINE
5 N. Wabash Ave. Chicago, 2, Ill.
ALL PHONES: Central 6-7946

CLOWN GAGS, FIRE EATING, JUGGLING, Knife Throwing, Iron Tongue, Swords, Hypnotic, Ventriloquism, Novelty, etc. 200 So. Ave. 56, Los Angeles 42, Calif. mh24

COMEDY MAGIC PROPS-CATALOG 25: Terrific Small Guillotine, \$1.50 (6 good tricks, \$5); Magic Funshop, 1220-B Filbert, Philadelphia. ap14

SUB-MINIATURE RADIOPHONE FOR Mentalists: weighs less than pound, easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 36 South High, Columbus, O. ap7

VENTRILOQUIAL (\$45 UP); PUNCH FIGURES, \$12 each; Marionette Heads, Spencer, 3240 Columbus, Minneapolis, Minn. mh31

MISCELLANEOUS

"BELLY TANKS"—\$9.95; STEEL, SIX OR ten foot size; free picture. Buck's Auto Parts, 1625 "T", Merced, Calif. mh24

FOR SALE-NEW, LARGE SIZE CAST Aluminum Jumping Horses; something new; red nose Reindeer. Gus Sweeney, Reedsburg, Wis.

MIRACULOUS MEDAL AND PENDANT—Gift boxed, \$2 postpaid; also Cards, Aprons, Nylon, Etc. Sylvia, 38B Stanton Court, New Bedford, Mass.

NEW EXCITING BURLESQUE FILMS —Sound and silent; 16mm. Panoram; wholesale only. Raynor Sales Co., 343 S. Dearborn, Chicago 4. mh24

SIDEWALL—WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximately 8 oz.: 6x100'. \$62.74; 7x100'. \$72.50; 8x100'. \$82.25; 9x100'. \$92; 10x100'. \$101.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Canvas Products, 417 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5691 mh24

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. mh31

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDION ALPHABET—NEW SYSTEM to overcome basic trouble by temporarily coloring some accordion buttons, compiled by the former N. Y. City public school piano teacher, Frank Pinto, 752a Madison St., Brooklyn, N. Y. Short course of correspondence mail lessons given.

MANUSCRIPT PAPER — 12 STAVE, 9 1/2"x12 1/2"; top quality; 20 double sheets, \$1; 45, \$2; 100, \$4 postpaid; remittance with check. Michael Keane, B113 West 57th, New York 19, N. Y.

NATIONAL CALLIOPE—COMPLETE WITH music rolls and blower, \$395 f.o.b. Seattle. Doris McDonald, 3239 74th Ave., S. E., Mercer Island, Wash.

WANTED TO BUY—SINGLE OR DOUBLE Action Harp, Old Violin, Viola, Neils. Remlin, Red Wing, Minn.

PERSONALS

CAN WE ADD YOUR NAME TO OUR FREE Mailing List? Carol Drug Co., Box 1537-B, Santa Barbara, Calif. (State if wholesale.) ap7

HAVE A CHICAGO MAIL ADDRESS? Business or personal; information free. Schultz House, 3116 N. Seminary, Chicago. mh31

HOSIERY MENDING—EXPERT; SPECIAL-izing in sheer and opera length; prompt service on mail orders. Grace Kingsbury, 3700 E. 57th St., Maywood, Calif. JE 2294, Kimball 7406. mh24

KENTUCKY ADDRESS—BUSINESS, PER-sonal; make my address your address; monthly rates; letters forwarded daily; letters mailed, 5, \$1; confidential; other prices. Write Luck's Mail Service, R-1, Box 110, Corbin, Ky., Dept. A1.

MISS RICKIE RODELL; PLEASE WRITE to me #2, in care of the Police Dept., Deerfield, Fla. I love you. Signed: #2.

PHOTO SUPPLIES DEVELOPING-PRINTING

CLOSE-OUT—10,000 CARDBOARD FOLD-ers and composition frames; popular sizes; small imprint at 1/3 cost; sample 30 cents stamps. Millman, 659 Ocean Ave., Brooklyn, N. Y. mh31

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts, Photo Novelties; DP Cameras bought, sold. Miller Supplies 1535 Franklin, St. Louis 6, Mo. mh24

COMPLETE SUPPLIES—D.P. OPERATORS. Direx and Eastman Paper, prompt service. Lone Star Photo Co., 2405 Elm St., Dallas, Tex. je2

DIME PHOTO OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap28

DIRECT POSITIVE PHOTOGRAPHERS —We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap28

LOW-COST PHOTOMOUNTS—3x5, \$3 100; write free samples, prices, other sizes. Penn Photomounts, 335 Woodland Ave., Glenside, Pa. ap14

PHOTOS REPRODUCED ON HILGLOSS Kromekote, postcard size, \$8-1,000. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

ROAD SHOWMAN'S SPECIAL—VICTOR Model 60, 2 Projectors, runs continuous, 1 1/2 hour show, \$495; lists free, trades welcomed. Mogull's, 112 W. 48 St., New York 19.

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. mh31

TINTYPE CAMERA, 2 1/2x3 1/4, ILEX RASID Rectilinear Lens, Carry-in Case. Inside of box will need some work, outside o.k. Price, \$20; \$10 dep. E. Lowrey, Hot Springs, N. M.

BALL POINT PENS

With Metal Clips... \$9.75 Gr. postpaid Without Metal Clips \$7.50 Gr. 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.

C. GAMEISER

Box 1324, Church St., Station 8, N.Y.C.

ZIRCONS

Set in Sterling Silver, Rolled Gold Plate and Gold Filled Mountings. Samples, \$1 each (no C. O. D.) Wholesale circular FREE. State your business.

GLOBE JEWELRY CO.

DEPT. 21-H WHEELING, W. VA.

STERLING'S CHALLENGE TO INFLATION



"Looks like THE REAL THING"

This sensational streamlined 14 kt. gold-plated limit, Diamond Solitaire sells for only \$3.50 per doz. or \$39.00 a gross—min. order 1 doz. Min. C.O.D. order \$10—25% deposit. State your business. FREE 50-page catalog. Hurry—Beat price increases.

STERLING JEWELERS

44 E. LONG STREET COLUMBUS 15, OHIO

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!
Electric Flash Boards
Electric Bingo Blowers
Wire or write for Catalog

John A. Roberts & CO. INC.

817-823 Broadway, Newark 4, N. J.

PHOTO KNIFE

1 Dozen on Display Card
Two Blades Highly Polished Carbon Steel Unbreakable Plastic Handle with Beautiful Art Photo.

1584BB Per Doz. \$3.90

10 Doz. or More—\$3.50 Per Doz.

ROHDE SPENCER CO.

223-225 W. Madison St., Chicago 6, Ill.

COLOR CATALOG SENT FREE!
NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS

PREFERRED DISTRIBUTING CO.

5911 BAUM BLVD., PITTSBURGH 6, PA.

NEW MAGIC TRICK CONTROLLED DICE BOX

POCKET SIZE
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, Ill.

TIES Direct from Manufacturer. Largest Assortment of Latest Patterns.

SELL STORES AND DIRECT \$4.50 Doz. 3 Doz., \$18. FAST \$1 SELLER. YOU MAKE \$6.00 PER DOZEN.

Special Price on Gross Lot Orders. OTHER ITEMS—FREE CATALOG.

648 Broadway New York 12, N. Y.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz. Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C.O.D.

GAINOR SALES CO.

414 Transportation Bldg., Detroit 26, Mich. Phone: Woodward 2-8015

Big Profits Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg. Co.
303 Degraw St. Brooklyn 2, N. Y.

PRINTING

ALWAYS LOWEST PRICES—QUALITY 3-color 14x22 and 17x26 non-bending Window Cards; also Business Cards. Tribune Press, Earl, Ind. mh31

ATTRACTIVE 100 8 1/2x11 LETTERHEADS and 50 Envelopes, Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d. samples. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. ap7

"NEARGRAVURE EMBOSSED" LETTER-heads! Sparkling! Dynamic! Special Engraving in Golds and Colors for Midways, Orchestras, Magicians, Circus, etc. Samples dime—Be Surprised! Solidays Color-print, Knox, Ind.

NEWSPRINT CIRCULARS PER 1,000—4x9, \$3.50; 6x9, \$4.50; 8x12, \$9; book paper 10% extra; anything else? L-K Press, Crawfordsville, Ind. mh24

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printer, 2715 Vine, Cincinnati, O. ap14

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. ap7

\$1 POSTPAID—50 8 1/2x11 HAMMERMILL Letterheads, to four lines, with 50 6 1/2 Envelopes. Benneville Printing Service, Box 1931, Pittsburgh 30, Pa.

14X22 WINDOW CARDS, THE BELL PRESS, Winton, Pa. mh31

1,000 RAISED PRINTED BUSINESS CARDS, \$3 95; black or blue ink; 1,000 Letterheads (plain printed), \$6.75; send for our quotation on any printing. Speedmail Press, 298 Broadway, New York 7. ap14

1,000 POSTCARDS, \$10, REPRODUCED from photograph-negative or picture; 15 word advertisements, name and address; sell them or give them, mail for 1¢; sample, 10¢. Tuclaw Art, Stanhope, N. J.

SALESMEN WANTED

MAKE MONEY WITH FAMOUS, EASY-selling Bostonian Shirts; spare time. full time sideline; fabrics, outfit free. Bostonian, 89 Bickford, Dept. B-77, Boston 30, Mass.

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA-6-2544. mh24

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelecan Ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ap28

SECOND EDITION TATTOOING THE World Over; just off the press; \$2; write for prices in quantities; new tattoo supplies; list free. Mill Zeis, 728 Lesley, Rockford, Ill. ap21

WANTED TO BUY

MINIATURE TRAIN, KIDDIE CAR RIDE, Chair plans, Frozen Custard Machine and Pop Corn Machine. Chas. Jackson, 302 N. Jefferson, Ottumwa, Iowa.

USED PHONOGRAPH RECORDS — 1920 TO 1940 period; any quantity any label. Jacob Schneider, 128 West 66th St., N. Y. C. ap21

WANTED TO BUY—SHORT RANGE GAL-lery; give complete description; state your lowest price. Ralph Hunt, Box 101, Buckeye Lake, O.

READY NOW

1951

ILLUSTRATED CIRCULAR

FEATURING

- * Elec. Pop-Up Chrome Toasters
 - * Elec. Hand Mixer
 - * Silverware Set
 - * Deluxe Candy Filled Cedar Chests
- Many other low-priced, fast-moving, hard-to-get items.

GET ON OUR MAILING LIST TODAY

LAKEVIEW SALES CO.

1012 W. Belmont Chicago 13, Ill.

BINGO PROMPT SHIPMENTS

SPECIALS LAPBOARDS

FLASH BOARDS BINGO BLOWERS Folding Tables and Chairs
—Write for Free Catalog—

H. A. SULLIVAN

104-22 BLVD., DEPT. D

ROCKAWAY BEACH, N. Y.

FOLDING CHAIRS

IN Steel or Wood FOLDING BANQUET TABLES
WRITE FOR CATALOGUE AND LOW DIRECT PRICES

J. P. REDINGTON & CO.

DEPT. 51 SCRANTON 2, PA.

BINOCULARS

Min. Cameras, TONE, RUBIX, VESTA and Still Cameras. 35 mm. KONICA F3.5 and F2.8, tripods 15"x34", 6 sections, panheads, microscopes, cig. lighters, cig. c a s e s, watchbands, harmonicas, toy pianos, zippers, snap fasteners, novelties, all imported at manufacturer's price.

545 Fifth Ave. New York City

Murray Hill 2-4176

REINFORCED FOLDING CHAIRS

Immediate Delivery. New, durable, mixed Northern Hardwood. Write for Lowest Prices

MORRIS MANDEL, INC.

26 E. 13th St. (Dept. 5)

New York 3, N. Y.

ALsonquin 5-5912

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY
8 x 10—3¢, Postcard—2¢,
8 1/2 x 11—3¢, 3 1/2 x 5—1¢,
NEW NATURAL COLOR PHOTOS
Postcard—1¢, 8 x 10—12¢ in
quantity. All other sizes.
Write for FREE sample & List 88

MOSS PHOTO SERVICE 350 W. 50, N. Y. 19

Spectacular Jewelry Flash!

DAZZLING 3-PC. MATCHED SETS AT A KNOCKOUT LOW PRICE!



Each set has exquisite, high polish gold plated bracelet and necklace chain. Studded with brilliant, hand set simulated stones such as Rubies, Aquas, Emeralds, Sapphires, Diamonds. Magnificently housed in rayon lined display box. Sells on sight!

5-PC. MATCHED SET
Has matching clusters of imported clear crystal stones, hand set in choice of Rhodium or 24 Karat Gold plate mounting. Luxurious Velour Box with rich rayon lining.
\$45.00 Doz. Sets: \$4.00 Set
25% Deposit with Order. Bal. C.O.D. I.O.S. Detroit

Write for Big Free Catalog.

GEM SALES CO.

533 WOODWARD AVE. DETROIT 26, MICH.

"OO-LA-LA," QUEEN OF THE PEEP SHOW

In Magic Skin — Her Dance is Enchanting. Turn the crank and it's a Sale. A Hot \$1.00 number. It's Alluring — Fascinating. They All Buy—From 7 to 70.
\$23.00 per 6 doz.
\$45.00 per gross.
\$4.00 per doz. Minimum 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 doz.
\$2.75 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 feathers.
\$16—6 dozen \$30 gross
Minimum Order: 2 doz. \$7.00
6 Samples, 2 each, \$3.00
Jobs, 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
Large Fur Gorilla \$4.25 \$4.50
Large Fur Jumping Dogs \$4.00 \$4.25
Large Fur Circus Seals \$6.25 \$6.50
Large Fur Bears \$5.75 \$6.00
Large Plastic Hilly Dog \$1.50 \$1.75
New Improved Visible Fluid Lighter, 1 Doz. to Attractive Display \$4.00 Doz.; \$45.00 Gr.
We Prepay With Full Remittance or 25% Deposit, Balance C. O. D.

UNITED ENTERPRISES

175 5th Ave. New York 10, N. Y.

Take Advantage of This **Introductory Offer Now!**
1000 BUSINESS CARDS
With a Union Label
Free Plus A
Genuine Leather Card Case

* The Quality White Book
Printed in Black or Blue Ink
ALL FOR THE LOW PRICE OF

1000 LETTERHEADS

Printed in Black or Blue Ink \$7.50

1000 ENVELOPES

Printed in Black or Blue Ink \$8.50

Approximately 1 week delivery

Berger Printing Co.

112 FULLERTON STREET PITTSBURGH, PA.

SELLING LIKE WILDFIRE!!

Novelty Salt & Pepper Shakers, a sure money maker. Terrific Collectors' item. Selling in stores for \$1 and up. Beautiful multicolored ceramics, hand-painted, excellent detail. Figurines, animals, houses, etc. 24 different numbers.
SPECIAL PRICE \$34 per gross pr. Sample, 24 pr., only \$6.
Order today—25% deposit.

MIDWEST PRODUCTS

1231 W. 3rd Street Dayton 7, Ohio

FLASH! FILL-O-MATIC

★Fountain Pen ★Pencil ★Ball-Point Pen
Gold Finish Caps—Velour Platform Gift Box. Write for price list. Sample, 75¢.

ARGO PEN-PENCIL CO.

220 Broadway New York 38, N. Y.

Profit Making SPECIAL

SENSATIONALLY PRICED

PRECISION MADE

ELECTRIC SHAVER

Individually wrapped with \$22.50 price tag, including simulated pigskin pouch

SINGLEHEAD DOUBLEHEAD
GROSS LOTS \$1.75 ea. \$2.50 ea.
LOTS OF 60 1.85 ea. 2.60 ea.
LOTS OF 12 1.95 ea. 2.75 ea.

Full Line of Watches Available. Sample, \$1.00 Extra.
25% Deposit, Balance C.O.D.

NATIONAL DISTRIBUTING CO.

CALUMET BLDG. MIAMI, FLA.

DIRECT From Manufacturer

Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen.

Assorted colors, smart finish. Attractively boxed.

SPECIAL PRICE

\$54.00 Per Gross Sets

Sample Set, \$1.00.

25% deposit with order. Send \$5.00 for complete Sample Line.

ORDER NOW!

H. EPSTEIN

27 East 22nd St. New York 10, N. Y.

We Sell Wholesalers Only

BINGO

Specials—5 ups, 6 ups, 7 ups
7 COLORS PAPER
PLASTIC BINGO BALLS—MARKERS
SERPENTINES—CONFETTI
STAGE MONEY

A. J. Wildman & Son

1

make sure
YOU get a
 share of
 the **MERCHANDISE**
 coin...



LAST CALL

FIRST forms go to press
MONDAY, MARCH 26.

LAST forms go to press
WEDNESDAY, MARCH 28.

Rush Your Copy
 Quickest Way
TODAY

THE BILLBOARD
 Publishing Company

1564 BROADWAY
 NEW YORK 19, N. Y.

188 W. RANDOLPH ST.
 CHICAGO 1, ILL.

390 ARCADE BLDG.
 ST. LOUIS 1, MO.

2160 PATTERSON ST.
 CINCINNATI 22, OHIO

FOX THEATRE BLDG.
 DETROIT 1, MICH.

6000 SUNSET BLVD.
 HOLLYWOOD 28, CALIF.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column
 No charge accounts

• NOTICE •

Earlier Closing Date for

APRIL 7 ISSUE.. THE SPRING SPECIAL

WEDNESDAY, MARCH 28

Do not miss this important result-producing Annual Issue.
 Mail Your Copy Early.

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.

BASS MAN—LEAD ALTO AND CLARINET: male vocalist needed; immediately; salary, no layoffs, paid vacations. Orchestra Leader, 301 S. 45th, Lincoln, Neb. mh31

BILLPOSTER WANTED—LONG HANDLE posting; steady employment, excellent working conditions; small plant; apply stating qualifications. Mid-State Outdoor Adv. Co., New Hartford, N. Y. mh31

CLARINET MAN, DOUBLE EITHER ALTO or tenor for polka band; must have tone and good reader, start at Easter. Write Viking Accordion Band, Albert Lea, Minn.

LADY GUITAR PLAYER WHO SINGS—Amateur considered, year around work. Write Musician, 2720 Ave. P, Galveston, Tex.

MUSICIANS—FOR REPLACEMENTS ON territory band; no characters; salary guaranteed. Bandleader, Box 80, Grand Island, Neb. mh24

PIANIST—LEAD ALTO, TENOR; SALARY: others write. Phone 8-1295, Box 593, Sioux Falls, S. D.

SINGER AND ENTERTAINER WANTED—Must be neat appearing and young; also steady employment. Six Fat Dutchmen Orchestra, New Ulm, Minn.

WANTED—HAMMOND ORGANIST. PRE-fer one that sings; also a Vocalist wanted. Aragon Tavern, 610 Sycamore, Waterloo, Iowa. mh31

WANTED FOR TENT SHOW—MAGICIAN with flash; prefer one who doubles parts; tell all first letter, also ingenious and Young Comedian; must do specialties. Slout Show, Vermontville, Mich.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column.
 No charge accounts

• NOTICE •

Earlier Closing Date for

APRIL 7 ISSUE.. THE SPRING SPECIAL

WEDNESDAY, MARCH 28

Do not miss this important result-producing Annual Issue.
 Mail Your Copy Early.

BANDS & ORCHESTRAS

"JUMP" JACKSON COMBO AVAILABLE after April 1st; appearing Silver Congo, La Salle, Ill.; play dance music, sing and entertain; four men, 5727 So. La Salle, Chicago 21, Ill. Phone Normal 7-4152. ap7

DRAMATIC ARTISTS

AT LIBERTY—FOR SUMMER STOCK OR Rep.; general business team; all essentials; have trailer and car, go anywhere. Jack Parsons, 4001 West State, Rockford, Ill.

MUSICIANS

ACCORDIONIST AVAILABLE—ALSO CO-median, doubling guitar, fiddle, washboard, bass, novelties. Willie Barfield, 7701 Bird Rd., Miami, Fla. Telephone 87-1282

ALTO, CLARINET — LEAD OR THIRD, commercial; draft exempt; age 34, well experienced; all offers considered. Robert Sittler, Granby, Mo. mh24

DRUMMER—AGE 25, AVAILABLE IMME-diately; draft exempt; Local 10; read, cut shows, play all styles and Latin; location preferred. Dick Gierum, 704 S. Maple, Oak Park, Ill. Telephone Village 8-2355. mh31

DRUMMER—UNION, AVAILABLE IMME-diately; experienced with dance band and combo; prefers dance combo, does not read music but has fine sense of rhythm; will travel, but prefers location job; age 24. Write Buddy Seaton, Box 70, Brady, Tex.

DRUMMER—UNION; SOBER, RELIABLE; draft exempt; many years professional experience; all offers considered. Musician, 102 Rauber St., Rochester, N. Y.

EXPERIENCED PIANIST — REVUE PRE-ferable; capable, sober, dependable. Box C-332, care Billboard, Cincinnati, O. mh24

EXPERIENCED TUBA PLAYER WANTS job with a circus band; read or fake, plenty profession. Fred E. Vittek, Chelsea, Iowa.

HAMMOND ORGANIST—DRAFT EXEMPT; non union; married, sober, reliable, good character; use organ piano combination; twenty years' experience tap rooms, dining rooms, taverns, hotels, clubs; prefer shore or summer resort in East; Library, 17,000; thousands memorized; popular, semi-classical. Organist, P.O. Box 123, Gap, Pa.

HAMMOND ORGANIST WITH ORGAN—The prestige, flash and thrill of beautiful music, in tune with your budget. Box C-335, care Billboard, Cincinnati O. ap7

MODERN SINGING GUITARIST, DOUBLE 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

PIANO MAN—SEMI-NAME EXPERIENCE; play any style, will travel, have car. Bill Bertie, 129 Grand Ave., Santa Monica, Calif. EXbrook 6384. mh24

PIANO—ALL ESSENTIALS, ALL STYLES; single, have car and can travel. Box C-334, care Billboard, Cincinnati, O.

PREFER LOCATION, 5 TO 7 NIGHTS PER week; cut or no notice. Write or wire Don. Reynolds, 603 North D, Herrington, Kan.

SENSATIONAL PUPPET SHOW IN STROB-lite; presented in vaudeville style on beautiful portable stage. Osborne's Puppets, 5223 Cedar Ave., Philadelphia, Pa. ap7

STRING BASS MAN AVAILABLE ON NO-tice; experienced, 25, single, sober and 4-F. Joe Fressprich, 5130 N. Sheridan Rd., Chicago 49. mh31

TENOR, CLARINET, ARRANGER—DRAFT exempt, normal habits; state instrumentation, top salary; age 29, travel; write or wire. Hank Solis, 287 Newbury St., Boston, Mass.

TENOR, CLAR., ALTO—FOR SOCIETY band or combo; good tone, reader; references; prefer location. Contact Ralph Hockaday, Manchester, Iowa. mh31

TOP NOTCH FOLK AND WESTERN DUET. Mandolin and guitar act; appearing now in Class-A technicolor movie, breaking records all over; made Billboard's Tips on Tops; writers of top folk tunes; available for radio or night club April 1; can fit any H.B. or Western band. If you mean business write Box #C-336, Billboard, Cincinnati, O.

YOUNG MAN, 31, SINGLE, EXCELLENT pianist, sight; will travel. What have you? Donald Rafferty, 1400 N. Mt. Vernon, San Bernardino, Calif. mh31

PARKS & FAIRS

AVAILABLE FOR PARKS AND FAIRS—Starlets of Rhythm, all girl musical and vocal, also acrobatic acts. Write Box 164, Evans City, Pa. Phone or wire Evans City 3753. mh31

BALLOON ASCENSIONS, PARACHUTE Jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap21

BIG ACROBATIC AND BALANCING ACT. 5 people; literature on request. Lehmbucks Sisters & Co., 2015 Oliver St., Ft. Wayne, Ind.

ELLISON BROS.' CANINE ACROBATS —All new, different; flawless performance; only canine firediver; works anywhere; six dogs, all star performers. Gen. Del., Abilene, Tex.

"ENGAGE" CHARLES LA CROIX, OUT-standing trapeze act, for outdoor and indoor events; platform required, outdoors. For full particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

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. mh31

SENSATIONAL HIGH FIRE DIVE ACT —25 years of impressive results; featured by Fox Movietone and the N. Y. Press; available parks, fairs, celebrations; negotiations prompt and fair and the date, distance, running time govern the price. Office address: Capt. Earl MacDonald Thrill Production, 456 Lamphier Pl., Warren, O. Tele.: 45337. ap14

**MEN—Build a Wholesale Route
 GET INTO A Big Pay Business**

We Help You Establish a Steady Customers
 Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!
 World's Products Co., Dept. B-T, Spencer, Ind.

NEW! SEXSATIONAL LAFF OFFERS
 LARGE SIZE • ILLUSTRATED
CARTOON BOOKLET
 FUNNY FEMALE
 5 BIG COMIC GALS
 5 CARTOON CARDS
 Only 25¢ for 65¢ sets
 K. HARRIS R.O. BOX 550
 PALM SPRINGS, CALIF.

A NEW SENSATION!



COLOR TELESCOPE VIEWER KEY CHAIN

(Without Picture)

- Rage of Miami Beach this season.
- HOT NUMBER FOR PHOTOGRAPHERS, CONCESSIONERS, SPECIALTY SALESMEN, ETC.
- THE PERSONALIZED VIEWER Permits the user to insert his own 35mm color film.
- Ideal as Service Men's Gifts.

\$9.00 GROSS IMMEDIATE DELIVERY

1/2 with order, F.O.B. N.Y. (Key Chains, 1¢ extra)

Also Complete Camera Supplies and Strobite for Night Studio Work.

ROJAC NOVELTY Dept. 1B, 876 Broadway, N. Y. C. Grammercy 7-6134

Chicago

Hadco Engineering & Manufacturing Company has introduced its "Sport-ocular," a three-power focusing binocular designed to be worn in the same manner as eyeglasses. It weighs but three ounces. . . . Information on how to metalize cheap, non-metallic items and build a profitable business in the process is contained in a free booklet supplied by R. E. Brandell, Warner Electric Company. . . . Reliable Jobbers announces its catalog of women's hose, toys, school supplies, razor blades, novelties, cosmetics, jewelry, etc. . . . The Hobby Hill firm announces its Stop-R, a device to keep unused portions of bottled carbonated beverages fresh. A few turns of a wing nut securely fastens the stopper in the bottle. The item comes 12 to a display card for \$2. . . . The Tee-Gee Company's waterless hand cleaner is described by the firm as a preparation that can be sold in homes, garages, factories and service stations. It is reported to be odorless and harmless, containing lanolin to protect the skin. Favorable prices to dealers guarantee a substantial profit, the firm reports. . . . Gospel Company is specializing in a line of silver-framed, celluloid-covered religious picture plaques in eight colors and new Reflect-o-Lite mottoes that are washable and framed. The firm also handles leather-like picture plaques. . . . N. Sure Company announces lines of imported Cherigan perfumes and colognes at prices insuring good profits. Nationally advertised, the perfumes—Chance and Fleurs de Tabac—come in bottles ranging

from quarter-ounce to two-ounce capacity. Cologne bottles have capacity of 2 to 16 ounces. Packaged with bright, striped wrapping over square, heavy glass bottles with stopper, the items have eye appeal. N. Sure's Twin-Paks of perfume for gifts combine the scents in bottles mounted in a hand-tailored suede finish box. Prices on request.

From All Around

After being off the market several years, gold and silver toy balloons are again offered by Oak Rubber Company, Ravenna, O. When natural liquid latex supplanted other rubber in the manufacture of balloons, gold and silver items became a casualty. The new items, decorated with two-color floral and bird designs, are reported to be the result of an exclusive Oak process. Aside from their general use, the items are popular for anniversary events. . . . A fishing reel, said to utilize a new principle that eliminates backlash without restricting action, is being marketed by Zero Hour Bomb Company, Tulsa, Okla. . . . Travelrack is a new gadget distributed by Lincoln National Distributors, Fort Wayne, Ind., by which several suits or dresses may be hung on a car window. The load is carried by the door frame. . . . New England Advertising has announced its spring line of novelty and utility items such as drinking mugs, good luck pieces, automatic pencils and ball point pens, wallets, memo pads, cigarette cases, etc. . . . Big profits are claimed for salesmen handling Frohock-Stewart Company's Press-Ever combination trouser hanger and creaser. The item sells for 75 cents or three in an attractive gift box for \$2.20. . . . L. Varble, Kane, Ill., wholesaler, is featuring new Super-Brite fluorescent satin sport caps in red or green in assorted sizes to the dozen. Called the latest rage by Varble, the caps are being worn by men, women and boys. They retail from \$1.19 to \$1.29 and are called profitable retail items.

Whimsie Players Company has a line of puppets consisting of Daffy the Clown, Dusty the Hobo and Clancy the Cop, plus a Hawaiian line of puppets. . . . Celco Corporation has announced a line of finger paints for kiddies. . . . W. H. Schaper Manufacturing Company is singing the praises of its cootie game of plastic construction as an educational item.



New Item: Jeweled Western Saddle Horse TELEVISION LAMP Electric light background plus electric rays thru brilliant jewels. \$3.25 Ea. in Doz. Lots

HORSE CLOCK 17"x11 1/2". Self-starting 4" Sessions Electric Clock Movement. \$6.75 Ea. in Doz. Lots Less Than Doz., \$7.25 Ea.

WESTERN HORSES

Height	Price Per Doz.
2 1/4"	\$ 2.10
2 3/4"	2.70
3 1/4"	4.50
3 3/4"	7.20
4 1/4"	9.60
5 1/4"	18.00
6 1/4"	22.80
7 1/4"	39.90

All items can be had in either bronze or gold finish. We use U.S. approved cords with fool-proof pull grip type of plug on all lamp items. Send for circular. Clocks for resale only. 25% Deposit, Balance C. O. D. HOUSE OF BRONZE 1497 Myrtle Ave., Brooklyn 27, N. Y. GLenmore 2-8261



POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET 54x72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30 \$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid

Case lots of 30	Price
No. 140 TOBAS	\$3.25
No. 144 Midway	3.25
No. 145 Magnet	4.10
No. 146 Mingo	4.10

Less Than Case Lots, Add 10¢ Per Blanket. For Sample Add 50¢ Per Blanket.

Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

AGENTS! SALESMEN! EARN \$200.00 A WEEK!

Become a Distributor for DR. WEST'S AMAZING NEW

Discovery

SELLS ON SIGHT TO MEN IN ALL WALKS OF LIFE ASK FOR FULL DETAILS AND POWERFUL, MONEY-MAKING AGENT DEAL

DR. WEST'S PRESCRIPTION 3637 John R. St. Detroit 1, Mich.

BALL POINT PENS \$9.50 PER GROSS

WITH DISPLAY CARDS Full Pen Visible Ink Supply 1/2 GROSS \$5

With Brass Tips Metal Caps & Clips With Display Cards \$13.25 PER GROSS

25% Cash with order, Balance C.O.D. ARTHUR LEE CO., Dept. B-24 16 Court St., Brooklyn 2, N. Y.

A SURE LAUGH!

April Fool & All Year 'Round Number

- Phoney Fried Eggs (2), Doz. . . \$3.00
- Phoney Single Fried Egg, Doz. . . \$2.00
- Phoney Swiss Cheese, Doz. \$1.50
- Plastic Rubber Chocolates, Per 100 . . . \$5.00
- Bulk, Doz. . . \$5

Order from your jobber or send \$10 for ass't'd samples of our complete merchandise. Jobbers: Write for quantity prices on all items.

PARISIAN ART PRODUCTS 141 Fulton St., Dept. 1, New York 8, N. Y.

Sell FOOT HEALTH... Earn BIG MONEY!

CASH IN ON AMAZING NEW ARCH SUPPORT SOCKS Make sensational earnings with new foot health invention. Elastic ARCH SUPPORT woven into arching gives foot support where it's needed most—relieves aching leg muscles—prevents fatigue. Sells for \$1 pair. Double guarantee cinches sales to clerks, factory workers, mail men—all men, everywhere! No experience, no investment needed. Write now for Free Sample and sales plan. ACT NOW! STUART LEX CO., 1314 MILWAUKEE AVENUE DEPT. C-19 CHICAGO 22, ILLINOIS



"FLOWER GIRL" DOLL It's Sensational

Newest and hottest . . . just in time for the new season! You can be first if you hurry, it's just out! Beautifully styled lace-trimmed gown with hat to match. Hand painted facial features and real mohair wig. Individually boxed. Compare anywhere at the red-hot price . . . and order today. Call, write or wire!

30" High, Each \$3.50 \$33 Doz. (pkd. 2 doz.) 36" High, Each \$4.00 16 or more (pkd. 16), \$3.25

Kravitz & Rothbard

720 East Baltimore St., Baltimore 2, Md.

PITCHMEN! DEMONSTRATORS! WHOLESALERS! BIG MONEY—EASY with the DANCING BELLBOY



ENTERTAINING! EDUCATIONAL! NEW! TOY SENSATION OF 1951

Here's your chance to "MAKE IT" in 1951! Unusual ACTION toy! Looks ALIVE . . . acts ALIVE—amazes everyone. Simple, "remote control" manipulation anyone can learn. Dances any tempo, any tune—fox trot, old time, modern. "Buck and wing," "Jig" or "soft shoe shuffle." Dances to radio or phonograph music. Perfect sidewalk, store, band-stand or carnival pitch. Dressed in gay red and blue . . . arms and legs durable plastic. Individually boxed, with instructions and 16 sq. inch dancing platform. SELLS EASY at \$1.50 or \$2.00. Minimum wholesale order 2 doz. @ \$7.20 per doz. Gross lots \$6.00 per doz. All FOB Fargo. Terms: 1/3 with order, balance COD, unless rated. Sample \$1.00. Write for quantity discounts. ACT NOW! C. & M. DISTRIBUTING CO., Box 1255-B, Fargo, N. Dak.

Sample \$1.00

WE HAVE MOVED To New and Larger Quarters!

BERNY NOVELTY COMPANY

114 West 14th Street New York 11, N. Y. Phone: ALgonquin 5-8290

STILL LEADING THE PACK!

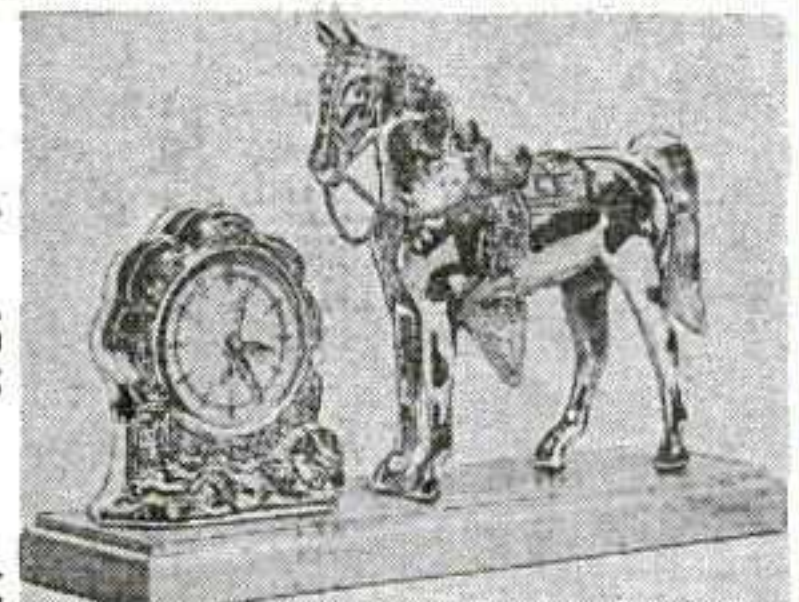
Why Experiment? Get the Proven Money Maker!

Original Horse Clock

Gold & Silver Two-Tone Finish 17" LONG, 12" TALL

Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish.

ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimmings around clock dial with matching silver western trim (Cowboy Hat, Boots, Gun, Lariat, etc.). Same as above with wood base also available.



If not for resale, add Federal Excise Tax. 25% Deposit, Balance C. O. D. Telephone: ORegon 3-6330

#2156 \$8.25 Each in Doz. Lots \$9.00 Each

CUTTLE & COMPANY, INC. 928 Broadway...New York 10, N. Y.



OUR LATEST GENERAL CATALOG

Electric Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

SEND FOR FREE COPY TODAY!

IS NOW AVAILABLE ATTENTION, CONCESSIONAIRES AND NOVELTY WORKERS Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

GELLMAN BROS. INC. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.



All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold. #B2200 — 1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal. Per Doz. \$4.00



NEW CATALOG Listing Complete Line. Sample Assortment—\$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

GIVE TO DAMON RUNYON CANCER FUND

OAK-HYTEX FLYING SAUCER BALLOON

Red Hot Pitch Item
Action! Noise! order from your jobber

The OAK RUBBER CO.
RAVENNA, OHIO.

PENNANTS
For All Purposes.
Send 25c for Samples and Prices.

THE FELT WORKS
55 Eddy St., Providence 3, R. I.

HOSIERY DIRECT FROM MILL

All gauges in Nylons—prices from \$1.50 dozen up. Ladies' and Children's Anklets; Men's and Boys' Hose, all sizes, colors and grades. Money-back guarantee.

MANUFACTURERS' HOSIERY SALES AGENTS
104 Woodrow Ave. Chattanooga 5, Tenn.

IMMEDIATE DELIVERY

← **STYLE 3CC**
3 pc. Plastic Pen Set
METAL CAPS
Fountain Pen
MECH. PENCIL
Ball Point Pen
\$45.00 GROSS
\$4.00 DOZEN

STYLE 4PK
4 Pc. Plastic Pen Set. METAL CAPS With Knife
\$67.75 GROSS—\$6.00 DOZ.

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.

Chi-Chi AND Fanny

THE FAN DANCER

Appears ALIVE when stuck, with suction cup, to surface in car, car motion makes her wiggle and shake or stand on desk in "showcase." Full color, soft flesh-like plastic, colorful feather.

Price: \$2.50 Doz. \$25.00 Gr.

SAMPLES 50% with One ea. of all; ord. Bal. \$2.00. No c.o.d. c.o.d.

Others write for prices.

The POCKET PEEP SHOW

She bumps, wiggles, nods her head. Just turn crank and this little blue-eyed blonde comes to life. Soft flesh-like plastic, clear "fish-bowl" box.

\$4.00 Doz. \$45.00 Gross.

Fanny

Same as above but with out "fish-bowl" box.

Price: \$2.25 Doz. \$24.00 Gr.

Standwell COMPANY 2709 SOUTH HILL STREET LOS ANGELES 7, CALIF.

PISTOL LIGHTERS, JEWELRY & RINGS

SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE—BRIDAL SETS—CAMEOS—SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.20 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business

HARRY MAHREN RING CO. Red and White Stone Combination. \$3.25 Doz. Plus Postage.
302 5th Ave., N. Y. 16, N. Y.

YOU'RE SITTING ON TOP OF THE WORLD WITH THE P. M. POCKET CUSHION

MADE OF TOUGH, DURABLE VINYLITE, A DU PONT PRODUCT. THE BEST SEAT IN THE HOUSE IN YOUR POCKET OR PURSE.

A real gold mine! 30 sec. demo. makes it easy. Big 100% cash profits daily. Sells at all sporting events—quantities to Sprtg. Gds., Liq., Drug Stores, etc. Takes less air than toy balloons. Large 16"x16" size. UNCONDITIONALLY GUARANTEED. Send \$1.00 (refunded first order). Sample and details sent postpaid. Don't be late on this one. ORDER NOW!

P.M. AIR CUSHION, Dept. B-34, 601 S. Harvard Blvd., Los Angeles 5, Calif.

Billboard Spring Special

DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS:
MILITARY CAMPS
WHERE THEY ARE

THE BILLBOARD 2160 Patterson St. Cincinnati 22, Ohio 506

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive 8 Big Special Issues

NAME
ADDRESS
CITY ZONE STATE
OCCUPATION

Pipes for Pitchmen

By BILL BAKER

F. HOLMES . . . and Frank (Shorty) Smart pitched peanuts, popcorn and ice cream at the recent Lakeland, Fla., Fair and Rodeo to good returns.

Some of the eager beavers have sprung before spring.

W. C. WOLFE . . . and Doc Blanton are working the stock sales in Asheville, N. C., with three flashy jewelry layouts to big long green counts.

Necessity is the mother of excuses for some pitcheroos.

HORACE BRAZIEL . . . is still riding the ridges and routes on the paper in Smokey Mountain terrain and getting his share of the bending money.

Let your tip become bored and you are on the border of bankruptcy.

FRANK ROBERTS . . . is purveying jumping rabbits

around Asheville, N. C., to good tips and business.

Being a novice pitchman cannot long be camouflaged.

JIMMIE HARRIS . . . is working farm sales in North Carolina with soap and socks to better-than-average results.

Don't even attempt to pitch if you don't know or believe in your item.

LEW MAZER . . . and Jack Allen are vacationing at Palm Spring, Calif. They'd like to read pipes here from Kelly Green and his boys.

Spring is in the offing. Have you prepared your itinerary?

JACK (BOTTLES) STOVER . . . cards from Harrisonburg, Va., that after a few months lay-off, he'll soon be exchanging dukes for the sheet. "Since spring is near," Jack pens, "I suppose it's time for the 'for its' to get 'with it.'"

The pitchman pursues business without any guarantee that he'll find it.

A RECENT RETURNEE . . . to Harrisonburg, Va., was Billy (The Kid) Dietrich. He's waiting there for the first chirp of the blue birds.

What good does it do you to build your pitch only to blast it with a barrage of mud.

GEORGE J. ERNEST . . . a 40-miler until now, advises from Schenectady, N. Y., that he's considering entering the pitch business for good. He's currently framing a layout which he plans to take on the road soon.

The lobby grow is the chief seeker of cleaner pitches and workers, but often without enough will power.

A NEW BOOK . . . titled, *Selling Sense for the Route Salesman*, is scheduled for April publication by Lloyd R. Wolfe and Associates, Chicago. Written by Fred DeArmond, writer and lecturer on salesmanship, the tome should make interesting reading for pitchmen. In the book, DeArmond bring together numerous sound sales ideas and strategy to assist the beginner as well as the veteran routeman in producing greater volume and increased profits from any territory.

The successful pitchman proves his ability as a good navigator by avoiding cross-currents and adverse conditions.

ANYBODY MAKE . . . the National Auto Racing Convention and Exposition, March 3-11, at the State Armory, Hartford, Conn. Meet is reported to have attracted 20,000.

It was the early-day med man who planted the tree that benefited future generations.

THEY TELL US . . . that R. E. Stafford, with headquarters in Indianapolis, is offering a 1 by 400-inch roll of 24-karat gold foil for \$2.25 when ordered with one of his professional model electric pencils.

Make your summer treks a business proposition, not a mere tourist trip.

MORRIS KAHNTROFF . . . veteran triper and keister exponent, who is visiting with several brothers in South Africa, comes thru from Johannesburg with the following account of his activities from way back when. "I've been a trouper all my life, first in the pitch game and then trailed the big tops for five years from coast-to-coast following such orgs. as Hagenbeck - Wallace, Sells-Floto, Rhoda Royal and the Big One," Morris writes. "Had auction stores with Sheesley's Mighty Midway in 1924 and it was the first auction pitch with a carnival. Then I went to Rubin & Cherry Exposition, after which I opened a store in Vancouver, B. C. From there I went to Los Angeles, San Bernardino and Miami and had pitch stores in those cities. In 1926 the store in Miami was grossing \$1,000 a month until the bubble broke. Joined Sheesley again with the auction store and then had all the concessions on the midway. I sold out to S. M. Jones in Canada in 1927 and then went to Daytona Beach, Fla., where I set up another auction store. Now, I'm in South Africa and have taken in the Boswell Circus and several carnivals."

LOW PRICES—While Stocks Last!

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

HAMMOND ELECTRIC ALARM CLOCK

FASTASY ALARM. Moulded plastic marbelized ivory color case with 3 1/4" ivory color dial. Gilt finish metal bezel. Slow speed, synchronous movement, with alarm. Size: 4 1/2 x 4 1/4 x 1 3/4 inches.

RETAIL \$5.50 PLUS TAX \$3.23
NO. BB62W742 EACH

Best Quality CAMERA STYLE LIGHTER With Compass

Camera style with compass on front Tripod and release can be removed for use as a pocket lighter. Each in box

NO. BB83J822 Dozen \$12.00

MINIATURE POCKET LIGHTER

On base. 1 1/2 inches high. Highly polished chrome plated. Individually boxed.

NO. BB83J872 Dozen \$4.00

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

CLINTON—Coro Watch and Jewelry Set

Manufacturers Guarantee on Watch

\$27.50 each 1 to 5 sets
\$25.00 each 6 or more sets

PLENTY OF FLASH—LOTS OF PROFITS!

Consists of Ultra Precision 17-Jewel Clinton Watch with brand new works; rhodium finish with emerald-cut and round rhinestone earrings and snake bracelet, 1/20-12K gold-filled.

Comes in heart-shaped velvet covered case; choice of 10 watch designs. 25% Deposit, Balance C.O.D. F.O.B. Chicago. For Resale Only. Write for Catalog—Open Sundays.

ADLER SALES Subsidiary of WSL Dist. Co. 849 W. Roosevelt Rd., Chicago, Illinois

AMERICA'S HOTTEST PREMIUM!

The turn-it poker chip and card holder

Here's an all-in-one unit for those who like to play cards. Just twist the knob and 12 counted stacks of chips pop into view a handy banker for the rest of the game. Lift a flap and a deck of cards is waiting to be dealt. . . an extra deck is always ready. Whether in use or standing by for a card game, the TURN-IT holder is a distinctive accessory for any room. Each holder is finished in highly polished plastic with a variety of modern color combinations including wood grain. Mechanically perfect. Nothing to wear out. Portable. Easy to carry. Dust proof. . . chips and cards stay clean.

Money-back guarantee if the TURN-IT holder does not completely satisfy you

HASTINGS DISTRIBUTING CO. 6100 W. Bluemound Rd. Milwaukee 13, Wisconsin

Sample \$7.75 Ea.
\$7.25 Each in Doz. Lots

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosssocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In

ACME PREMIUM SUPPLY CORP. 1111 South 12th St. St. Louis 4, Mo.

SPRING SPECIALS FROM JAX SALES

WOLF PAK Playing Cards. Doz. Packs . . . \$10.80
Girls of All Nations Playing Cards. Doz. Packs . . . 12.00
"Miss Fatima." Doz. . . 3.50
"Mr. Beak" Snozzles. Doz. . . 1.50
"Polly Peep" Strippers. Doz. . . .90
Nudie Art Mirrors (6 Subjects). Doz. . . .90
Slum Earrings, Brooches, Etc. Gross . . . 3.00
Assorted Rubber Masks. Doz. . . .6.00
Joke Books (10 to Pak). Pack1.00
New "Tizzi-Mitzi" Acrobat. Doz. . . .3.60

Send \$2.00 for set of above samples. No C.O.D.'s. Stock order 25% cash, balance C.O.D.

JAX SALES CORP., 406 CANAL ST., NEW ORLEANS 16, LA.

**ATTRACTIVE-UNUSUAL
PUSH
CARDS**

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

**PUSH
CARDS**

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.

W. H. BRADY CO., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

Salesboard Sidelights

Sam Feldman, Harlich Corporation, Chicago, sales manager, announces eight new boards now set for delivery. Two are Baseball boards in nickel and quarter play, with the remaining half dozen new 400-hole boards with five numbers on a ticket. These are all 25-cent play. Sam predicts high volume demand for the new releases, with the baseball numbers being timed with the season. The others are expected to continue pulling as have other similar boards.

T & C Sales Company, Jacksonville, Ill., turns in a repeat on its previous uptrend reports for its board, ticket and premium lines. **J. M. Trotter** takes the bow for the good news this week. . . **Columbia Sales Company**, Wheeling, W. Va., says demand for pull ticket games is good. Firm is looking for even further advances in this field.

Superior Products, Inc., Chicago, is pulling out all stops in pushing its new Play Baseball nickel board. **Ralph Cryer**, ad manager, holds that the number's action-plus portends a three-bagger reception in the operator and player fields. The diamond board sports 1,600 holes, colorful header and punch area.

H. M. Shoemaker, Muncie Novelty Company, Inc., Muncie, Ind., makes the comment that firm's fair play deals are credited with the growing volume of sales in its entire 14-item line. Overtime hours are still on the production agenda to keep shipments current. Muncie Novelty points to its baseball numbers, punchboards, carded deals and pull-board deals as heading the order lists.

Dick Hitter, Carol Sales Company, Elmira, N. Y., continues to be a booster for Bee Jay Products' boards and Universal's tickets. Dick keeps a bulging stock of both in his quarters and also a varied supply of premiums. . . **DeLuxe Sales Company**, Blue Earth, Minn., reports thru General Manager **Harry C. Hayes** that board business is stepped up compared to volume for same periods in both '49 and '50.

Under the Marquee

Continued from page 55

later took up paperhanging as a hobby. Following the program he gave a party attended by the **Elmer Hanscomes**, the **R. M. Jiminez**, **Ernie Beauvais**, the **N. Gaitons**, **Marcy Mary**, **Irene Rogers**, **Ida Stewart**, **Mary Biedenweg**, **Flo Bell Moore**, **Catherine Cauley** and her mother, the **C. Toppins**, the **Ed Thompsons**, **Fred Haynes**, **Charlie Haley**, **Thomas Owen**, **E. N. Moses**, **Noel George**, **Don Suskin**, **Max Darwin**, **Rose Westlake** and **Harry Frankel**.

Clown Carl Mark is on the permanent roster of "Hollywood Junior Circus," NBC television program launched Sunday (11) from Chicago. The program will use circus acts in a format said to show how performers might rehearse before entering the top. Kids from the studio audience will be chosen to work with some of the acts.

Berni Miller, clown, returns to the King show this season as utility man. . . **Great Siegfried**, cannonball juggler who formerly played parks and indoor circuses, is in Chicago after playing theater and night club dates. He closed recently in Indianapolis. . . **Otto Griebing**, last season with Polack Bros. and currently with Orrin Davenport, will be with Ringling-Barnum this season. . . **Vander Barbette** will be with Clyde Beatty Circus. . .

Freddie Freeman, clown, is working in Peru, Ind. . . **Harry Thomas**, equestrian director, will miss the opening day of King Bros.' Circus in order to complete the Orrin Davenport date at Columbus, O., but expects to join King April 9.

Polack Bros.' Western Unit is the subject of a major publicity break in The Chicago Sun-Times. National edition was set to carry the story Sunday (25). Yarn was prepared by **Al Sweeney**. It traces a trend toward indoor shows and recounts circus history. Edition due will include a front page headline, one and a half pages of text and pictures and a full back page of pictures.

Frankie Saluto, Ringling clown who is with the Orrin Davenport show, was a visitor in Chicago last week. . . **The Olveras** (2), perch act, will play Sioux Falls, S. D., for Orrin Davenport and join **Gil Gray's** indoor org at Springfield, Mo., March 26-31.

George Mills, rodeo clown, was the subject of a major write-up in The Saturday Evening Post. Others mentioned in the yarn were his wife, **Sis**; **Jimmy Schumacher**, **Jack Knapp**, **John Lindsey**, **Howard McGrory**, **Glen Randall** and **Everett Colburn**. Color photos illustrate the piece.

Vincent Williams and **Mack McConnell**, of the Coca-Cola Company, New York, and **Paul Van Pool**, Joplin, Mo., bottler, were in Hugo, Okla., to look over the concession set-up on the Kelly-Miller and Cole & Walters circuses. . . **Frank Ellis**, who has Cole & Walters concessions, has purchased a trailer. . . **Laura Anderson**, formerly of the Cole & Walters Circus and now of Wallace & Clark Circus, is recuperating at Emporia, Kan., from an operation and will join Wallace-Clark in California soon.

**NEVER BEFORE
SO MUCH
ACTION IN A
BASEBALL
BOARD!**

**5c
PER PLAY**

**1600 HOLES
DEF. PROFIT!
\$35.00**

SUPERIOR PRODUCTS, INC.
2133-59 W. FULTON STREET CHICAGO, ILLINOIS

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column
No charge accounts

NOTICE

Earlier Closing Date for
APRIL 7 ISSUE.. THE SPRING SPECIAL
WEDNESDAY, MARCH 28

Do not miss this important result-producing Annual Issue.
Mail Your Copy Early.

**SALESBOARDS—JAR TICKETS
NEW LOW PRICE**

ALL ORDERS SHIPPED
SAME DAY RECEIVED

Holes	Play	Description	Net Price
300	25c	QUARTER COLORS, THICK	Def. \$15.00 \$ 8.00
400	5c	LUCKY BUCKS, THICK	Def. 7.00 .90
1000	5c	CHARLEY, THIN	Def. 17.00 1.25
1000	25c	J.P. CHARLEY, THIN	Avg. 52.00 1.55
1200	25c	TEXAS CHARLEY, THICK	Avg. 102.98 2.50
1000	5c	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89 2.25
1000	5c	HOLD THAT LINE, GIRL BOARD	Avg. 37.20 2.25
1000	5c	FLAMING GIRL, GIRL BOARD	Avg. 37.00 2.25
1000	10c	TEN CENT SAW BUCKS	Avg. 45.00 2.25
1000	25c	SIX TWO BITS	Avg. 114.28 2.25

**JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS**

On Sticks—Size
1000-1200
1260-1600

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock. Plain Tip Definite, Jackpot.
Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C.O.D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

PUNCHBOARDS

DISTRIBUTORS AND OPERATORS
Immediate delivery at lowest market prices

PEERLESS PRODUCTS, INC.
Manufacturers
633 PLYMOUTH COURT CHICAGO 5, ILL.

Billboard

Spring Special

DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS:
**SERVICEMEN
HOW TO TREAT THEM**

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive
8 Big
Special
Issues

NAME

ADDRESS

CITY ZONE STATE

OCCUPATION

A-1 BARGAIN—CIGARETTE AND CANDY
Vending Machines; all makes, models, lowest prices; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. 31.

A-1 FIVE BALLS—MADISON SQUARE GARDEN, 1770; College Daze, \$135; Basketball, \$135; Harvest Time, \$185; Rocket, \$155; many others; route of 13 Seeburg 100's and other music and equipment in college town; I need Shuffle Baseball, Goalee. Shoot the Bear. Baum Amusement, 442 4th Ave., Iowa City, Ia.

ACORN BALL GUM VENDERS, FULL
\$16.50; Hart Gum Machines, full, \$15; A. B. T. Challengers, \$16.75; Baseball Pop Up, \$24; Grips, \$14; Camera Chief, \$15; Dale Gun, \$145; Chicken Sam, \$145; all like new. P. O. Box 476, Augusta, Ga. 1/2 deposit.

ATLANTIC CITY—LEADING PIN-BALL
and Shuffle-Alley Route \$15,000. Gubernman Realty, 30 South Virginia Ave., Atlantic City, N. J. mh31

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 the open market; franchised territory, three Northwestern Ohio counties; possibilities excellent; good personal reason for selling. Box #C-329, c/o Billboard, Cincinnati, O. ap21

CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates, for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; 1/2 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

FOR SALE OR TRADE—LATE MODEL
Consoles, Slots, Cigarollas. Allan Russell, Box 223, Douglas, Ga. mh24

FOR SALE—50 USED 1/2 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—FOUR FLOOR SAMPLES
Ristocrat 45 rpm Phonographs, \$120 each; one commercial unit, demonstrator, \$180. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. mh24

FOR SALE—TEN SEEBURG SHOOT THE
Bear Guns, \$375 each; Three Keeney's Bonus Super Bells, \$160; 1/2 deposit, balance c.o.d. Louie's Amusement Co., Bedford, Ind. ap7

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, Ill.

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.

FOR SALE—COIN MACHINE ROUTE;
music and vending machines in coast town with industrial boom; well established; can be expanded if desired; established and operated by original owner; \$7500 down. Box 1282, Aransas Pass, Tex.

FOR SALE—53 ICE CREAM VENDING
Revco Machines. Complete business equipment. Ice Cream Vending Service, 4716 W. Madison, Chicago 44, Ill.

HOLLYCRANES, 2 SETS USED ERIE DIGGERS
for carnivals, cheap; Electro-Holists, Merchantmen, Buckleys, Mutoscopes, Exhibit Rotary Merchandisers, National, 4243 Sansome, Philadelphia, Pa.

KICKER CATCHER, SLIGHTLY USED,
\$19; 7500 good metal and plastic charms, \$29. Humphrey, 123 W. Fair Oaks, San Antonio, Tex.

KWIK KAFE COFFEE VENDORS—COM-
pletely overhauled, excellent condition; out of business; \$400 each. 2562 Hale, Louisville, Ky. Phone AR 2464.

MAKE OFFER FOR 10 MONEY MAKING
Bowl-O-Machines; value \$1,170 each. Goldae, Attorney, 42 North Main St., Portchester, N. Y. Portchester 5-3746.

MUTOSCOPE PUNCHING BAG, \$185; Ex-
hibit Striking Clock, \$125; Mutoscope Love Teller, \$150; Wizard's Pen, \$150; World Series, \$100; Mutoscope De Luxe Photomatic, \$800; Astroscope, \$125; Mystic Mirror, floor model, \$100; Love-o-Meter, \$125; Air Raider, extra clean, \$150; Anti-Aircraft, perfect, never used much, \$85; many others. Baldrige, 6678 Academy, Brighton, Mich.

POKER TABLES (25) — WITH STOOLS,
first class condition; \$1,000 takes the lot. Irving Hahn, 185 Atlantic Ave., Lynbrook, N. Y.

POKERINO TABLES — 4, IN PERFECT
shape, \$65 each. J. Myer Co., 2301 W. Baltimore St., Baltimore, Md.

SALE OR EXCHANGE FOR NON-COIN-
operated items; 10 Shuffle, 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, N. 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.

STAMP FOLDERS DIRECT FROM MANU-
facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. mh31

STAMP FOLDERS—DIRECT FROM MANU-
facturer; unlimited quantities; immediate delivery; write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LCult 7-1448. mh31

STAMP FOLDERS DIRECT FROM MANU-
facturer at lowest prices; write for samples and prices. Box 305, Miami 44, Fla.

WANT CHICAGO COIN GOALEE, CHICAGO
Coin Basketball. Also similar equipment in good condition. Kay, 1519 New Hyde Park Rd., New Hyde Park, N. Y.

WANTED FOR CASH—BALLY CHAM-
pions, late series, and late Five Balls; state numbers, condition and best prices. Winton Brown, McMinnville, Tenn. mh24

WANTED—USED FORD GUM MACHINES,
Stands; state condition, price. Write W. J. Kaib, 7 Thomas Ave., Butler, Pa. mh24

**EMPIRE
HOLDS DOWN
PUNCHBOARD
PRICES**

WRITE TO EMPIRE TODAY
FOR PRICE LISTS AND
ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST
MOST UP TO DATE
PUNCHBOARDS EVER
MADE — AT AMERICA'S
LOWEST PRICES!

EMPIRE PRESS
466 W. SUPERIOR ST.
CHICAGO 10, Mohawk 4-4118

MANUFACTURERS OF THE
FINEST IN PUNCHBOARDS
& PUSH CARDS

**WRITE US FOR
PROFITABLE DEALS**

In regards to
SALESBOARDS

R. C. WALTERS MFG. CO.
4201 Norfolk St. Louis 10, Mo.

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS

Buy Direct From Manufacturer at
Very, Very Reasonable Prices.
Columbia Sales Co. — L.
302 MAIN ST. WHEELING, W. VA. L.
Phone: Wheeling 340

SALESBOARDS

1000 25c Charley Board . . . Prof. \$50.00 \$.95
1440 10c Barrel Board . . . Prof. 36.00 1.39
1800 5c Lulu, X Thick . . . Prof. 18.00 1.69
1000 10c READY Money . . . Prof. \$50.00 \$1.48
1000 25c J.P. Charley, X Tk. Prof. 52.00 1.49
1000 25c Texas Charley, Seal . . . 102.28 1.69
240 6 for 25c Giant Hole . . . Prof. 33.00 1.98
1600 5c J.P. Girlie Bds. 28.00 1.70

DELUXE SALES CO., Blue Earth, Minnesota

Communications to 188 W. Randolph St., Chicago 1, Ill.

Bowl-O-Matic Introed in NY; Next Stop Chi

To Name Distrib
Net; Preview All-
Coin Music Mite

NEW YORK, March 17.—Eastern operators had their first look at Bowl-o-Matic, new dime-play game manufactured by Universal Industries for the Bowl-o-Matic Sales Company, Wednesday and Thursday (14-15). Nat Cohn, president of Bowl-o-Matic, estimated the cumulative attendance at the two-day show in the Park Sheraton Hotel at "more than 1,000," with firms from up-State New York, New Jersey, Connecticut and Massachusetts well represented.

The show also featured a sneak preview of the Model 52 Music Mite, produced by Williams Manufacturing and distributed here by Cohn thru a separate enterprise, the Natco Sales Company. The new 45-r.p.m. phonograph, incorporating a nickel, dime and quarter single-entry coin mechanism, is

(Continued on page 85)

Williams Bows Baseball Type Shuffle Game

CHICAGO, March 17.—Distributors of Williams Manufacturing Company began showings this week of a one and two player shuffle game with a baseball theme. It is called Big League and provides dime play.

The game can be played in a relatively short time because of its stepped up rebound action. It measures 8 by 2 feet and features manikins running bases. Team not at bat is stationed in simulated fielding position to give the actual feeling of a real baseball game. It also can be played by a single player. Each person participating deposits a dime play.

Big Leaguer features are protected under four patent numbers.

Ohio Studies Bell Ban Bill

COLUMBUS, O., March 17.—The Ohio House Judiciary Committee Wednesday (14) recommended the passage of a bill aimed at banning bell machines in the State.

The bill would make it a felony, punishable by prison sentence of one to five years and a fine of \$5,000, to own, possess, exhibit or transport bells for delivery in Ohio. This measure, when originally offered, also covered pinballs and devices used by religious and charitable organizations. The substitute okayed by the committee limits the proposal to bells.

RING TO TEE

Taran Traded Boxing For CM-Golf Careers

MIAMI, March 17.—When a distributor of coin machines makes a success of that business, he usually has applied a sound promotional campaign to his selling program and thru promotions has not only built up sales, but aided his operator-customers at the same time. One such distributor is Sam Taran, who a number of years ago hung up his boxing gloves after trading punches with the best pros in his weight class to become a distributor in the Minneapolis-St. Paul territory.

His early training in the sports world taught Taran two things which were to help him thru the years to come—the importance of keeping physically fit, and the

OUTDOOR SHOW FEATURES GUN, GAME EXHIBITS

CHICAGO, March 17.—Altho coin machine representation was not large at the International Sports and Outdoor Show in the International Amphitheater here, operators reported satisfactory business. Show closed a 10-day stand Sunday (11).

Red Gawlik, Chicago operator, who had 20 United Shuffle Alleys and four Exhibit Supply Dale Guns on the floor, said business had been slow the first couple of days but picked up later.

Jack Witt, in charge of A. B. T.'s six-place Rifle Sport, also reported satisfactory play. Only other coin machine rep was a Pepsi-Cola vending display which drew considerable interest.

Union Dispute Hits Two L. A. Op-Rep Firms

LOS ANGELES, March 17.—Pickets of Teamsters, Local 396, continued to patrol the front of Minthorne Music and California Music, both West Pico Street companies this week, in what the union said was an "official picket line."

Jean Minthorne and Sam Ricklin of the companies involved said that the difficulties followed the Teamsters Union's effort to unionize office help, clerks, warehousemen and truck drivers. Both company-owners admitted befuddlement over the union's move.

Minthorne has two firms, Minthorne Music, a distributing company, and Minthorne Music Systems, a music operation. Employees of the music operation are members of the International Brotherhood of Electrical Workers (IBEW), Local 1052, which, according to the locals representative Hal G. Sherry, has jurisdiction in the coin-operation field.

Coverage

Ricklin, one of the largest operators here, at one time had service men in the Teamsters' Union but of late had switched to IBEW.

(Continued on page 84)

SO. CAROLINA BIZ SHOWS BOOM SIGNS

Defense Plants, Soldiers, Good Crops
Aid Pic; Reps See Machine Shortages

COLUMBIA, S. C., March 17.—Coin machine operators in this State are looking forward to the brightest season they have ever experienced, despite troubled world conditions.

A survey of ops revealed that almost everybody has had the same idea about the area surrounding the new atomic energy plant near

Sked 2d U. S. Shuffle Meet May 25-28 at Madison, Wis.

ASLI Again Sponsors Tourney;
Team Eligibility Rules Eased

MADISON, Wis., March 17.—Second annual United States Shuffleboard Championships will be held in Turner Hall here May 25-28, under American Shuffleboard Leagues, Inc., auspices. A record number of teams are expected to participate, including the team champions of 14 State tourneys to be held in April.

Every team registered in ASLI will be eligible for the U. S. meet and operators thruout the country already have notified Howard W. James, ASLI tournament manager, that they intend to be represented by one or more teams. Last year only State champs and runners-up were permitted to play in the team championships at Peoria, Ill.

Entry Fees

Entry fee tentatively has been set at \$30 for State meet winners and \$40 for other teams. All entry fee money will be earmarked for the cash prize fund. Application blanks will be ready soon and it is expected that entries will close the first week in May.

ASLI's executive board considered several locations before deciding on Madison's Turner Hall.

It was built in 1941 and has portable grandstands which bring viewers closer to the scene of play than most other arenas. It is well ventilated and has excellent illumination for day or evening play.

Four Groups

The U. S. meet will be conducted on 22-foot boards and 12-foot cushion boards. How many boards will be used will not be determined until a tentative figure on the number of entries has been tabulated. Both men and women teams will compete in the long-board and cushion events as was the case in the Peoria meet last year when \$10,000 in prizes was awarded.

Entries for the 14 State meets closed Thursday (15). All will be held in April but specific dates have not been decided. Sites of these meets and their operator-managers follow:

Idaho (Boise), Armand Martens; Illinois (Rockford), Glen Fife and Harry Hogan; Michigan (Saginaw), Stanley Warner; Massachusetts (Greenfield), James McNicholas; Missouri (St. Louis), Louis Ritter;

Indiana (Fort Wayne), Williard H. Korte; New Jersey (Camden), Frank Kiss; New York (Syracuse), Howard C. Conlon; Ohio (Toledo), James Bournes; Pennsylvania (Reading), Frank Klopp; Utah (Hooper), Bud Fackrell; Washington (Seattle), David Talbot; Wisconsin (Madison), Ken Poulsen and Wisconsin Cushion (Wausau), Mickey Green and D. E. Wright;

Mich. Tax Bill Referred Back To Committee

DETROIT, March 17.—House Bill No. 38, proposing a tax upon coin machines, was referred back to committee when it came up for a third and usually final reading in the Michigan House of Representatives Monday (12). Rep. Louis Anderson of Northport, chairman of the taxation committee, requested the action.

The coin machine industry has been active in opposition to the bill, which, it is contended, would make operation of machines impossible in many areas by reason of the proposed annual \$100 levy on juke boxes and \$200 on pinball games. Up-State locations in particular, it is believed, would be unable to pay such a fee.

Speaker Victor A. Knowlton of the House said that an attempt to refer the bill back to committee was made when it came up on "general orders" last week, but that this failed. The presentation of the case for the industry by William E. Bufalino, president of the Service Drivers and Helpers' Union, and by Irving Ackerman, counsel for the

(Continued on page 87)

Chi Firm Buys Shuffle Distrib

CHICAGO, March 17.—Allied Coin Machine Company has purchased the facilities and stock of Shuffleboard Specialists. Vic Weiss and Billy Knapp, Allied owners, said Julian Crum, former executive of Shuffleboard Specialists, joins Allied as manager-buyer. The Allied staff will be enlarged to handle the additional lines assumed thru the sale.

Allied expansion is in the premium department. Additional merchandise lines are being added and new facilities will be leased to house this department.

Rockaway Arcade Name Changed As Promosh Gim

NEW YORK, March 17.—Penny Arcade at Rockaway's Playland, one of the shore area's largest, opens under a new name with the start of the season Sunday (18) and, at the same time, inaugurates a policy that will keep it open week-ends during the fall and winter.

The giant arcade, occupying a building 220 by 60 feet, will now be known as the WNBC Hall of Stars, tying in on a two-way promotion campaign with the local TV and radio station. Blow-up photos of NBC stars will ring the interior walls of the arcade, and the radio station will air plugs publicizing the establishment.

Meanwhile, all equipment in the arcade has been refurbished in Playland's own service and paint-spray shops, according to Dick Geist, executive. He said some 365 coin devices, including banks of hand-crank movie machines, electric-eye rifles and games, will be operated in the arcade this year.

Music, Giant Pin Interest Soaring

Index Listings Continue To Grow;
Most Quotations Keep Upward Trend

CHICAGO, March 17.—Amusement games, particularly giant pinballs, and music equipment list at high levels in *The Billboard's* current Index of Advertised Used Machine Prices (appearing elsewhere in this issue). The key development was an increase in the number of different units listed, up more than 11 per cent over a week ago (*The Billboard*, March 17).

In the over-all picture, less than 8 per cent of the advertised prices fluctuated from last week's quotations. Most of the changes were in the amusement game division,

made up of five-balls, giant pins, roll-downs and novelty games. In this classification 12 per cent of all price listings varied and 9 per cent were up from \$5 to \$20. Judging by the number of different distributors advertising giant pinballs, such as Bally's Champion, Citation and Jockey Special, and Universal's Photo Finish, this type of equipment is reaching new heights in the buying and selling marts.

Shuffle Games Up

The shuffle game situation continues to be one of slowly rising prices. Games of this type listed two or more consecutive weeks either remained at the same price levels or advanced from \$5 to \$30. Among those showing increases were Chicago Coin's Bowling Alley, Keeney's Pin Boy and Double Bowler, Williams's Double Header

(Continued on page 85)

Pin Ops Lose 1st Round in Buffalo Test

BUFFALO, March 17.—Supreme Court Justice Philip Halpern Friday (16) denied a motion to restrain police in Erie County from seizing pin games. He said sufficient evidence had been presented to indicate that the machines were "potentially" gambling devices.

But the justice also enjoined police from destroying picked up equipment for the next two weeks. He asked that Charles J. McDonough, who initiated the suit on behalf of game operators, and the district attorney file briefs on the matter of final disposition within a week. He said his decision will be handed down in two weeks.

The case arose last week after authorities here cut off game operation on orders of District Attorney Gordon Steele (*The Billboard*, March 17) on the heels of a county grand jury investigation into crime. Several thousand games, both of the one and five-ball variety, are affected.

Last week Justice Halpern asked that the district attorney produce the seized games in court and apply for an order permitting their destruction, so that a test case on their legality could get under way. During the week no such action was taken.

Steal \$4,500 From Juke-Ciggie Route

BROOKLYN, March 17.—Thieves broke into the service headquarters of Lincoln Service, Inc., here Monday night (12) and escaped with about \$4,500 in collection money. The firm, headed by Albert S. Denver, operates a large route of phonographs and cigarette machines.

Denver, who also is president of the Automatic Music Operators' Association, said entry apparently was made thru the roof of the one-story building. The burglars cracked the company safe, carefully avoiding contact with alarm wires.

equally important value of ballyhoo. His promotions are still among the most constant winners in the coin machine business in this area and his sports activity, now confined to golf, has opened a new world for him.

On the coin machine front, Taran is one of the men who first put shuffleboards on location, promoted them via tournaments, newspaper and radio coverage and can still report that his boards are operating at a profit in many spots. As a distributor he handles the AMI phonograph and a number of the leading game manufacturers' products. He covers the Florida area from his offices here and in

(Continued on page 85)

SELLS SERVICE

Pitt Ops Find Rental Biz Can Be Successful

By LEON M. LEFFINGWELL
PITTSBURGH, March 17.—Established practice of furnishing rental phonographs, serviced so practically that they have good tone, hold volume, and do not damage easily, has built a steady business for Service-Rental Coin Machine Company, reports William and George Sopira, partners. In some fields operators today are at a standstill because of taxes and rising costs. But the Sopira brothers, booking extensively in the rental field, have built up a steady trade until in the holiday

season they get more orders than they can fill.

"Nice part about renting phonographs," says Sopira, "is that once the rental is sold we are sure of our minimum fee, and by cultivating better sources we practically are assured of repeat business, party-after-party."

Building up these bookings into an established business has been a long, hard climb. "If today we have few if any complaints," says Sopira, "it's because early we learned the problems of driving to a rental location with a truck and getting a phonograph into that location when the stairs leading to the second floor were steep and the walls were narrow. We also learned how to get along with prospects who offered us \$12 at the door when the 24-hour rental was \$15 in advance."

That is one reason for the success of Service-Rental's business. When the firm was just getting started, the prospect either paid the full \$15 on the spot, or the phonograph went back on the truck.

"We ran into other people."
(Continued on page 77)

Denver Music Ops Inaugurate 10c Play Test

DENVER, March 17.—The phonograph operating industry here appeared to be headed toward 10-cent three-for-a-quarter play as 10-cent machines began their appearance.

The actual change of many machines from 5-cent play followed special meetings of the Colorado Music Guild, association of phonograph operators and distributors, which were called by Wolf Roberts, president of the group. The experience of various operators in other territories with 10-cent play was outlined and an appeal made to all operators to switch over simultaneously. Roberts indicated that only by increasing the take of each machine could the individual operator hope to stay in business at today's high costs.

Many machines, chiefly Seeburgs, have gone on location equipped with 10-cent chutes and four-for-a-quarter play, which Roberts characterized as "experimental." Results have been satisfactory in 10 locations thus equipped to date, and it is expected that all new machines, at least, will be on 10-cent play in the future.

AMI Skeds Chi Distrib Meet

GRAND RAPIDS, Mich., March 17.—The complete distributor network of AMI, including reps in Canada and Mexico, will convene in Chicago tomorrow (18) at the Bismarck Hotel for a pre-MOA convention conference called by John W. Haddock, AMI president. Move is designed to evidence the manufacturer's strong support of the Music Operators of America.

Conference will get under way in the afternoon, carrying thru a special dinner. On the agenda are discussions on production output plans, material situation and the music business in general.

Distrib will all remain in Chicago for the three-day MOA convention which starts Monday morning. AMI headquarters will be maintained in rooms 738 and 739 at the Palmer House.

KID STUFF NO JOKE FOR OPS

DETROIT, March 17.—Operators of vending machines and juke boxes here have found the answer to the flood of lead nickels which recently jammed their machines. Three youngsters, 12 and 13 years old, had cleverly made up moulds for nickels and prepared them out of melted lead foil.

The youngsters were apprehended by the police, who also found a mould for half dollars.

The soft nickels caused trouble in most coin machines in which they were placed, but were said to be functioning satisfactorily in telephone coin chutes.

PHILLY EXEC ARRIVES AT 5c CONCLUSION

PHILADELPHIA, March 17.—With the music machine operators still in the testing stages for a dime minimum for the juke box play, Charles Hannum, executive manager of the Music Machines Association of Philadelphia, summed up the initial reactions this way:

"Frankly, I don't know what we're going to do. Chicago's gone to a dime, so has Detroit. All our expenses have gone up — everything except the price. Seems to me the time's here when a nickel, plugged or otherwise, isn't much good!"

10-Cent Play Leading Topic At MONI Meet

CHICAGO, March 17. — Parts and records took a back seat, discussion-wise, at the monthly meeting of the Music Operators of Northern Illinois (MONI) at the Hapsburg Inn, near suburban Des Plaines, Wednesday evening (14) and the accent was on dime play.

Previous meetings had featured supply and maintenance discussions, but a MONI spokesman said that the rising cost of operation forced major attention to the play price problem. He pointed out that the 10-cent play was advanced as just that—not a plugging of the nickel chute and two plays for a dime, but a straight 10 cents per play.

Membership appeared evenly divided for and against the dime plan, however, and no decision was reached.

It was decided the April meeting, set for Wednesday (11), would also be held at the Hapsburg Inn.

PMA Plays Host At Disk Party

CLEVELAND, March 17.—Singers Vic Damone and Helen O'Connell were guests of the Phonograph Merchants' Association at a reception in the Hollenden Hotel Friday (16). The association, which co-operated with the local Mercury distributor in sponsoring the affair, was on hand to see the artists perform at Loew's State Theater before the party.

In addition to members of PMA and Mercury, newspapermen and disk jockeys had an opportunity to meet the artists. Jack Cohen, head of the association, was in charge of the party.

Among the members of the PMA and their wives who will attend the MOA convention in Chicago, are Mr. and Mrs. Jack Cohen, Mr. and Mrs. Lou Pearlman, Mr. and Mrs. Hyman Silverstein, Mr. and Mrs. Joseph Lukin, Arnold Lief, Delbert Witman, Sanford Levine and Joseph Abrahams.

CSCA Holds Meet; Sets Delegates to MOA Meet

HARTFORD, Conn., March 17.—Connecticut State Coin Association, Inc., will have three delegates at the Music Operators of America national convention at the Palmer House, Chicago, March 19-21.

The three, James Tolisano, of Hartford; Art Rode, Bristol, and Frank Marks, New London, were named at the CSCA's meeting Thursday night (8).

The delegation marks the first time the Connecticut organization will be represented at a nationwide coin meeting.

Abe Fish, State organization president, presided at the meeting, attended by 50 coinmen from all parts of the State.

Speakers included Bill Barnes, regional field sales representative for RCA Victor, who discussed the growing prominence of the 45 r.p.m. record in the coin machine industry; Murray Simon, Chicago Coin; Bill Bresco, Radio & Appliance Distributors; Mac Perlman, Atlantic-New York Corporation; Seeburg distributors, and Ralph Colucci, of Seaboard Distributors of Hartford, coin machine distributor.

Fish declared: "Today more than ever before there is a need for a

specific public relations code within this industry. Today more than ever before we have to take greater cognizance of the need to conduct ourselves as business men as our businesses are growing concerns of commercial importance."

A new member was voted into the organization. He is Paul Rechtshafer, of Reliable Coin, Hartford.

"We need men like Rechtshafer in our organization," added Fish, "because he represents that element of newer and younger coinmen who are continually thinking of new ways and means of improving the status of the coin industry in the eyes of the paying public."

Mac Perlman, of Atlantic-New York Corporation, declared that there is a possibility that equipment supplies will continue to be short in the industry, in the face of the world situation.

Chris Magenta, Thompsonville coinman, who recently returned from a 28-day European cruise, showed colored slides of his trip.

A non-CSCA member, Irving Clapp, Hartford operator, was among the dozen outside guests.

Chi Coin Sets 5 Distribs for Counter Juke

CHICAGO, March 17.—Chicago Coin Machine Company, thru Sales Manager Ed Levin, has appointed five distributors to handle its selective 45 r.p.m. counter box, Hit Parade. New unit, placed in production last week (*The Billboard*, March 17), will have its premier trade showing at the Music Operators of America convention at the Palmer House here Sunday, Monday and Tuesday (19-21).

Distributors appointed and their territories are:

Bush Distributing Company, 286 Northwest 29th Street, Miami, and 60 Riverside Avenue, Jacksonville, Fla., for Florida and Cuba.

Coven Distributing Company, 3181 Elston Avenue, Chicago, for Northern Illinois, Northern Indiana and Wisconsin.

Lieberman Music Company, 257 Plymouth Avenue, North, Minneapolis, for Minnesota and North and South Dakota.

Donald Fielding & Company, 587 Bank Street, Ottawa, Ont., and 1106 Hall Avenue, Windsor, Ont., for the territory surrounding Ottawa, Windsor and Toronto.

Roxy Specialty Company, 703 Notre Dame West, Montreal, for the territory surrounding Montreal.

It also was announced that Al Simon, Eastern factory representative, is setting up distributors for the East, and Phil Robinson, Western factory representative, is appointing distributors to handle the Western States.

Chicago Coin will have Room 733 at the MOA show.

Gotham Music Ops Still Shy Of Dime Jukes

NEW YORK, March 17.—Despite a few ardent partisans, local phonograph operators are still generally opposed to switching over to dime play. This was made clear at an off-the-cuff discussion of the problem following the general meeting of the Automatic Music Operators' Association Tuesday (13).

The consensus again seemed to be that local operators have little to gain financially in doubling the play price. As reported previously, they feel that the surest way to increase route earnings, locally at least, is to further improve income splits with location owners.

One proposal advanced was that dime play be confined to late model machines in selected locations. This gained no support since operators seemed agreed that dime play in the city would have no chance of success unless all machines were switched to the higher rate.

During the meeting, Al Denver, president, said that one of the surest methods to increase take-back revenue via improved contract deals is to follow a progressive system of machine rotation. He pointed out that installation of a later-model phonograph can almost always be accompanied by an upping of minimum guarantees.

Denver also assured operators that there seemed to be little likelihood that the war situation would lead to serious shortages of records.

Sidney Levine, AMOA attorney, addressed membership on current legislative threats to the exemption from royalties operators presently enjoy under the Copyright Act. He urged operators to support efforts of the MOA to counter the revision attempt which, he said, is being sparkplugged by the American Society of Composers, Authors and Publishers.

Coven Conducts Wurlitzer Show In So. Illinois

CHICAGO, March 17.—Coven Distributing held a one-day showing and school on the Wurlitzer models 1400 and 1450 as well as new remote equipment at the Jefferson Hotel, Peoria, Ill., Thursday (15). Over 100 operators from Peoria, Champaign-Urbana, Rantoul, Bloomington, Pekin, Canton, Havana, Galesburg, Monmouth, Macomb and surrounding areas attended.

At the same time a showing of the Permo needle line for operators was held at the Jefferson Hotel under direction of Bert Davidson.

The Wurlitzer showing was held under Ben Coven's supervision, with his wife, Trudy, acting as hostess. Mac Brier, Coven office manager, and Harold Saul, advertising and promotion director, also attended.

Operator school was conducted by Lee Taylor, head of Coven's service division.

Distrib Builds Larger Branch

LOUISVILLE, March 17.—Southern Automatic Music last week thru branch manager Leo Weinberg said new 40,000 square foot facilities will be opened April 15. The additional quarters, provided thru remodeling and enlargement of the original building, have been leased for 15 years.

The site also will provide parking space for 100 cars and trucks.

CHI PLAYS HOST TO MOA; RECORD OP-REP TURNOUT

Somber Undertone Noted as Juke Meet Tees Off at Palmer House

By NORMAN WEISER

CHICAGO, March 17.—Chicago's only major coin machine convention scheduled for 1951 gets underway tomorrow evening (18) at the Palmer House when the executive committee of the Music Operators of America (MOA) convenes. The full-scale convention starts Monday (19) at 10 a.m. and will continue thru Wednesday (21).

While the MOA convention and exhibits will be concerned primarily with the music machine field, the convention itself is serv-

ing as a hypo for the entire industry. Practically every coin machine manufacturer in the city was prepping for an overflow of operator and distributor visitors during the convention period. Several firms not in the music field reserved private rooms at the hotel to display games, vendors and other equipment.

Because of the emergency period and the resulting problems in the music business, the convention agenda reflects a somber note, with such weighty matters as fair trade practices, national legislation and

increasing profits in the limelight.

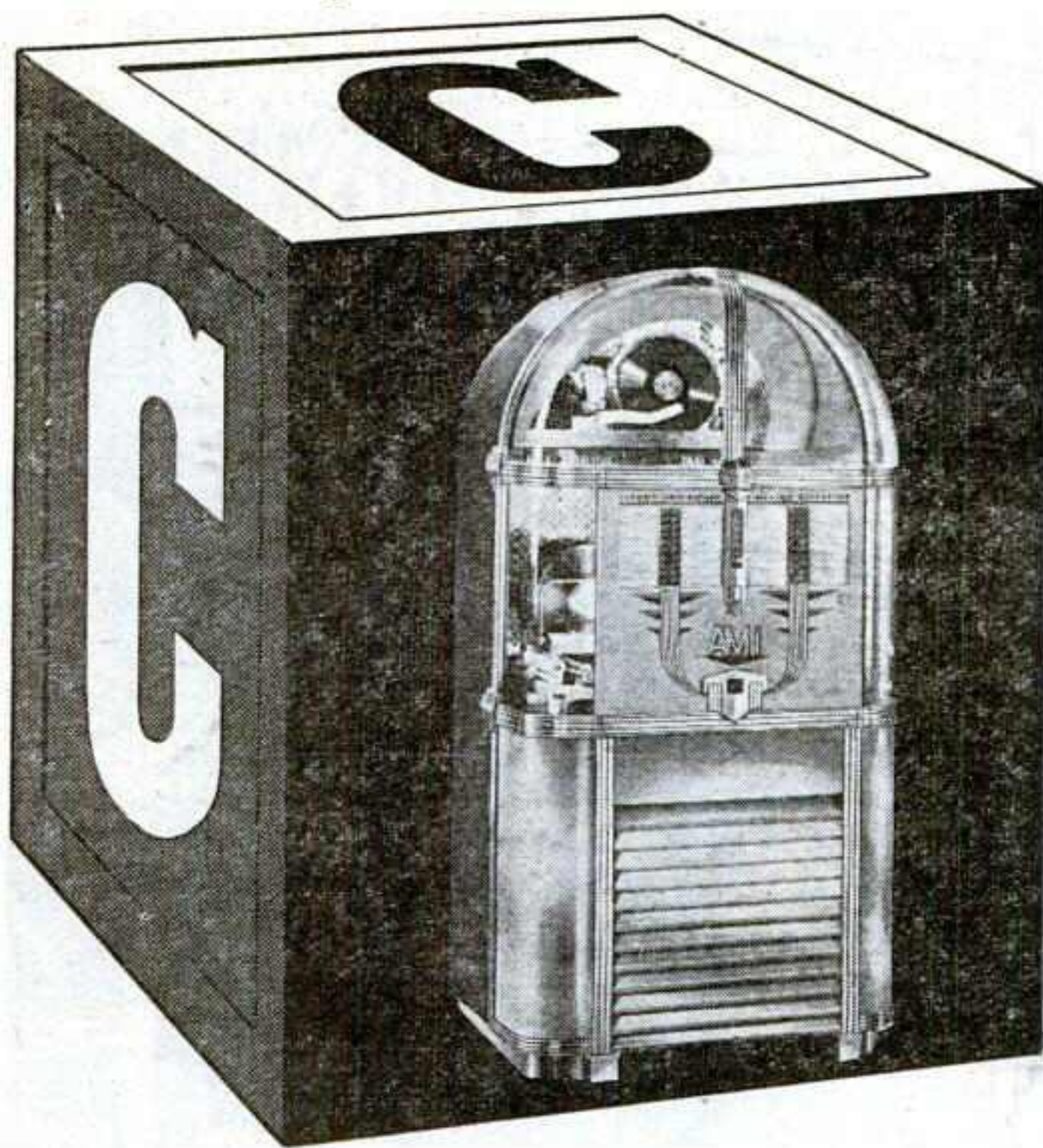
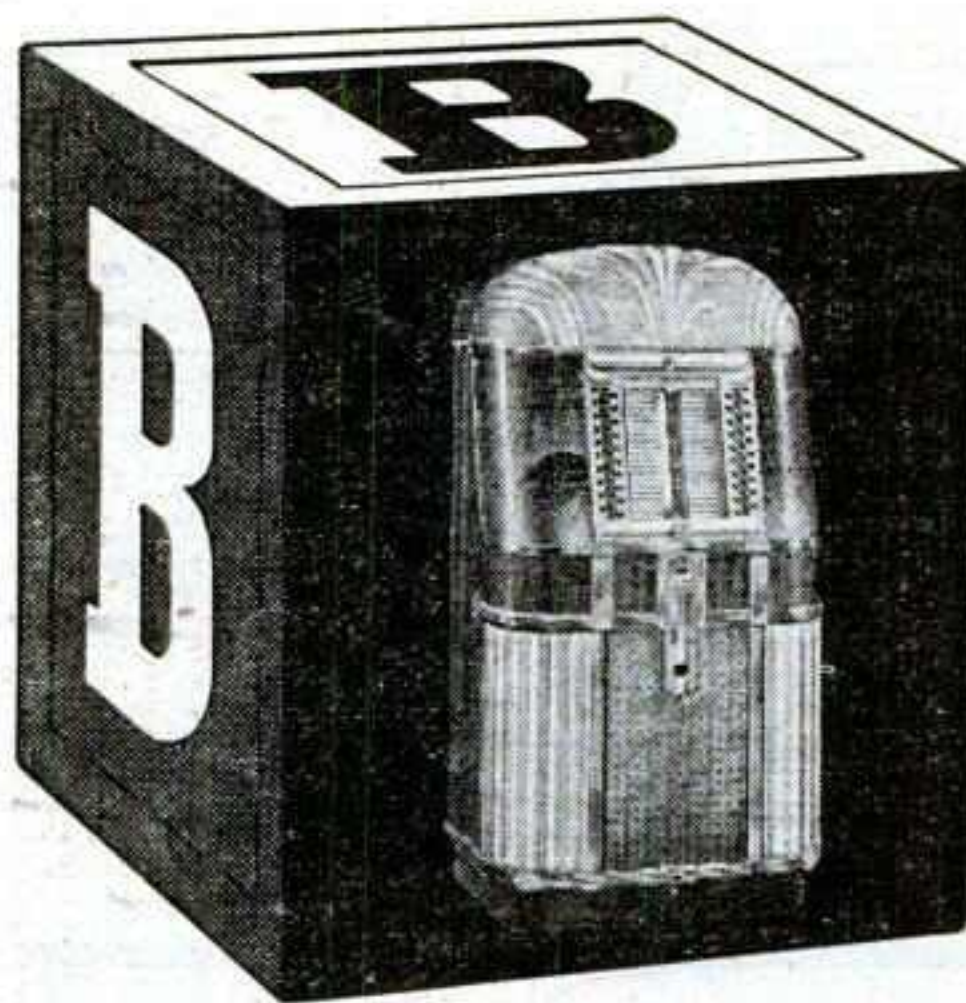
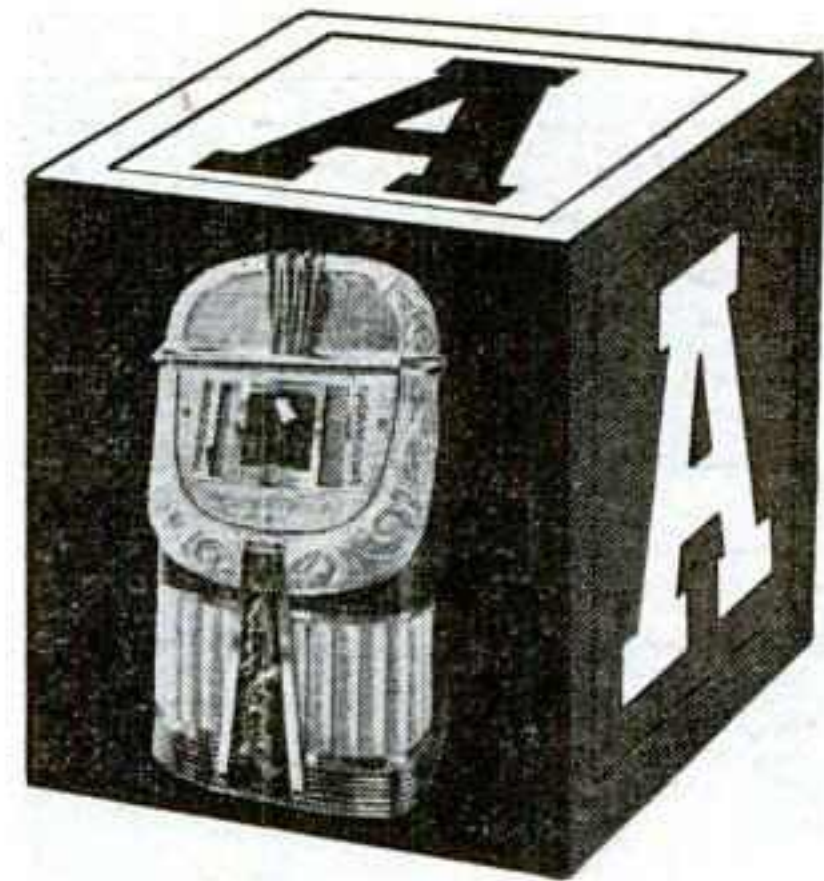
Unlike the first MOA national get-together last year, the 1951 meet is attracting not only a large number of operators, but a heavy distributor representation. Those in the latter group are making the trip to Chicago this year to get the answers to the production and output picture which may spell life or death for their business. One manufacturer, AMI, has called its entire distributor network here for a special meeting of its own to be held tomorrow (see separate story).

RED BOOK JUKE ADS BUILD BIZ

CHICAGO, March 17.—A series of paid listings in the current local Red Book telephone directory, promoting specific makes of juke boxes, have paid off by being directly responsible for several new installations, Adolph Raymond, A. & M. Music Company, reported this week.

Raymond's Red Book ads, in addition to his regular firm listing, are under leading phonograph manufacturer names, and read: See us for the new (juke name). Following, in a line or two, are mentioned features for which the machine is noted and A. & M.'s address and phone number.

models of simplicity!



The dependability of the AMI record changing mechanism is basic — universally acclaimed! Its performance over the years proves to all music operators there is more profit, more financial security in running AMI's than any other make. Those sterling performers, Model "A" and Model "B" are today delivering the goods in tens of thousands of locations. Regardless of age, they play and work as if they had just been shipped from the factory this week. And should anyone want to sell them, they command a premium! AMI music is the foundation of operating success; you not only bank big operating profits, you save the greatest part of your first investment. 40 years of music know-how are behind the "C".

AMI *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan •

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DIS-JECT	DETAILED	CRITIC
-------------------------	------------------	----------	----------	----------	--------

Continued from page 38

INTERNATIONAL

MICKEY KATZ ORK Chiny Town CAPITOL 1419—Katz, the Spike Jones of the Yiddish market, makes hash of "Chinatown, My Chinatown." A couple of big yocks are surrounded by lots of little ones. Mainly for Jewish nabes.	77--77--77--77
Gehakte Mambo Hilarious gag dinking has Katz hollering a funny lyric and interjecting belly-laugh asides thruout a slice which also is suitable for dancing. Should prove a big metropolitan area favorite, especially in Jewish-dominated nabes.	85--85--85--85
LAWRENCE DUCHOW ORK Zing Zing—Zoom Zoom VICTOR (45) 51-1187—For Midwest terpers, Duchow has a straight-laced instrumental dinking of the pop hit taken at a relaxed tempo.	70--70--70--70
Dick's Polka Accordionist Dick Metko and Duchow are credited with writing this light and easy polka instrumental. Metko, natch, takes the solo.	75--75--75--75
FRANKIE YANKOVIC (& His Yanks) The Waltz That Made You Mine COLUMBIA (33) 3-39116—Carl Paradise handles the so-so lyric competently as the ork plays a lovely new waltz ballad with organ and accordion leads.	71--70--70--72
My Girl Friend Julayda Yankovic himself takes the vocal chorus on the w. k. Walt Soiek novelty polka.	72--71--71--73
ERNIE BENEDICT (Polkateers) Theresa Polka VICTOR (45) 51-1189—Accordion-led polka group gets off a danceable reading of a typical Pennsylvania terper.	72--72--72--73
Let's Hold Hands While We're Dancing Kendall Sisters trio contribute an adequate vocal to an okay waltz ditty.	73--73--72--73

RELIGIOUS

R. S. B. GOSPEL SINGERS (Agnes Washington) Don't Turn Around COLUMBIA 30237—Revival meeting rocker sparked by the lead shouter adds up to a spanking disk.	79--79--79--NS
My Lord and I (Paul Marlin) Another hand-clapper but lead singer is less effective.	72--72--72--NS
SARAH VAUGHAN Ave Maria COLUMBIA 39207—Miss Vaughan has a fine standard disk in this English version of Schubert's famous religious work. Backed by the Norman Leyden ork, she sings the prayer with heart.	77--77--77--NS
City Called Heaven The well known spiritual serves as an excellent backing for the reverse side. Again, the singer forsakes her jazz style to give the work a meaningful interpretation.	79--79--79--NS

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DIS-JECT	DETAILED	CRITIC
BROTHER JOE MAY There Must Be a Heaven Somewhere SPECIALTY SP 388—The Brothers drive shouts and rocks up a storm on a typical gospel item with piano, organ and drum backing.	80--80--80--NS				
Our Father With fine support from a male vocal group, the Brother shouts an effective prayer in the well known "Our Father Who Art in Heaven" from the Bible.	84--84--84--NS				
THE PILGRIM TRAVELERS I Was There When the Spirit Came SPECIALTY SP 382—Male group hands the rhythmic opus a spiritual-style reading with a light hand-clap backing.	75--75--75--NS				
What a Blessing in Jesus I've Found Sincere tenor voice leads the group thru a slow religious ballad that maintains a soft gospel beat and feeling.	72--72--72--NS				
MOSES GOSPEL SINGERS Jesus, He's a Friend of Mine ACORN 316—Alternating male and femme lead voices spark the group thru a rhythmic gospel chant.	70--70--70--NS				
It's All Right With Jesus More of the same here, tho the group gets more fire into its chant with the male shouter leading.	76--76--76--NS				
MILLS BROTHERS Now the Day Is Over DECCA 14550—Group sets a fine religious mood as it sings the sacred opus with much feeling.	74--73--75--NS				
Will There Be Any Stars? More of the same.	74--73--75--NS				

HOT JAZZ

FLIP PHILLIPS ORK Dream a Little Dream of Me MERCURY 8935—A pedestrian run down of the standard with take-your-turn solos by Flip, Harry Edison, Bill Harris. Boys are apathetic on this one.	53--56--53--50
Be Be The boys come alive to bop a jump original, with Buddy Rich swinging them excitingly. Engaging riff and moving solos by Flip, Sweets and Harris are featured.	69--74--70--64
LESTER YOUNG ORK Three Little Words MERCURY 8934—Prez blows a masterly tenor solo on the standard, backed by piano, drums and bass. The approach is light, delicate and beautifully controlled.	67--71--67--63
Neenah Lester weaves a series of fanciful inventions on an up-tempo, boppish riff. More excitement here than on flip, more appeal for jukes and jocks.	73--77--73--68
STAN GETZ QUARTET On the Alamo ROOST 522—The cool Mr. Getz turns on a characteristic restrained but imaginative solo on the Isham Jones evergreen. Pianist Al Haig gets in a good lick, too.	65--67--67--60
For Stompers Only Getz and group romp thru an up-tempo bop original in spirited style, quoting humorously from various standards.	68--70--70--64
RAY BROWN TRIO Song of the Volga Boatman MERCURY 8936—With Hank Jones on piano and Buddy Rich at the tubs, Brown plucks a mess of bass on the Russian folk theme. Limited stuff even in the jazz market.	54--58--50--NS
Blue Lou Brown bows this one for an effectively swinging dinking still with limited jazz mart appeal.	60--65--60--55

(Continued on page 77)

Merchandising Music

SLEEPERS PROVE WINNERS . . . A pair of old-time sleepers have been uncovered by Dover Music, Brooklyn, and the two tunes are ringing up increased grosses for this operation. Tunes are "Malaguena," by the **Nocturnes**, which has been going around the clock in jump stops as well as the regular spots, and "Orchids in the Moonlight," as recorded by **Ben Light** on the Tempo label, which has also been pulling a heavy play. In both cases, reports Dover, the tunes continue to draw heavy week after week, in comparison to the quickie pops.

TWO-FOR-TEN . . . City Music Company, Suffolk, Va., recently started a two-for-a-dime test in that city, and initial reports have been most encouraging, officials say. Collections each week during the test have shown increases. Meanwhile, **William Turner**, who formerly was associated with Mystic Music in Norfolk, has joined City Music. Turner reports that "Mockin' Bird," as recorded by the **Pinetoppers**, is going over big in the Suffolk area. **Kelly Pace** reports that the two-plays-for-a-dime deal has also resulted in fewer service calls.

RECORD SERVICE . . . While operators in many areas have reported difficulties in obtaining new releases for the phonos in ample time to "ride" the disk all the way, New Orleans ops report the TAC Amusement Company has been an exception. **Nick Caruso**, **Joe Caruso** and **Happy Giauruso** are all assigned the job of not only purchasing platters for the firm, but seeing that juke box operators get their orders filled as quickly as possible. Actually these close record dealer-operator liaisons play an important role in the juke box field—in many instances spelling the difference between success and failure in an operation.

UNIFORM VOLUME? . . . Paul F. Miers, Easton, Pa., operator, (Continued on page 77)

CONGRATULATIONS

M. O. A.

upon the brilliant success of
your Second Annual Convention

Officers and members of Music Operators of America are to be commended for their tireless efforts, inspiring co-operation and mature planning in the past year. Results are well evident in the inestimable benefits gained by all phases of the Music Industry. The program for the coming year promises even more.

Operators:

If you are at the Convention now, don't forget to visit Rooms 734 and 735 for an eye-opening story of profitable, trouble free Constellation operation. If you did not attend, be sure to see your Evans Distributor or write Factory direct.

EVANS' 20 RECORD, 40 SELECTION CONSTELLATION

CONVERTIBLE FEATURES:
10c PLAY
45 R.P.M. CONVERSION

NEW PLAY METER

NEW RECORD CHANGER
VISIBILITY FEATURE

UNSURPASSED
TONE QUALITY

CUSTOM QUALITY
PRODUCTION



H. C. EVANS & CO.

1556 W. CARROLL AVENUE

CHICAGO 7, ILLINOIS

SEE OTHER EVANS' PROFIT STIMULATORS ON PAGES 91 AND 92

Only the

RISTAUCRAT

S-45

12-Record *Selective* Model

Counter Phonograph has these

8 PROFIT Features

- 1 12-RECORD SELECTIVE MACHINE**—the 'S-45' gives you push-button selection of from 1 to 12-45 RPM records with smooth, noiseless operation.
- 2 DRAMATIC EYE-CATCHING CABINET**—vividly colored dome and hand-finished wood cabinet attracts the eye in ANY size room.
- 3 RECORDS PLAY IN ROTATION**—no long restacking periods between selections. Plays numbers quickly in rotation.
- 4 REPEAT PLAY BUTTON**—only the 'S-45' has this! Permits you to play any selection as often as you like with no restacking between plays. Cancel button permits change of numbers selected.
- 5 TAKES UP TO 5 WALL SPEAKERS**—you can extend the range of the 'S-45' with speaker attachments.
- 6 PLAYING MECHANISM ON SLIDING TRAY**—unlock plexiglas dome and lift it; playing mechanism slides out for servicing and inspection.
- 7 TROUBLE-FREE OPERATION**—because of the simplicity of the mechanism the 'S-45' will require little or no servicing.
- 8 LOW COST**—now, at a fraction of the cost of the older, out-moded types, you can have a precision made, profit-tested SELECTIVE MUSIC BOX.



RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

Welcome **MOA!** SEE YOU IN ROOM 733 at the PALMER HOUSE

Chicago Coin's

Hit

Parade

5c-10c-25c
"45"
DROP COIN CHUTE

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

EYE-APPEAL

The interior lighting effect of "Hit Parade" is a shimmering array of colors, reflected from gleaming "Apollo Metal" surfaces. A large fluorescent bulb 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
- **CREDIT UNIT** • **CANCEL BUTTON**

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

Famous RCA record changing mechanism. EASILY UNDERSTOOD. The operator of "HIT PARADE" requires no special knowledge or training.

Instantaneous changing of records and title strips. All working parts easily accessible through rear door. Removable mechanism panel for fast, easy servicing.

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



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

"A REPLICA IN MINIATURE OF A
MODERN DANCE ORCHESTRA"

DON'T FORGET TO SEE Chicago Coin's **BAND BOX**

CHICAGO COIN MACHINE
COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Record Reviews

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

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

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 74

HOT JAZZ

- JOHNNY HODGES ORK
Bean-Bag Boogie
Wishing and Waiting
OSCAR PETERSON
Exactly Like You
Robbins Nest

LATIN AMERICAN

- CHAMACO DOMINGUEZ (Tony Martinez)
El Castigador
Mambo Kaen
PEREZ PRADO ORK
Jing a Ling, Jing a Ling
La Nina Popof
MACHITO ORK (C. Perez)
Donde Estabas Tu
Holiday Mambo
NORO MORALES ORK (Pellin)
Me Pica La Lengua
La Policia
TITO PUENTE (V. Valdes)
Domingo Pantoja
Ya Bo Hay Mujeres Feas
TITO PUENTE
Cuban Cutie
A Burujon Punao

Classical Reviews

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

Continued from page 24

- BEETHOVEN: SONATA NO. 9 IN A MAJOR FOR VIOLIN AND PIANO, OP. 47
SONGS OF MOZART AND SONS OF SCHUBERT
SIMON BARERE PLAYS LISZT-CHOPIN
ABRAHAM LINCOLN

Conn. Ops Test 10c Juke Play

HARTFORD, Conn., March 17.—A number of coin operators in Connecticut are "experimenting" with various plays in juke box locations, Abe Fish, Connecticut State Coin Association, Inc., revealed.

Mdsing Music

has several suggestions to offer. First, Miers would like to see all recording firms use a uniform level on records, thus affording uniform volume on locations.

Rental Biz Can Be Successful

Continued from page 72

says Sopira, "some called up when their party was half over and wanted a refund on what remained of their unsued 24-hour period, because they claimed they were going somewhere else.

Record Aspects

"Most people, however," says Sopira, "have been pretty reasonable, and like the records we give them. We keep our phonograph records up-to-date, put on anything we have which people request in advance, keep albums of old dance numbers, and slow dance numbers.

The Sopiras have built rentals into an established business by (1) securing standard orders each year from the chairman of various entertainment committees, and (2) building an inventory of "popular" records for all nationalities.

What Renters Want

"People today who reorder for their parties," says Sopira, "are most interested in getting a sturdy phonograph that will not break down under unusual circumstances.

This point has proved so important that many firms have called Service-Rental thru the years and said specifically, "we want that box you had here the last time. It was a good one!"

Sopira believes phonograph promotion can be improved. Spur to both the rental and route merchandising of music machines, he explains, would be manufacturers' improvements.

"For instance," he says, "down in Miami at a location on Collins Avenue as early as 1948 I saw a combination TV-phonograph the management had rigged up, painted, and was using successfully.

Practical innovations like this

one would do much more for the industry, Sopira feels.

"To make a success of renting phonographs today, you need good business sense," Sopira believes. "Even selling the rental of phonographs to storekeepers in this area isn't easy these days, because of TV competition.

"Another difficulty in renting today is that beginners see the big ads promoting records and phonographs, feel that making a big splash may be all that is needed to make a go in the game.

"It takes a long time to get your money out of a phonograph once you've invested," advises Sopira. "You'll have a much better chance of success if you realize before you start that renting machines is a business."

Can. Distribs Add Wire Music

ST. JOHN, N. B., March 17.—Coin machine distributors and operators thru the Maritime Provinces are devoting special attention to personal music for restaurants, diners, lunchrooms, cafeterias, hotels and lounges, bowling alleys and rinks.

In line with the trend, the Island Amusement Company, with a base at Sydney, N. S., and branch at Glace Bay, N. S., has been appointed distributors for Solotone. The company also distributes juke boxes, pinball machines, venders and games.

The Halifax Coin Machine Exchange, Halifax, N. S., is another firm to recently start distribution and installation of personal music. Representatives of this firm have been calling on restaurant owners in the provinces of Nova Scotia, New Brunswick and Prince Edward Island in behalf of the new line.

The distributors report the personal music will ring the bell during the tourist season, which will start the latter part of May and last until mid-October.

48 TUNES 24 RECORDS
WURLITZER
Fourteen Hundred
Plays All Speed Records



DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS: MILITARY CAMPS WHERE THEY ARE

Subscription form for The Billboard, including fields for name, address, city, state, and occupation.

(Continued on page 78)

Classical Reviews

Continued from page 77

BEETHOVEN: SERENADE IN D MAJOR, OP. 8—Joseph Fuchs, Violin; Lillian Fuchs, Viola; Leonard Rose, Cello (1-10")
Decca (33) DL-7506

A warm, vibrant performance of an enjoyable if not too profound Beethoven trio work for strings. The performers fall to with zest and affection, and turn out a sparkling job. The composition, in six movements, has a story design, and the plot is full of delightful turns and surprises, tempo and rhythm changes. It has a consistent grace and elegance, and despite its light character, a great dignity. In all, a solidly rewarding disk for Beethoven devotees, affording an experience of the master's lyrical, non-polemical side.

PAGANINI: CAPRICES Nos. 5, 18, 21, 11, 13, 16, 9, 1, 14, 17 and 24 (1-10")
—Michael Rabin, violin (1-10")
Columbia (33) ML-2168

This is not just another routine attempt to freshen the catalog of Paganini Caprices. Actually, the caprices serve to introduce a 13-year-old phenom to wax. The young violinist genius, hailed as the fiddler of the future, Michael Rabin, displays a fine, full, rich tone and incisive attack worthy of many of his elders in reading off 10 of the caprices, pieces designed to test the virtuosity of handlers of the violin. Therefore, this disk, tho it is musically competitive to other caprice recordings, actually falls into the novelty department. The novelty is the 13-year-old and it is he who is the selling point here, not the works.

WIENIAWSKI: CONCERTO NO. 2 IN D MINOR, OP. 22—Mischa Elman, violinist; Robin Hood Dell Ork, A. Hillsberg, Cond. (1-10")
RCA Victor LM-53

Written as it was by a man better known as a concert violinist than as a composer, this work is replete with the many tricks invented to display the proficiency of bowing and fingering. It is for that reason, more than any, that this has long been a favorite concert piece for many violinists. Elman, one of the better technicians, exhibits his skill admirably on this disk. Alternating passages of fireworks and melodic beauty offer the opportunity to display both Elman's technique and tone.

RACHMANINOFF: CONCERTO NO. 3 IN D MINOR FOR PIANO AND ORCHESTRA Witold Malcuzyński, piano, with the Philharmonia Orchestra conducted by Paul Kletzki (1-12")
Columbia (33) ML-4369

This first new recording of the popular Rachmaninoff concerto in a number of years is an absolute humdinger. The same brilliant collaboration which produced the memorable recording of Chopin's Second Piano Concerto, Malcuzyński and Kletzki, are the forces responsible for this dynamic reading of the powerful, expressive, lyrical and romantic

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

work. Every brilliant detail of the work is brought out by Kletzki and the recording engineers as Malcuzyński plays the solo role with an absolute bold and fiery authority. The fine recording was made in England and is one of the label's comparatively rare imports. It is to be hoped that more of Malcuzyński will be forthcoming, for apparently he is one of the true virtuosos of the day. A combination of the popularity of the work and word-of-mouth for the brilliant performance should assure a sturdy sale.

GILLIS: TULSA-STAUSS: ROSENKAVALLER WALTZES—Symphony Ork of Viennese Symphonic Society—H. Arthur Brown, Cond. (1-10")
Remington RLP-149-13

Gillis, a young American composer from the Southwest, apparently has the good fortune of being anointed by money people in his home territory. At least, many of his works are finding their way on wax. This one is described as a "symphonic portrait in oil," and was commissioned by a Tulsa bank. In essence it is typical movie music, replete with sound effects and screaming brass. Fact is, it makes little use of the orchestra's strings. Conductor Brown, also a territorial favorite, is apparently familiar with the score. As for its salability, the oil men should like it. The Strauss Waltzes, adequately performed, are relegated to a minor position on the cover of the disk. Again, tho, the low price of the recording is a virtue.

HARRY VOLPE ALBUM (4-10")
Grotte (78) No. 1

Oriental; Nina; Suite Miniature; Prelude; Fantasia Romantica; Childhood Scenes; Malaguena; Prelude and Serenade. Volpe, an adept of the plectrum guitar technique, offers a well-rounded and pleasing guitar program. He does make use of fingers as well as plectrum, and is skilled at both. His attack is incisive, tone pleasing, and phrasing very clean. He plays six of his own compositions, ranging from flamenco to boogie woogie, a Bach prelude for unaccompanied cello, and a piece by the Spanish guitarist, Fortea. In all, a pleasing entry; guitar fans have been on a lean diet these days, and this album should do well with that segment of disk buyers.

ELENA NIKOLAIDI IN OPERATIC ARIAS
—Elena Nikolaidi-Columbia Symphony Ork-Fausto Cleva, conductor (1-10")

Verdi: Don Carlos—"O Don Fatale"; Verdi: Macbeth—"Sleep Walking Scene"; Rossini: Semiramide. ELENA NIKOLAIDI IN SONG RECITAL, Elena Nikolaidi-Jan Behr. Columbia (33) ML-2165
Mozart: Der Sylfe Des Friedens; Haydn: Schaeferlied; Schubert: Der Erlkonig, Op. 1; Schumann: Mondnacht; Brahms: Alte Liebe. Wide critical acclaim given Miss Nikolaidi obviously warranted this recording of her full-blown contralto voice. The three operatic arias she

sings range from the dramatic "Macbeth" scene to the bravura love song from the little heard "Semiramide." Reverse side of the disks gives the Metopera newcomer a chance to exhibit her effective lieder-singing style. In all this is a welcome vocal disk, but the market, for the moment, is restricted somewhat to those acquainted with her excellent voice.

BACH: VIOLIN CONCERTO #2 IN E MAJOR—Szymon Goldberg, violin, with Philharmonia Orchestra under Walter Susskind (1-10")
Decca (33) DL-7507

Some of Bach's very finest instrumental writing is to be found in this concerto, most notably the expressive slow movement and the invigorating closing movement. The recording at hand is a recent English-made Parlophone transferred to Decca. It is a splendid one, resonant in sound and excellent in performance and interpretation. Goldberg is a prime Bach interpreter and plays with infinite skill and understanding. His sympathetic approach to the score is matched in full by conductor Susskind in the realization of the orchestral demands of the work. It makes for a warm collaboration which will provide much pleasure for admirers of Bach's instrumental writings.

LEROY ANDERSON CONDUCTS HIS OWN COMPOSITIONS—Leroy Anderson and His Pops Concert Orchestra (1-10")
Decca (33) DL-7509

Serenata; Saraband; Sleight Ride; Syncopated Clock; A Trumpeter's Lullaby; Promenade; The Waltzing Cat; Jazz Pizzicato; Jazz Legato. Anderson, who has become known thru his work as an arranger for the Boston Pops, emerges on his own on wax here as he leads a 50-piece ork thru brisk readings of eight of his own pieces, some familiar and others brand new. Th combination stacks up as completely light and easy listening suitable for the general market, just as readily for pop buyers as family longhairs. Outstanding sticings among the new pieces are "The Syncopated Clock" and "A Trumpeter's Lullaby." Treated as individual units these sides could step with proper exploitation. Pop deejays could help sell this set.

STRAVINSKY: THE FIREBIRD SUITE—L'Orchestre de la Suisse Romande, Ernest Ansermet, Cond. (1-10")
London (33) LPS 300

The Stravinsky ballet classic is accorded a rich, somewhat contained reading by Ansermet. The recording is superb, affording a thro hearing of the multi-colored texture of the work. This version is the third on LP—there's one with the composer conducting an augmented scoring and one with Stokowski applying one of his most impassioned interpretations. For sound, the Ansermet is the choice, and admirers of his "Petrouchka" and "Sacre" will want to add this to the series.

MEYERSON: CONCERTO IN E MINOR FOR VIOLIN AND ORCHESTRA, OP. 64

—Isaac Stern-The Philadelphia Ork-Eugene Ormandy, Cond. BRAHMS: SONATA NO. 3 IN D MINOR, OP. 108; Isaac Stern-Alexander Zakin (1-12")
Columbia (33) ML-4363

Isaac Stern does a glorious job with the showcase piece of all the romantic literature for violin. The technical challenges are as nothing to him, and he sails thru the most difficult runs in the

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are

SHOWBIZ WINS OPENING ROUND IN TAX FIGHT. Solid front at D. C. hearing indicates revised levy rate (General Department).

WHERE'S THE OLD A AND B? Disker codes hide platter's hit side, for who can tell? (Music Department).

CAP PLANS HEAVY ARTIST TV PUSH. Diskery outlines tele p.a.'s and road tours to hypo platter interest (Music Department).

MERCURY ADDS GEORGIA GIBBS, LONG TO STABLE. For the first time the diskery pacts "outside names" (Music Department).

RCA "FORTUNE" SPINS FOUR WAYS. Gimmick disk for Chi convention has four endings (Music Department).

And other informative news stories, as well as the Honor Roll of Hits and pop charts.

piece with ease and soaring facility, not to mention a gorgeous, ever-singing tone. The dash, the lyricism, the irrefragable joy of his performance are the perfect ingredients for this romantic work. The ork under Ormandy does a handsome job of matching Stern's joyous elan, and the recording is excellent. A strong plus value in this offering is the inclusion of Brahms' piano-violin Sonata No. 3 in D, admirably played by Stern and Alexander Zakin.

MORTON GOULD: PHILHARMONIC WALTZES—Philharmonic Symphony Ork of N. Y., Dimitri Mitropoulos, Cond.

MORTON GOULD: QUICKSTEP—Philharmonic Symphony Ork of N. Y., Morton Gould, Cond. GRIFFES: THE WHITE PEACOCK, OP. 7, NO. 1 —Philharmonic-Symphony Ork of N. Y., Leopold Stokowski, Cond. COPLAND: BILLY THE KID—PRAIRIE NIGHT AND CELEBRATION DANCE—Philharmonic-Symphony Ork of N. Y., Leopold Stokowski, Cond. (1-10")
Columbia (33) ML-2167

Five short orchestral pieces comprise this all-American collection. The content is of the frisky, the moody and generally entertaining sort, expressed in strictly modern terms. Only new item on the platter is the Gould "Philharmonic Waltzes," a brisk and pleasing group of spirited and wholesome American waltzes set in handsome and flashy orchestrations. The remaining four selections, including the two Copland excerpts, are transfers from 78 matrices. A fine representative set of modern American music of a light and entertaining type, all of it well played and recorded to project brilliance.

SCHUMANN: LEIDERKREIS, OP. 39—BRAHMS: SONGS FOR ALTO, VOICE AND PIANO, OP. 91; Lorna Sydney, mezzo-soprano (1-12")

Vanguard (33) VRS-411
Miss Sydney, a leading singer with the Vienna State Opera and a protege of Lotte Lehman, displays a flair and voice for lieder so superb that no

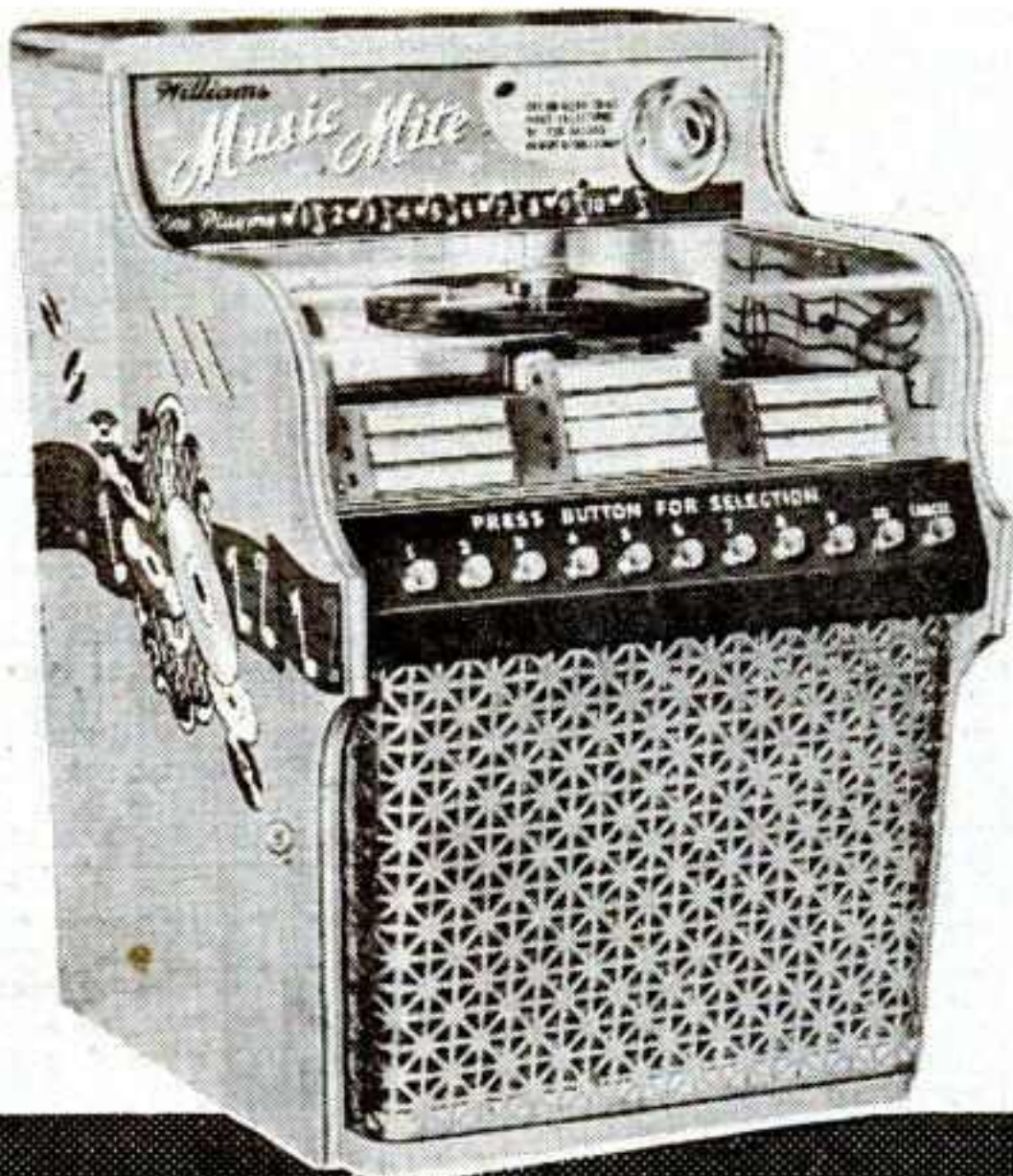
words in this limited space could do them justice. She ranges effortlessly from contralto to soprano, with richness and effortless control in all registers. She infuses each song with an entrancing lyricism, evoking all the romanticism of these ultra-romantic songs. A special treat is the two Brahms songs for voice, viola and piano, in which Miss Sydney joins the instrumental voices in an exquisite variation of the chamber trio. Recording is close up, soft and intimate. In all, here's a real sleeper item, a sure delight for lieder fans.

BRAHMS: SYMPHONY NO. 1 IN C MINOR, OP. 68. Symphonic Ork of the Viennese Symphonic Society, H. Arthur Brown, Cond. (1-12")
Remington (53) RLP-199-5

At Remington's bargain prices, this recording is definitely a buy. In point of performance, it stacks up on even terms with the name versions on major labels. The strings are especially impressive—solid, deep and beautifully lucent. Brown conducts with vigor, perception and emotional insight. The Viennese aura so appropriate to this work, in short, is magnificently present. The recording is good—concert hall style, with a bit of echo and strong bottom tones.

MOZART: SYMPHONY NO. 36 IN C MAJOR; SYMPHONY NO. 29 IN A MAJOR—Vienna Philharmonic Ork, Karl Bohm, Cond.; L'Orchestra de la Suisse Romande, Peter Maag, Cond. (1-12")
London LLP-286

This package combines a familiar and most beautiful work (The Linz) with one that is lesser known and thinner in concept (The 29th), but withal a worthy Mozart entry. Tho neither Bohm nor Maag is too well-known here, both are first-rate Mozart interpreters as evidenced by this recording. The orchestras, however, have established an enviable reputation off previous diskings on this and other labels. Both readings are spirited and colorful, recording and packaging are excellent.



ONLY *Music Mite* OFFERS ALL THESE ADVANTAGES TO MUSIC OPERATORS

SELECTIVITY . . . including "Cancel" Button:

CREDIT UNIT . . . accepts up to 40 nickels at a time.

PROVED

PERFORMANCE . . .

incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, VOLUME CONTROL and the famous RCA record changing mechanism.

SIMPLE

TO SERVICE . . .

Its easily understood mechanism requires no special knowledge and the exclusive "IN-A-DRAWER" feature permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light — weighs only 50 lbs. — and can be transported by car instead of a costly truck.

See the new

Music Mite
MODEL 52

featuring

SINGLE ENTRY

SLUG PROOF

5c-10c-25c

COIN MECHANISM

Accepts up to \$2.00
of credits in any
combination of
coins.

MUSIC MITE DOES EVERYTHING
THE STANDARD SIZE PHONOGRAPH
CAN DO — BUT COSTS LESS—MUCH LESS!

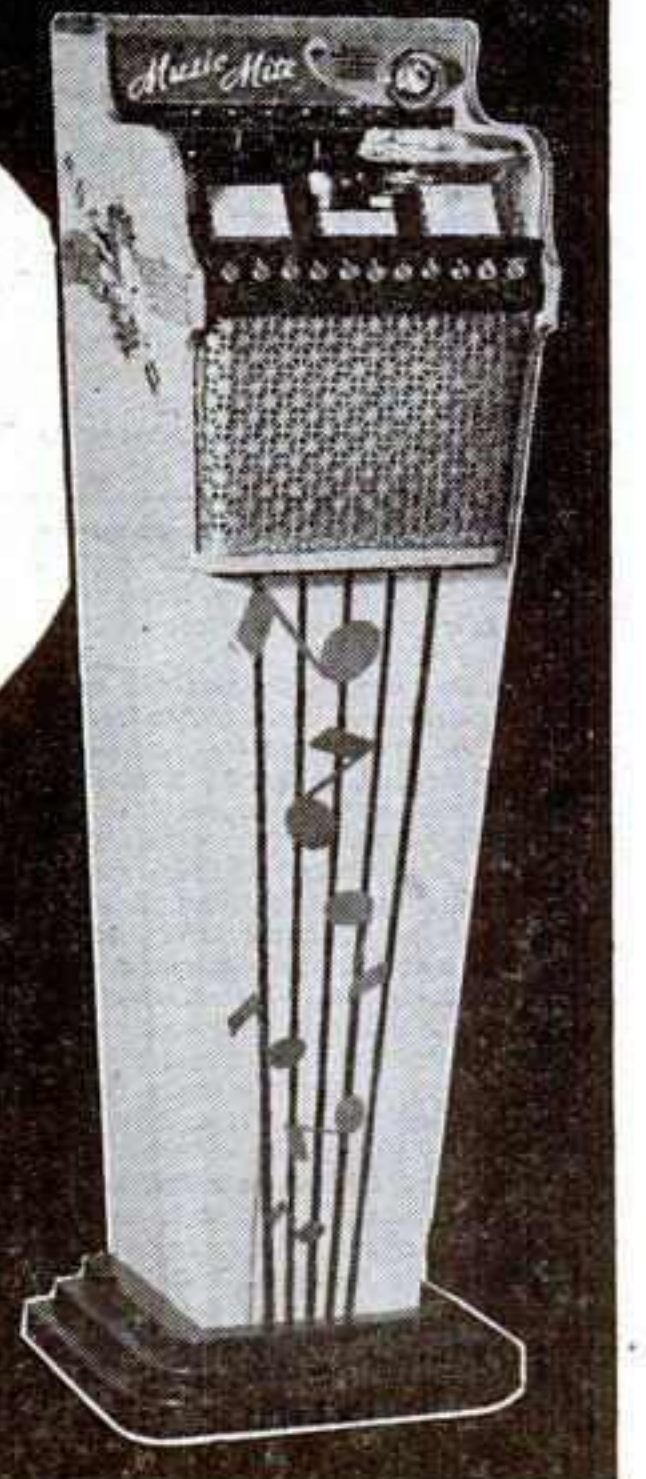
HEAR IT—SEE IT—BUY IT TODAY
FROM THE WILLIAMS DISTRIBUTOR
LOCATED IN YOUR TERRITORY!

CREATORS OF DEPENDABLE
PLAY APPEAL!

4242 W. FILLMORE STREET,
CHICAGO 24, ILLINOIS

PEDESTAL STAND
(Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-appealing unit that captures patron attention in any location.



Map Expansion Of Jersey Tap Mixer Service

RED BANK, N. J., March 17.—Tap Mixers Service, having concentrated most of its placements in New Jersey during the past two and a half years, is mapping an expansion program aimed at extending its activities into other territories, Sam Rabinowitz, owner, disclosed this week.

Firm offers operators a custom-built fountain dispenser for club soda, ginger ale and flavored drinks. Under the marketing plan Rabinowitz has devised, operators install the manual dispensers in taverns and other locations under a rental set-up or as a direct sale. They then service the equipment and supply the location with syrups. Promotion stresses the economy and ease of the method for locations as against the handling of a variety of bottled beverages.

Awaits Distributors

Rabinowitz said some operators have recently been franchised to handle the dispenser in up-State New York territories. But full penetration of other markets will await the appointment of regional distributors to further the plan among local operators. Preliminary negotiations leading to several such appointments will get underway soon, he stated.

No curtailment of Tap Mixer output is anticipated because of parts shortages in the predictable future, Rabinowitz asserted. He said the firm has stocked a heavy inventory of parts from the seven suppliers with which it deals. The units, put together according to location requirements, are assembled at the Tap Mixer plant here.

Recently, the firm added a self-contained ice-cube machine to its line. Device also is being marketed to locations thru operators, and Rabinowitz declared that he had been appointed exclusive national distributor of the unit to the coin machine trade.

Hollywood Candy Signs To Sponsor Tele Show

CENTRALIA, Ill., March 17.—Hollywood Candy Company reports signing with National Broadcasting Company for sponsorship of a television show, *Hollywood Junior Circus*, to be presented as a half-hour program on alternate Sundays.

In addition to the live telecast, key market areas will see the presentation by kinescope.

Defense Program Plans Set at NAMA Meeting

CHICAGO, March 17.—Detailed plans for carrying out NAMA's defense program, including mobilization of operators to promote acceptance of automatic merchandising as a vital part of the nation's defense program, were made at a meeting of the executive group of the association's Defense Committee held here Saturday (10). Aaron Goldman, of G. B. Macke Corpora-

NAMA, Region 2 Sets May Meet

NEW YORK, March 17.—Problems faced by the vending industry in a defense economy will be the theme of a two-day meet scheduled by Region II of the National Automatic Merchandising Association, says Raymond H. Lund, regional chairman. Confab will be held at the Ten Eyck Hotel, Albany, May 4-5.

All-day sessions will feature round-table discussions on matters of current concern to operators and suppliers. A new slate of regional officers will be elected, and a banquet is planned for the night of the first meeting day.

A special program is being mapped for wives of members under direction of Mrs. Lund.

BOTTLER SAYS 5c COKE--OR ELSE!

HENRYETTA, Okla., March 17.—When retailers hiked the price of Coca-Cola here recently their supplier, Coca-Cola Bottling Company of Okmulgee, Okla., discontinued shipments. Said Ray Smith, bottler head, "I haven't raised the price. Why should they?"

Smith pointed out that he will deliver Coke only to dealers who sell at the nickel price. Others will be cut off from their regular supply.

DuGrenier Candy Machine Output Rolls; \$200 Tag

CHICAGO, March 17.—DuGrenier, Inc., has started production line output on its eight-column, 160-bar candy vender. First units are scheduled for presentation by James H. Martin & Company here within two weeks. Martin, who controls patents on the machine's bar vending system (coin, delivery mechanism and the converted cigarette vender cabinet are DuGrenier's), is prepared to handle national distribution to operators.

The machine, to list for about \$200, will vend both nickel and dime candy thru any of its columns. According to Martin and DuGrenier, materials are on hand to turn out 1,000 machines, with the first units to be available for delivery within 30 days.

Initial showing of hand built models was held during the NAMA convention last November.

BRAUN SETS 12-VENDER TEST MILK OPERATION

CHICAGO, March 17.—Braun Manufacturing Company, in view of delayed production on its bottle milk vender which was scheduled for delivery in January, reported this week it would "mark time" by setting up its own 12-machine test operation.

W. Collier, secretary, said firm still plans to produce the machine, called Milk-o-Matic, as soon as conditions permit. Meanwhile firm expects to gain valuable operational experience in automatic merchandising for its future role as

a vender manufacturer, he pointed out.

Bottles were chosen as the container medium for three reasons, according to Collier. Company claims they are (1) easier to drink out of; (2) resist crushing and eliminate leakage, and (3) enable dealing with many small dairies which do not at present use cartons.

Braun is eliminating the coin changer on the 12 models making up the test route. Should early production be realized, the changer also will be eliminated on such units.

The milk vender, which will be priced about \$550, has a capacity of 105 one-third quart or one-half pint bottles and offers three selections.

tion, Washington, committee chairman, and Ernest H. Fox, Austin Packing Company, Baltimore, vice-chairman, presided.

In attendance were representatives from the various branches of the automatic merchandising industry, including Frank J. Bradley, Automatic Equipment Co., Buffalo; William S. Fishman, Automatic Merchandising Co., Chicago; M. L. Heffer, Johnson Tobacco Co., Chicago; Hugh Howes, Howes-Shoemaker Co., Detroit; Robert B. Kyle, American Chicle Co., Long Island City; John S. Mill, Rowe Mfg. Co., Inc., New York, and R. L. Strain, American Locker Co., Inc., Chicago.

(Continued on page 82)

CIGGIE OPS SOBER AFTER PRICE CONVERSION BINGE

20-Cent Vend Out if Excise Tax Hiked; Mfrs. Ready Switch Kits

By IS HOROWITZ

NEW YORK, March 17.—While cigarette machine operators in many areas will be confronted with real conversion headaches should the federal excise tax be hiked above its present 7-cent level, their initial panicky reaction to the administration tax proposal has tapered off.

This feeling is reflected at the manufacturer level, with producers of machines reporting operator approach to the problem more realistic than only a few weeks ago. It is the rare operator who has gone off half-baked and prematurely initiated a conversion program that may or may not prove advantageous.

Certainly one of the main factors contributing to this more relaxed attitude is the quick action manufacturers took to ready facilities

for supplying changeover parts should the need for them arise.

Can Fill Orders

For the most part, manufacturers now state they are prepared to meet any reasonable influx of conversion orders with little or no delay and at little or no cost to purchasers of their equipment.

Another factor is the general belief, considered sound in informed circles, that the tax increases, if and when instituted, will be smaller than the 3 cents per pack recommended by Treasury Secretary Snyder. If a compromise is reached, the actual excise boost may be small enough for absorption in a number of price territories under present coin limitations.

Vender jobbers specializing in conversion work also report a tapering off in frantic appeals from

operators seeking assurances that their equipment can be switched come the increase and that they would be granted a fair share of the diminishing supply of critical changeover parts.

Still other factors are seen as militating against a concerted leap

(Continued on page 81)

COLLEGE COIN

Tell Cornell Milk Vender Op Findings

ITHACA, N. Y., March 17.—Experimental milk vender operation by Cornell University, started in 1950, has turned up some interesting findings on type of milk in most demand, high volume periods, sales pattern over and extended period, etc. Tests, involving machine installations in various buildings on the campus, are being conducted by the college's School of Nutrition in co-operation with the New York State College of Agriculture and Home Economics and are part of a program to find ways of increasing milk consumption.

All milk venders under test offer half-pint cartons of both plain and chocolate whole milk. With sales of several thousand units per week, it has been found chocolate is preferred by students by a ratio of more than three to one. Butter-milk and a coffee-flavored milk also have been tried, but did not prove popular.

By equipping one of the venders with an electrical recorder, to chart the time at which each sale was made, buying habits were studied for most efficient reloading. It was found that a large amount of milk was sold in the classroom building installation from 8 to 10 a.m.

Because of the volume of chocolate milk sold, it was assumed that a large proportion of vender sales was in addition to the usual milk consumption of the machine patrons.

A characteristic sales pattern developed following initial installation; heavy sales due to interest of persons desiring to "try the new gadget." Then, curiosity satisfied, volume drops, but later begins to climb again as more persons form the habit of patronizing the vender. Finally a sales plateau is reached which fluctuates with the weather.

It was pointed out that the dairy industry should be particularly interested in the fact that the hot-weather period of greatest vending machine sales of milk corresponds with the season of greatest milk production.

VENDERS GROSS CTA \$84,155 DURING 1950

CHICAGO, March 17.—Chicago Transit Authority released final figures on its 1950 earnings this week with comparison figures for 1949. Gross CTA returns from 75 cup beverage, 247 penny gum, 145 penny nut and 186 penny candy venders and 267 scales on subway and el stations totaled \$84,155. The 1949 gross was \$55,196.

Penny equipment (venders and scales) operated by Transit Sales returned CTA \$53,315 last year against \$47,849 in 1949. Beverage venders, operated by Mechanical Merchants, brought in commissions totaling \$30,840 compared to \$7,347 the preceding year. CTA pointed out, however, that the drink operation was started late in 1949 with an initial installation of only 20 units.

NO NICKEL SQUEEZE IF---

Adjusted Overhead Key To Diversified Op Profit

PITTSBURGH, March 17.—"It's not too difficult to adjust to the squeeze between the 5-cent product and costs today if you reduce your overhead," says Dan Feldman, partner with Bob Stanton in Automatic Catering Company, a diversified operation. "And in today's market more efficient opera-

tion and commission reductions are two methods of reducing overhead."

Doing its best to maintain prices at a nickel and trim costs, Automatic Catering has switched from "high-cost service" and has experienced only a 6 or 7 per cent drop in volume during the switch-over by using business-like methods.

Since the firm was first organized Automatic has made steady progress by promising its locations (1) a quality product; (2) good equipment; (3) good service, and by doing its best to make good on those promises.

Switch Solution

"To render service the public will like, and reduce costs," says Feldman, "we have replaced a brand product in our machines with another of like quality but minus an advertised reputation."

"The switch-over is quite a problem. Six months ago we started the change in one product. We had a manufacturer make up samples until we felt they had a satisfactory product. We could have made our own product, except that would have meant in-

(Continued on page 81)

NEED STEEL?

Not Us, Says Coan Co. Sales Chief

NEW YORK, March 17.—Has the steel situation eased? Decidedly yes, for at least one major vending machine producer.

Frank Q. Doyle, general sales manager of Coan Manufacturing, said here this week that supplies of sheet steel had loosened up considerably during the past three weeks. His firm is now able to order and receive deliveries for normal needs with little delay. And this is at mill prices, he noted.

For months now, manufacturers have reported steel in short supply. When a source was uncovered, the metal could be purchased only at greatly inflated prices.

Doyle, here for a meeting with Eastern sales representatives, advanced the view that the lag in industry conversion to defense work may have precipitated the sudden change. Many factories are still unable to secure government contracts, but due to shortages of certain critical items have been forced to cut civilian output. Steel therefore is again available for those ready to use it, he suggested.

The Coan executive announced that Bill MacFaddin, of Jersey City, has been appointed to represent the firm in New Jersey and New York, replacing Harry Hansen, former sales rep.

National Skeds Defense Model For NATD Debut

ST. LOUIS, March 17.—National Vendors, Inc., will introduce a new "defense model" 7-M cigarette vender at the National Association of Tobacco Distributors' convention in Chicago April 9-12.

National officials stressed the only changes in the model will be in decorative trim, due to government restrictions on use of scarce metals and alloys.

Firm plans to place the defense model 7-M, along with a similar model 9-M to be shown later, in production only after materials already fabricated for non-defense models have been used.

It was stated that the number of new machines to be available this year will depend on two factors: How steel for civilian use is allocated, and on its availability, according to Vice-President A. F. Diederich. In any event, he said, the present outlook is for "considerably fewer machines than were manufactured in 1950."

Coffee Machines WANTED

Liquid type only. Must be priced right. Write details:

BOX 629
c/o BILLBOARD

1564 Broadway, N. Y., N. Y.

Manitoba Bill Okays Insurance Venders

WINNIPEG, March 17. — Air travelers from Manitoba will be able to take out insurance policies thru vending machines. Legislature gave second reading to a bill approving the principle of automatic vending machines for accident insurance in air travel. Rates will start from 25 cents.

Plan Model Code for Cup Vender Operation

NEW YORK, March 17. — A model city ordinance, governing regulations under which cup venders may be operated, may evolve out of committee work authorized yesterday (16) by the cup division of the National Automatic Merchandising Association.

At a special meeting of the division at the Lexington Hotel here, Dr. W. L. Mallman, of Michigan State College, and Fred L. Brandstrader, of the NAMA staff, were named to develop a draft of the ordinance. They will report back at future meeting of the division.

Clint Darling, NAMA executive director, explained that the project was initiated to fill numerous requests received by the associa-

tion from municipal authorities. Cup venders are still new in many communities; and city health officials, recognizing the need for sanitary supervision, have become more concerned about regulating their operation. It is the hope of the division that the projected model code will fill that need.

Dr. Mallman, who will draft the technical phase of the ordinance, has for several years supervised a research program on vender sanitation at Michigan State College, under the sponsorship of the NAMA division. During this time his work has resulted in recommendations to equipment manufacturers, operators and syrup firms aimed at fixing sanitary standards and reducing potential sources of contamination.

Discussion at the meeting, chaired by Arthur Nolan of Dixie Cup, also touched on the possibility of developing a program of operator training in sanitary procedures. Action on the proposal, however, was tabled until a later date.

Those attending the session included I. H. Houston and Bill King, of Spacarb; Paul Halstead and Regis Parks, of Welch's Grape Juice; Cy Melikian, of Rudd-Melikian; D. W. Donahue, of Cole Products; William Blake, of Pepsi-Cola; H. Gibson, of Coca-Cola; Duff Clarke, of Hires Root Beer; Ed Scully and Craig Moore, of Lily-Tulip; R. H. Lathrop, of Continental Can; and B. M. Osmond and Pete Maloy, of the NAMA staff.

Name Region I NAMA Speakers

CHICAGO, March 17.—Ned Williams, chairman of NAMA Region I, announced the names of three of the speakers scheduled to address the regional meeting Tuesday (20) at the Somerset Hotel, Boston.

In keeping with the main subject, *Defense, and How Automatic Merchandising Fits Into Present Unsettled Conditions*, I. H. Houston, NAMA's second vice-president and chairman of its Government Liaison Committee, will discuss what is happening in Washington and what is being done in the operator's behalf.

On hand to answer queries on NAMA insurance questions will be Duncan Brash, New England group manager of the John Hancock Life Insurance Company. Ernest H. Fox, vice-chairman of NAMA's Defense Program Committee, will explain the association's defense program plans currently being made to protect the future of the operator's business.

NCA Themes Candy's Role In Emergency

CHICAGO, March 17.—National Confectioners' Association (NCA) will theme its 1951 convention, June 3-7 at the Stevens Hotel here, to candy's role in the national mobilization program, Victor H. Gies, Mars, Inc., general convention chairman, announced this week.

During the five-day meet four business sessions and two luncheon meetings will feature the following eight subject discussions, developed by Frank Gleason Jr., E. J. Brach & Sons, convention program chairman: (1) Government relations, including price and wage controls; (2) availability of ingredients and candy procurements; (3) sales and merchandising; (4) production techniques; (5) technological developments; (6) employer-employee relations; (7) national and international affairs affecting candy.

Ga. Minimum Cig Price Law To Be Enforced

ATLANTA, March 17.—A. C. Rockmore, director of the cigar and cigarette State tax unit, said Georgia's cigarette minimum price law will be enforced.

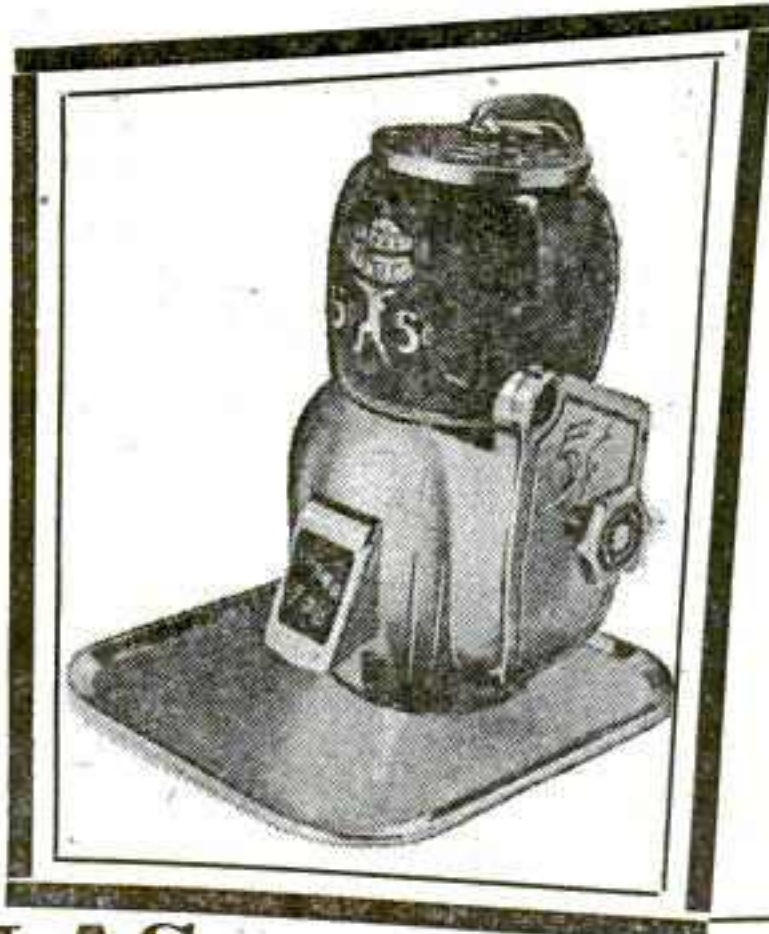
Rockmore, in a letter to all licensed cigarette wholesalers, said that infractions of the cigarette price law would be dealt with in the same manner as any other infraction of State licensing laws.

A. S. Soar, of Athens, president of the Georgia Tobacco Wholesalers' Association, commented: "My organization will assist in the enforcement." Meanwhile there were reports that the Georgia Wholesale Grocers, Inc., would also "help keep the price line."

"It is my understanding that price cutting by wholesalers will be stopped by general agreement this week. Any violations would be reported promptly to the revenue department," Soar stated.

A Picture of Perfection

America's Finest Five Cent VENDOR



the ATLAS Bantam TRAY VENDOR

Here is the 5c nut vendor that operators have long awaited. A faultlessly machined unit that vends all types of nuts with ease of operation—equal amounts, no injury to the merchandise, consistently fresh. All of these points mean satisfied customers—return sales. Beautiful chrome finish makes it an eye catcher in ANY location.

Order ATLAS Brand Almonds in 5¢ vacuum cans for best results.

Salesman and Distributors—There Are Territories Open—Write NOW.

MANUFACTURED BY

ATLAS MANUFACTURING AND SALES CORP.

EST. 1925 12220 TRISKET RD., DEPT. B-518 CLEVELAND 11, OHIO

CONVERSIONS

WE CAN DO IT! — WE ARE DOING IT!

CONVERTING ANY MAKE OR MODEL CIGARETTE VENDOR

TO 25¢ OR 30¢ VENDING

CANDY MACHINES CONVERTED TO 10¢ VENDING

CIGARETTE MACHINES

- DuGrenier Model W, 9 Col., 308 Pack Cap. \$78.50
- Rowe Royal, 8 Col. 85.00
- Rowe Royal, 10 Col., 400 Pack Cap. 90.00
- Rowe Imperial, 6 Col., 180 Pack Cap. 49.50
- Uneda Model A, 9 Col., 270 Pack Cap. 89.50

CANDY MACHINES

- Uneda Candy Vendor, 5 Col., 102 Bar Cap. \$75.00
- Candyman, 72 Bar Cap. (enclosed base) 57.50
- Vendit, 150 Bar Cap. 52.50
- U-Select-It, 54-Bar Cap. 35.00

SPECIAL! \$95.00

Uneda Model 500, 9 Col., 350 Pack Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED. ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW... RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568



DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS: THE AMUSEMENT BUCK HISTORY SEEN REPEATING

THE BILLBOARD 2160 Patterson St. Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which I enclose \$10. I understand that I will receive the BIG SPRING SPECIAL along with 7 other special issues during the year.

Receive 8 Big Special Issues

NAME

ADDRESS

CITY ZONE STATE

OCCUPATION

VICTOR'S AMAZING NEW TOPPER
Sold 4 to a Case \$48.00
Sample, \$12.75

PISTACHIOS
25 lb. carton. Small, 50¢ lb. Vender's Mixture, 58¢ lb. Large, 65¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

Plastic Auto-graphed Foot-balls, \$4.25 per M. Metal Plated, \$4.00 per M.

RAIN-BLO GUM, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200 or more with freight prepaid, 26¢ lb. less 2%.

COLOR BALL GUM — All Sizes 25¢ or 40¢ carton, 26¢ lb., 160¢ lots 24¢ lb. with freight prepaid FULL CASH WITH ORDER.

Write for our FREE Complete Charm List
1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

GET NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street, Pittsburgh 20, Pa.

Vendo Given \$4 Million Air Force Contract

KANSAS CITY, Mo., March 17.—Vendo Company will divert about 20 per cent of its vender capacity to manufacture parachute platforms for the U. S. Air Force. The military contract, which requires setting up of a 200-foot assembly line, will occupy about 200 of the 700 employees now assembling vending equipment.

REDUCE OPERATING COSTS WITH COLUMBUS VENDORS

ALWAYS DEPENDABLE—EASY TO SERVICE

The operator's stand-by since 1908

The COLUMBUS VENDING COMPANY

2005-2013 E. MAIN ST. COLUMBUS 9, OHIO

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- 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.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

OAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

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

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5, \$8.75
EACH Lots of 25, 14 or 5¢ \$7.75
MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM. ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

FRENCH BOY POPCORN

SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2 1/2 peck glassine bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.

3441 W. North Ave. CHICAGO 47

PEANUTS

Delicious Large Red Roasted Virginia Peanuts—a sure way to increase the take from your machine.

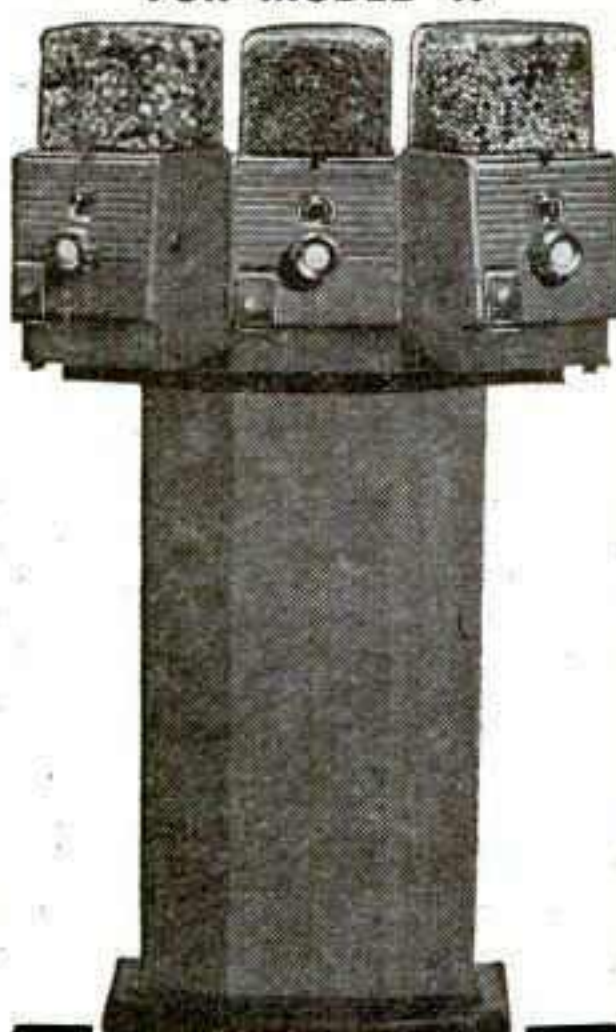
Extra Large, 37¢ Lb. | Medium, 35¢ Lb. Write for special price on large amounts.

TRAHD NUT CO. Granville, Illinois

NOW! Bigger Profit

FROM EVERY LOCATION With the New *Northwestern*

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

30 DAY MONEY BACK TRIAL

Northwestern Sensational MODEL 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices
LESS THAN 25 \$17.35
LESS THAN 100 \$17.15
100 OR MORE \$16.95

GUARANTEED SPECIALS!
MASTER, 1c or 5c, porcelain, reconditioned, like new... \$6.00 ea.
Money Refunded if Not Satisfied

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo Queen .62¢	ALMONDS, 480 Count, 5 Lb. Vacuum Packed 85¢	M & M .39¢
FANCY TULIP, Large 58¢	RAINBOW PEANUTS 28¢	JELLY BEANS .25¢
CASHEW, Whole .58¢	MIXED NUTS .53¢	BALL GUM, All Sizes (150 Lbs. Min.), Freight Prepaid .26¢
CASHEW, Butts .53¢	BOSTON BAKED BEANS .28¢	ADAMS, All Flavors .43¢
VIRGINIA PEANUTS, Whole .34¢	LICORICE LOZENGES 25¢	WRIGLEY'S, All Flavors .46¢

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

ESA Promises Fair Controls For Candy Biz

WASHINGTON, March 17.—“Fair and equitable treatment” was assured candy manufacturers under price stabilization controls by Wayne Rice, consultant to the food and restaurant division of the Economic Stabilization Agency, during a recent meeting of 100 candymakers and suppliers, sponsored by the National Confectioners' Association.

Rice indicated that the appointment of a candy industry “task force committee” would be helpful in formulating such controls. He said that at present, ESA had no one on its staff assigned to the problem of candy, but hoped to have soon.

Theodore Stempfel, E. J. Brach & Sons, NCA vice-president, introduced Rice as the major speaker. Philip P. Gott, NCA president, was meeting chairman.

2% Sales Tax Drafted in Pa.

HARRISBURG, March 17.—A general sales tax—probably 2 per cent—is being drafted by the Republican majority leadership of the Pennsylvania Legislature.

The sales tax, to raise \$100,000,000 in new revenue during the next two years, was reportedly decided upon as the best means of obtaining new State funds. A wage tax, also under consideration, will not materialize if the sales levy is finally adopted.

If agreed to by the Legislature, the sales tax probably would go into effect June 1, the beginning of the next fiscal period.

The proposed law is expected to exempt food, and it may also exempt liquor which already is subject to a 10 per cent sales levy.

Ciggie Ops Conversion Binge

• Continued from page 79

to 30 cents in some quarter States even if the proposed 3-cent excise hike is adopted in full. Competition, both among operators and with retail outlets may be the final arbiter in many territories. And an operator faced with a conversion decision will have to balance an estimated loss in volume against the benefits of a higher per-pack price.

In some 3-cent States this week sentiment to retain the quarter vend seemed to be gaining even tho the full tax increase is imposed. Operators who hold to this would then be forced to readjust commission structures in their favor. A healthy by-product of such a policy might be the elimination of location loans, bonuses and advance commission payments, competitive practices that would be financially unsound with the per-pack profit spread sharply reduced.

If the excise levy does go to a dime the only certainty on the horizon appears to be the practical obsolescence of the 20-cent vend. Most observers are agreed that the 20-cent States will have to go to a quarter. There were 10 such States plus the District of Columbia at last count (*The Billboard*, March 10).

Manufacturers surveyed this week reported steps have already been taken to meet whatever conversion demands may be put to them as a result of machine price adjustments. Despite admitted shortages of certain parts, notably rejectors, they voiced confidence that operators using their machines will not find conversion an insurmountable or prohibitive problem.

Twenty-cent Diplomats, said Rowe Sales manager Jack Mill, can be simply adjusted on location for straight quarter sales with no extra parts required. Fitting the same machines for 30 cents (quarter and nickel) necessitates the addition of two small stampings, now available at the Rowe factory. This switch, too, according to Mill, may be accomplished on location

in a matter of minutes. Silver quarter rejectors are needed to convert Rowe Imperials, Royals, Presidents and Crusaders to straight quarter operation and the factory is prepared to supply the anticipated demand at about \$15 each, Mill declared. To convert these same models to 30 cents, the necessary rejectors can be obtained by operators from Rowe at \$17.50.

Simple Adjustment

National 9M and 7M cigarette machines may be converted to 25 cents “using all combinations of nickels, dimes and quarters at no additional cost,” stated Ben W. Fry, National Vendors president. He pointed out only a simple adjustment is required. “Models 9M and 7M can be converted to 30-cent operation (one nickel and one quarter) with the addition of but one small part furnished upon request by the factory at no additional cost,” he said.

Fry said the factory is able to furnish conversion kits to switch pre-war Nationals, including Models 9-30, 7-50, 9-50 and 9A to 25 or 30-cent operation (using quarter) at “reasonable cost.” He pointed out, however, that “because of changing government regulations controlling raw materials, we cannot state just how many of these conversion sets we will be permitted to make. Operators may be assured, however, that we will do our utmost to supply them with their requirements.”

Recent models of Lehigh PX vendors can be switched from 20 to 25 cents by a quick internal adjustment, according to Neill Mitchell, sales manager.

Electric Machine

“On the electric machine, the conversion to 30 cents,” he said, “involves the rewiring of the circuit only. A diagram will be available for all operators who wish to make the change themselves. The only part necessary is a new dime switch accuator. The electric mechanism may also be returned to the factory for rewiring if the operator does not wish to do the job himself. Cost will be low.”

Current multiple-coin manual PX's can also be converted to 30-cent operation at low cost, Mitchell said.

While the changeover procedure on the older, coin-assorter magazine type is “not complicated,” Mitchell disclosed it does entail more labor. “Conversion kits for changing from 20 cents to a quarter are now available and another kit to convert to 30 cents will be made available to operators should the excise and State taxes be passed. The only bottleneck is the availability of nickel and quarter slug rejectors.”

Anticipate Demand

Anticipating a demand for 30-cent kits, Arthur H. DuGrenier has developed and tooled up on a suitable mechanism which has already been placed in production, according to Blanche Bouchard, treasurer. She said sample units have been sent to “a great many of our accounts,” and operators have been urged to procure requirements “while materials and slug rejectors are available.”

Most Eastern Electric consoles are fitted for all-coin operation and present no technical problem to convert to 30 cents, Jim Teahan, vice-president, asserted. The company has sold some 500 straight quarter machines, some of which are now being operated in territories that may have to go to 30 cents. For these, Eastern will supply conversion assemblies “as long as suppliers come thru with rejectors.”

John Conroe, vice-president of J. H. Keeney, pointed out that the Keeney Deluxe electric is factory-equipped to handle 20, 25 or 30-cent sales. On earlier models a new disk must be added to the coin mechanism to accommodate quarters. The disk is available for about \$5. Equipped in this manner, the earlier models are as versatile pricewise as current Keeney electrics, said Conroe.

Al Blendow, sales manager of Automatic Products, said that price flexibility built into the firm's Smokeshop permit vending at any desired price.

Adjusted Overhead Key to \$\$

• Continued from page 79

creasing our personnel, and that in turn would have offset our savings during the first year or so.

“We received a satisfactory sample in three weeks, installed it in a few machines and went ahead slowly, for extremely cold weather had come along. Finally we settled on a cheery label, meanwhile keeping a tight check on results.

Cites Problem

But getting a new flavor started isn't easy, Feldman emphasizes. “Regardless of the label, at first you're apt to lose your trade,” he said. “There was no attempt to disguise the switch-over. The firm simply put on a cheery label instead of a brand name. The public noticed the change but there was no danger that the experiment would stymie trade because it was not tried indiscriminately.”

This basic handling of Feldman's sales problems was the result of the partners' grounding in practical business experience. Feldman entered the vending field at 15 and worked 10 years for a cigarette vending firm. Upon his return from military service, candy

was a high-demand item. So he and Bob Stanton decided to try vending, bought machines, started out with a big debt and conscientiously worked it off.

Today Feldman feels that, just as more efficient operation is possible by observing, similarly rising costs can be absorbed by getting commission reductions. “If we raise prices,” he tells his locations, “we both will make less.”

Industrial locations, not interested in profit alone, readily see this point. Organizations operating primarily for profit present a selling job. But by continually orienting his approach and filling in background that's new to them, Feldman is able to explain why a commission reduction is necessary.

Sizable Operation

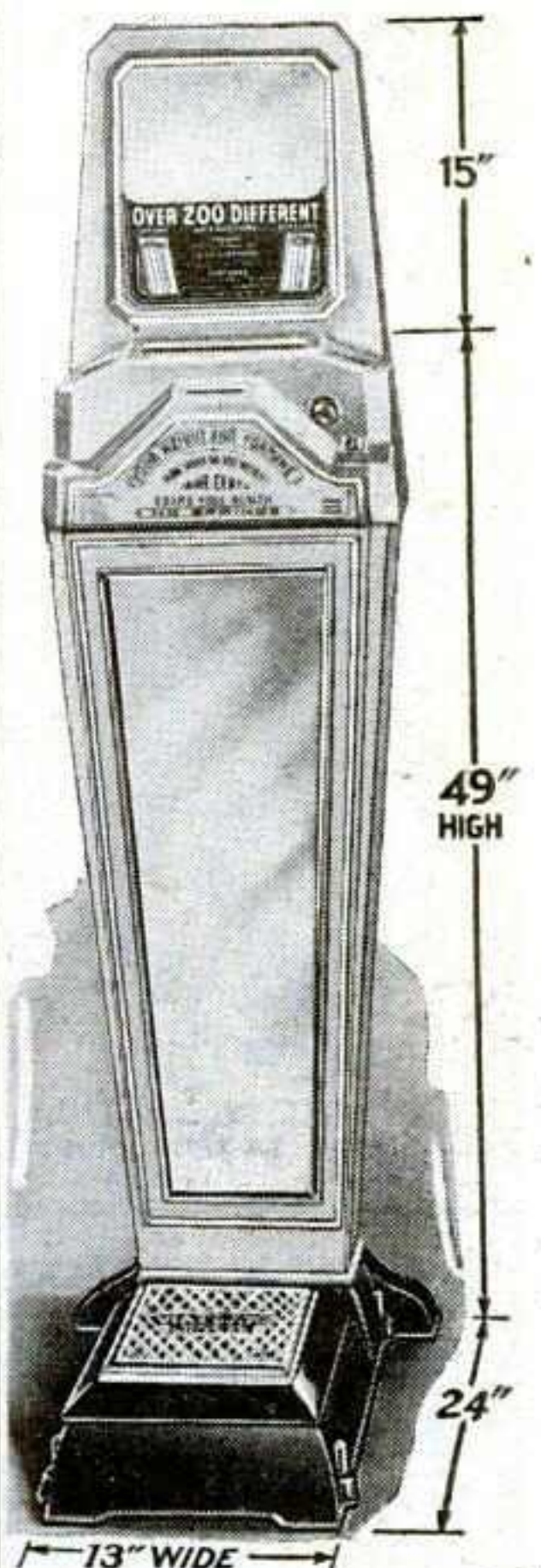
Automatic Catering has a sizable operation, almost exclusively within the Pittsburgh city limits, servicing trade schools, hospitals, industrial locations. Nurses' homes are good locations; so are trade schools that have rest areas but no cafeteria.

From 55-60 per cent of Automatic's vendors are candy machines, with the balance dispensing cigarettes, cookies and cakes and some beverages. Instead of attempting to expand and spreading out too thin, the firm attempts to give each location complete service.

Company solved one service problem ingeniously. “At this location,” says Feldman, “we found too few nickels in the coin box compared with the number of units still in the machine. Next we discovered that patrons, by banging the side of the machine, could trip its release lever and make the machine operate as tho a nickel had been dropped in. The manufacturer suggested we put the machine on springs. We did, and also put in foam rubber to absorb shock, and now the release lever holds.”

Automatic today is trying to discourage the raising of prices and show locations that a better way to keep volume up is to reduce the commissions.

“When we started out in business,” says Feldman, “there was so little real service obtainable that resistance to our efforts wasn't great. We encountered some, of course. But when we did our best to make good, locations took a chance on us.”



WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and made only by

WATLING Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

NEW Northwestern '49 Special

1c or 5c Immediate Delivery! Single \$17.35 EA.
25 to 100 \$17.15 EA.
100 or More \$16.95 EA.

Write for Charm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping.

1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

IMMEDIATE DELIVERY ON NORTHWESTERN 49

SILVER KING HUNTERS Comb. Gun Game & Ballgum Vendor \$69.50
Reconditioned Like New 24.50
A.B.T. ELECTRIC SKILL GUNS... 49.50
A.B.T. Electric Skill Guns, Used 32.50

COIN MACHINE AGENCY

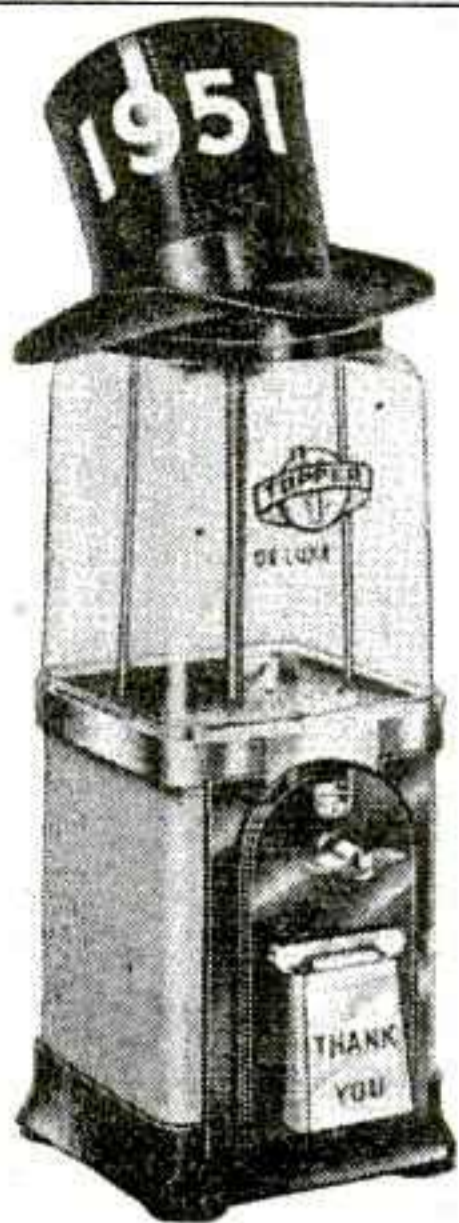
Formerly Rake Coin Mach. Ag.
2116 Fifth Ave. COurt 1-3842
Pittsburgh 19, Pa.

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N.Y.



VICTOR
VENDING CORPORATION
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

Op Location Service Ups Field Staff

CHICAGO, March 17.—National Vending Machine Location Service, formed last year to offer the small or new operator an independent source thru which to acquire installations, has announced both an increase in its field staff and the shift to women personnel.

Harry J. Brown, president, stated the same basic rate is being continued for bulk equipment, with a minimum charge of \$100 figured at \$3 per location plus a 5-cent per mile additional charge, one way, for installations outside Chicago. Other placement fees range up to \$35 for ice cream and \$50 for hot coffee venders.

National Vending's six-member field staff covers all parts of the country and is currently emphasizing placement of cold sandwich and cookie vending equipment, in addition to bulk units. Brown said increased placement of candy machines is also requested by its operator customers.

Defense Program

Continued from page 79

pointed out in opening the session. As such, he said, the Defense Committee's job is two-fold: (1) To implement the gathering of facts and figures, showing automatic merchandising's importance for the Government Liaison Committee, so that rulings by NPA and other agencies may be secured to allow vending machines to be manufactured as long as possible and that operators be permitted tires, gasoline, supplies and equipment with which to operate in the event of rationing, and (2) to bring home to the American people the importance of automatic merchandising thru an aggressive nationwide and industry-wide public relations program.

NPA in its contacts with association officials has repeatedly emphasized the importance of what the man in the street thinks of automatic merchandising and its role in defense, Goldman said.

Committee Heads

To carry out mobilization plans he appointed the following chairmen to head various industry mobilization committees: Operators, William S. Fishman; national operators, R. L. Strain; suppliers, E. H. Fox; machine manufacturers, John S. Mill; bottlers, M. L. Heffer; component parts manufacturers, I. H. Houston.

New defense services to NAMA members, approved by the committee and now either under way or soon to be inaugurated, include: (1) Report on the Defense Mobilization Survey, conclusive proof of automatic merchandising's importance to the defense program and reprints of which will be available for use locally as well as nationally; (2) a new series of mobilization bulletins entitled *Defense Facts* to keep members informed of government rulings and progress of the association's over-all defense program, and (3) a Defense Public Relations Kit, containing material for use at the local level together with instructions on how to use the material most effectively.

Phoenix Park Meters To Be Rejuvenated

PHOENIX, Ariz., March 17.—An estimated 1,500 parking meters, some of which have been in use 14 years, are to be rejuvenated and repaired. They will also be reset so motorists can buy time at the rate of 12 minutes for a penny. The fee now is a straight nickel, even tho an hour's time is not needed.

Kenneth K. King, director of public works, said the reconditioning would be done by the Karpark Corporation at a cost of \$19.50 per meter. Karpark sold the meters to the city for \$65 each. Total repair cost is figured at \$29,250, which will be paid for out of gasoline tax funds.

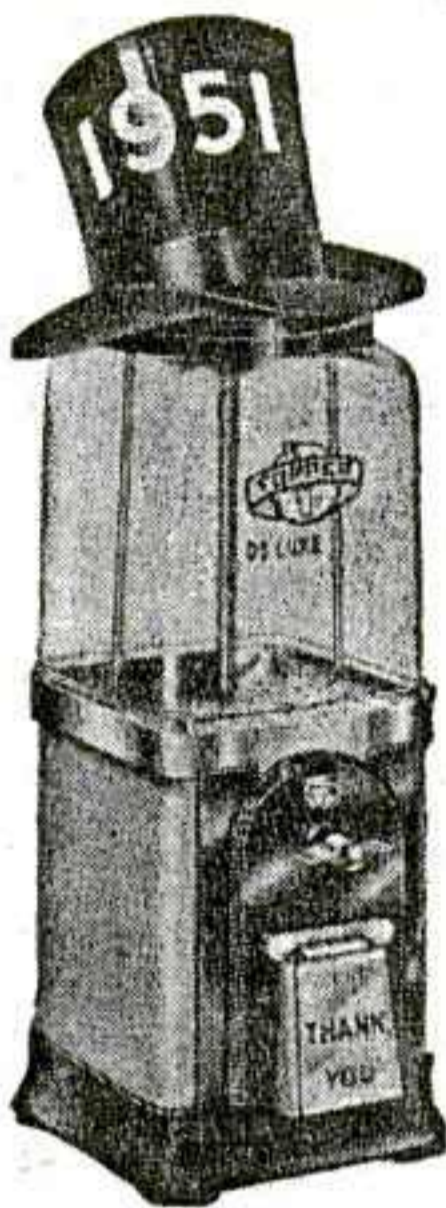
New Chase Rep in Chi

ST. LOUIS, March 17.—Chase Candy Company has added Roger Conant to its sales staff. Conant, who will contact the Chicago market, formerly was associated with the Coca-Cola Bottling Company in Rhode Island and spent several years in the food brokerage business.

Kaufman Resigns NATD Exec Post

NEW YORK, March 17.—Jerome Kaufman today resigned his post with the National Association of Tobacco Distributors to "embark upon an independent venture in the commercial world." With the organization for the past six years, he served it most recently as associate managing director and director of industry and public relations.

In announcing Kaufman's resignation, Joseph Kolodny, NATD managing director, paid tribute to his "sincerity of purpose" and valuable service to the association. Kaufman said he will remain active in the tobacco industry and soon will announce the nature of his new enterprise.



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—
20 weeks to pay.

Write now for details.

ROY TORR

LANSDOWNE, PA.
Financing & serving operators since 1910.

**VICTOR'S AMAZING NEW
TOPPER**
Sold 4 to a Case
\$48.00
Sample, \$12.75

**RAIN-BLO
GUM, 140, 170
or 210 Count,
in 25¢ cartons,
28¢ lb. in lots
of 20 or
more with
freight pre-
paid, 26¢ lb.
less 2%.**

**DEVICES NOV-
ELTY SALES CO.,
467 N. Milwaukee
Ave.,
Chicago 10, Ill.
Phone: MO 922
MO 923**

**LOW, LOW PRICES
CANDY MACHINES**
Mills \$45.00

CIGARETTE MACHINES
DuGrenier, Model 5 \$57.50
Rowe Royal, 8 Col. \$80.00
Rowe Imperial, 4 Col. \$9.50
Uneda E, 4 Col. \$5.00
Uneda E, 8 Col. \$5.00

Other Models in Stock
25¢ Coin Chutes or 20¢ Coin Chutes.
1/3 With Order, Balance C. O. D.

VEEDO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

LOCATION MEN WANTED
in every State to sell cigarette vending machines directly to locations. Sales made through established tobacco jobbers. Write, stating territory desired and background.

**BOX NO. 627, The Billboard
1564 Broadway New York City**

Calif. Solons Prep 7 Bills

SACRAMENTO, March 17.—The California Legislature reconvened this week and will remain in session probably until June. Outstanding proposals are:

State sales tax increase from 3 to 4 per cent.

State sales tax decrease from 3 per cent to 2½ per cent.

A State veterans' bonus which would be financed by a tobacco tax.

A cigarette tax of 2 cents a package to pay for greater State apportionments to the public schools.

A bill which would make any person who installs or maintains a machine for the vending of tobacco or tobacco products within 600 feet of the closest outer boundary of any school, guilty of a misdemeanor.

A tax on anyone owning or operating any cigar, cigarette or tobacco vending machine.

A bill which would require any vending machine used for the sale of cigarettes to be placed so that it is not accessible to the public, and to be operated only by the person in charge or an employee.

Coffee Org Plans To Hype Java Biz

NEW YORK, March 17.—Representatives of 10 Latin-American coffee-producing nations, comprising the board of directors of the Pan-American Coffee Bureau, have scheduled their annual meeting here April 16 to discuss advertising and related promotion plans for the fiscal year starting May 1. During the current fiscal year, according to Andres Uribe, PACB president, the bureau spent over \$1,500,000 in such promotion.

Of interest to coffee vender operators is that PACB will consider long-range plans, in addition to ad and various promotions, to build over-all consumption of coffee, especially in the U. S.

Fight Ban on Self Op Gas Pumps in Va. City

ALEXANDRIA, Va., March 17.—A city ordinance preventing the operation of self-service gasoline pumps here is headed for a court test.

Peoples Self-Service Gas Stations, Inc., has instituted proceedings here to nullify the ordinance. Two of the first witnesses called by the operator were Fire Chief George E. Courson, San Diego, Calif., and Inspector John L. Milton, of Alexandria's Fire Prevention Bureau. Both stated that there was "no basis" for opposing the operation of such stations because of any fire hazards.

Candy Sales Up

WASHINGTON, March 17.—Bureau of Census reported that January dollar sales of confectionery were about 21 per cent above the previous January's figure.

Based on preliminary estimates, increases in dollar sales ranged from 19 per cent reported by bar goods houses to 27 per cent reported by general line houses, Census said. Increase in poundage sales, however, was not so pronounced as in dollar volume, bar goods houses reporting an increase in poundage sales of only 6 per cent.

Total poundage sales increase amounted to 11 per cent, while dollar sales volume went up 21 per cent. Package goods poundage sales mounted 15 per cent, while dollar volume rose 20 per cent. Bulk goods: Poundage sales up 17 per cent; dollar sales up 25 per cent. General line: Poundage sales up 19 per cent; dollar volume up 27 per cent.

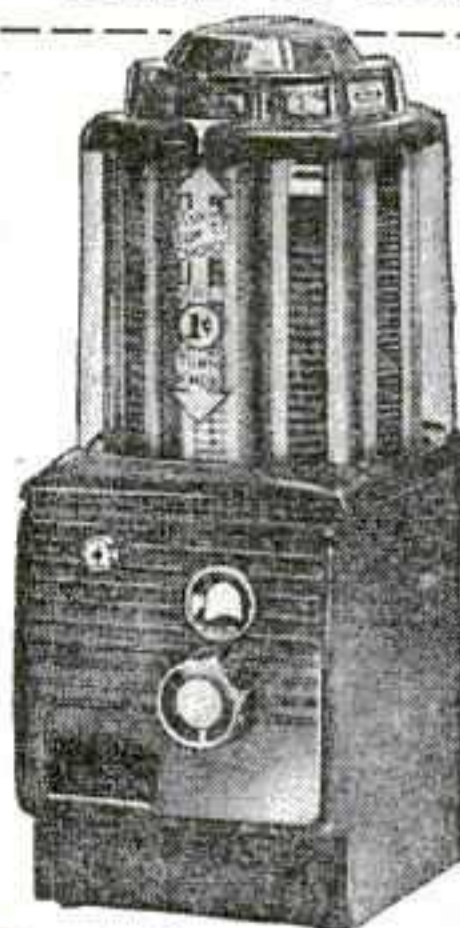
New Hydrox Agency

CHICAGO, March 17.—Hydrox Corporation announced the appointment of Dancer-Fitzgerald-Sample, Inc., as its advertising agent. Hydrox, a division of National Dairy Products, handles distribution of Sealtest ice cream in the Chicago area.

New Chase Sales Rep

ST. LOUIS, March 17.—Chase Candy Company announced the addition of L. W. Price to its sales force. Working out of Austin, Tex., he will represent the company in South-Central Texas.

OPERATORS —HERE IT IS!



Northwestern

**SELECTIVE TAB
GUM VENDOR**

A sensation from the start! It has everything operators want in a gum vender . . . big capacity . . . fast servicing . . . simple construction. It is a dependable, rugged machine. proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St Morris, Illinois

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

ALMONDS
California Vendsize, packed in 5 lb. vacuum sealed bins 30 lbs. per case, 79¢ LB. \$3.95 Can.

Plastic Charms, small, 1,000 \$2.75
Metal Colored Charms, small, 1,000 4.25
Plastic Charms, large, 1,000 3.25
Copper & Nickel, large, 1,000 5.25
Hand-Painted Imported Charms, per gr. 1.25
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Hep Cat" Buttons, 1,000 5.95

STANDS

All steel aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$3.25 each
EXTRA HEAVY STANDS
\$3.99 each**

We are factory distributors for all makes of VENDING MACHINES.
One-Third Deposit on All Orders.
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md

Northwestern

MODEL 49
\$16.95 Ea.
Special Quantity Price 100 or more
1¢ and 5¢ Immediate Delivery.

Also complete line of Vending N.U.S., Candy, Gum, Charms, Parts, Supplies.

Write for Price List.
1/3 with order, balance C. O. D.
BADGER SALES CO.
2251 West Pico Blvd., Los Angeles 6, Calif.

FOR SALE

Well established Cigarette Machine Route of 60 New Machines. No competition and locations for 200. Excellent territory. Live and make money where the temperature averages 70 year round. Terms arranged.

Owner having to return to service.
Address
BOX 1092
Wilmington, N. C.

VENDING MACHINE SALESMEN

New red-hot deal on Powdered Soap Dispenser. If experienced in selling operators "via" Business Opportunity ads, this is for you! Every operator repeats orders and keeps repeating. Absolutely no competition. State experience. Write **BOX D-465**

The Billboard Cincinnati 22, Ohio

RECONDITIONED VENDING AND CIGARETTE MACHINES

Oak's Acorn Vendors, 1¢ \$10.50
Northwestern Deluxe Merch-
disers 12.50
10 Column PX Cigarette Machines 90.00
9 Column National Cigarette Mach. 70.00
1703 Fifth Avenue
EMPIRE DIST.
Pittsburgh, Penna.

Immediate Delivery!
NEW Northwestern '49 Special

Cuts Costs and Servicing Time in Hall

Less Than 25¢ \$17.35
Less Than 100¢ \$17.15
Over 100¢ \$16.95

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 COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23, PA.
LOMBARD 3-2676

READY FOR DELIVERY NOW!

1¢ or 5¢
ACORN
ALL-PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** BRUSH HOUSING

Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave. Chicago 22, Ill.

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 machines

ALL THIS—\$10 PER 1,000

EPY
Samuel Eppy & Co., Inc.
31-15 144th Place, Jamaica 2, L.I. N. Y.

delicious **INDIAN BRAND**

PISTACHIO NUTS

RED—WHITE—NATURAL
Freshly Roasted and Salted
WRITE FOR PRICES

AGRESS NUT & SEED COMPANY
Thru St. at Third Ave., Brooklyn 15, N. Y.
MAin 4-3213

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games


Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
Advance Rolls (Genco) (roll-down)	\$35.00	\$49.50		\$29.50
Ali Baba (Gottlieb)	44.50	49.50		49.50
Alice In Wonderland (Gottlieb)		49.50		49.50
All Stars (Williams)	85.00	125.00	79.50	85.00
		140.00		125.00
Amber (Williams)				35.00
Aquacade (United)				80.00
Arizona (United)	149.50	175.00		
Baby Face (United)				85.00
Ballerina (Bally)	59.00	60.00		
Bally Hoo (Bally)				39.50
Bango (Chicago Coin)				39.50
Banjo (Exhibit)				50.00
Bank-a-Ball (Gottlieb)				165.00
Barnacle Bill (Gottlieb)		49.50	60.00	75.00
Basketball Chicago Coin	189.50	225.00	189.50	225.00
Basketball (Exhibit)				150.00
Basketball Champ (Chicago Coin)				80.00
Bat-A-Score (Evans)	175.00	220.00		
Beacon (Chicago Coin)				39.50
Bermuda (Chicago Coin)	15.00	15.00	35.00	29.50
			59.50	65.00
Big Top (Genco)				85.00
Bing a Roll (Genco) (roll-down)	90.00			89.50
Black Gold (Genco)				105.00
Blue Skies (United)	49.50	55.00		49.50
Boston (Williams)				125.00
Bowling Champ (Exhibit)				100.00
Bucaneer (Gottlieb)				49.50
				70.00
				95.00
Buffalo Bill (Gottlieb)		125.00		
Buttons and Bows (Gottlieb)	89.00	99.50		69.50
Canasta (Genco)	130.00	150.00		150.00
		159.00		
Caribbean (Williams)				34.50
Carnival (Bally)	89.00	89.50	89.50	110.00
		90.00		65.00
Carolina (United)				89.50
				75.00
				44.50
				75.00
				95.00
Carousel (Keeney)	15.00	15.00		
Catalina (Chicago Coin)				29.50
Champion (Bally)	345.00	385.00		349.50
	350.00 (2)	395.00 (2)		
	359.50	374.50		415.00
		425.00		
				375.00
				385.00 (2)
				395.00 (3)
				399.00
Champion (Chicago Coin)		89.50	95.00	125.00
Chico	34.50			34.50
Cinderella (Gottlieb)	34.50	49.50	44.50	49.50
Citation (Bally)	225.00	245.00	250.00	265.00
		250.00 (2)	275.00	279.50
		265.00		290.00
		269.50 (2)		295.00 (3)
		279.50 (2)		325.00
		299.50		
Cleopatra (Marvel)				69.50
Cover Girl (Gottlieb)				49.50
Crazy Ball (Chicago Coin)				49.50
Daily Races (Gottlieb)				39.50
Dallas (Williams)				95.00
Dew-Wa-Ditty (Williams)	49.50	49.50		
Dreamy (Williams)	149.50	160.00		
Entry (Bally)				60.00
Fighting Irish (Chicago Coin)	169.50			
Floating Power (Genco)	70.00	85.00	79.50	85.00 (2)
				95.00
Flying Trapeze (Gottlieb)	15.00	15.00		
Four Horsemen (Gottlieb)	169.50	185.00		
Football (Chicago Coin)				95.00
Freshie (Williams)	109.50	125.00		119.50
Georgia (Williams)	169.50	185.00		175.00
Gold Ball (Chicago Coin)				39.50
Gold Cup (Bally)	75.00	89.50	139.50	145.00
		145.00	165.00	169.50
				175.00
				39.50
				29.50
Gold Mine (roll-down)				29.50
Golden Gloves (Chicago Coin)	110.00			
Gondola (Exhibit)				74.50
Grand Award (Chicago Coin)	65.00			65.00
Harvest Time (Genco)	149.50	175.00		
Hawaii (United)	25.00			
Hit Parade (Marvel)				39.50
Hot Rods (Bally)	79.00	109.50	150.00	99.50
				124.50
				150.00
				195.00
Hot Tip (Keeney)	50.00			
Humpty Dumpty (Gottlieb)				29.50
Hy-Roll (Bally) (roll-down)				45.00
Jack 'n' Jill (Gottlieb)				69.50
				34.50
				75.00
Jamboree (Exhibit)	44.50	65.00		44.50
Jockey Club (Bally)	125.00			
Jockey Special (Bally)	89.50	95.00	95.00	100.00
				124.50
				125.00 (2)
				159.50
				125.00 (3)
Judy (Exhibit)				175.00
Just 21 (Gottlieb)	65.00	119.00	85.00	89.50
		129.50		79.50
				99.50
				109.50
				119.50
K. C. Jones (Gottlieb)				150.00
Kilroy (Chicago Coin)	15.00			15.00
Lady Robin Hood (Gottlieb)				60.00
Lariat				49.50
				55.00
				95.00
Leap Year (Marvel)	49.50			
Lexington (Bally)	295.00			
Line Up (Keeney)	32.50	32.50		32.50
Lucky Inning (Williams)	110.00			110.00
Lucky Star (Gottlieb)				65.00
Madison Sq. Garden (Gottlieb)				175.00
Magie (Exhibit)	59.50	59.50		
Major League Baseball (United)	39.50	49.00	39.50	45.00
		49.50		34.50
				49.50
				59.50
				65.00
Majors of '49 (Chicago Coin)				69.50
				49.50
				75.00

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
Manhattan (United)		\$30.00	59.50	
Mardi Gras (Genco)				29.50
				39.50
				50.00
				65.00
Marjorie (Gottlieb)				29.50
Maryland (Williams)				95.00
Melody (Bally)	\$39.50	49.00	69.50	
Melody Roll (Bally)				39.50
Mercury (Genco)		139.50		
Merry Widow (Genco)		34.50		34.50
Mexico (United)				65.00
Monterrey (United)		34.50		35.00
Moon Glow (United)		49.50		
Morocco (Exhibit)	34.50	42.50		34.50
Nifty (Williams)		189.50		210.00
Nudgy (Bally)				39.50
Old Faithful (Gottlieb)		119.50		
One, Two, Three (Mills)		54.50	59.50	54.50
Paradise (United)	44.50	49.50	49.50	75.00
Paradise (United)				44.50
Photo Finish (Universal)				75.00
				400.00
				350.00 (2)
				365.00
				375.00 (3)
Pin Bowler (Chicago Coin)		159.50	175.00	
Pinch Hitter (United)				69.50
Pinky				210.00
Play Box				50.00
Playboy (Gottlieb)	15.00	15.00		
Playtime (Exhibit)	99.50			
Pro-Score (Ponsler) (roll-down)				49.50
Puddin' Head (Genco)	54.50			49.50
Quarterback (Williams)	110.00	110.00	139.50	79.50
Rag Mop (Williams)	189.50			110.00
Rainbow (Williams)				210.00
				65.00
Ramona (United)		54.50	65.00	
Rancho (Bally)		49.00		
Red Shoes (United)		179.50		
Rio (United)		15.00	15.00	
Rip Snorter		119.50		145.00
Robin Hood (Daval)		34.50		34.50
Rocket (Bally)			185.00	
Rondeevoo (United)		39.50	39.50	
Round-Up (Gottlieb)		59.50	59.50	39.50
St. Louis (Williams)		99.50		85.00
Sally (Chicago Coin)		49.50	49.50	
Saratoga (Pace)				49.50
Samba (Exhibit)		34.50		34.50
Screwball (Genco)		39.50	49.50	39.50
				55.00
				65.00
Sea Isle (Chicago Coin)			59.50	
Select-A-Card (Gottlieb)	94.50	155.00	95.00	155.00
				95.00
				134.50
				155.00
Serenade (United)		64.50		
Shanghai (Chicago Coin)				44.50
Sharpshooter (Gottlieb)				60.00
Short Stop (Exhibit)	29.50	45.00		79.50
Show Boat				29.50
Singapore (United)				49.50
South Pacific				29.50
Special Entry (Bally)				124.50
				29.50
				49.50 (2)
				65.00
				75.00
				85.00 (2)
				95.00
				110.00
				139.50
Spinball (Chicago Coin)				39.50
Spot Bowler (Gottlieb)				39.50
Spot Lite (Gottlieb)				29.50
				399.50 (reg.)
				49.50 (spec.)
Starlite (Exhibit)				49.50
Star Series (Williams)				150.00
				165.00 (2)
				165.00 (2)
				165.00 (2)
				169.50 (2)
Stormy (Williams)				29.50
Summer Time (Gottlieb)	39.50	49.50	49.50	50.00
Sunny (Williams)				39.50
Super Hockey (Chicago Coin)				29.50
Sweetheart (Williams)				45.00
Tahiti (Chicago Coin)				90.00
Tally Ho (Genco)				99.50
Telecard (Gottlieb)				105.00
Tennessee (Williams)	39.50	80.00		120.00
Texas Leaguer (Keeney)				89.50
Three Feathers (Genco)				120.00
Three Musketeers (Gottlieb)				75.00
Thrill (Chicago Coin)	34.50	39.50	39.50	50.00
				50.00
				135.00
				135.00
				29.50

(Continued on page 84)



Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS. ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

STAMP FOLDERS
Direct From Manufacturer. UNLIMITED QUANTITIES—IMMEDIATE DELIVERY. Write for Prices.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

ADVANCE
21-A • Unit-C
STICK GUM and MINT VENDOR

Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 3 1/2" wide and 2 1/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1c or 5c, or 10c mechanism.

ORDER TODAY!

J. SCHOENBACH
DISTRIBUTORS OF ADVANCE VENDING MACHINES
1647 Bedford Ave., Brooklyn 25, N. Y.

Charms 

Paul A. Price Co.
220 Broadway, New York 38, N. Y.

GIVE TO THE RUNYON CANCER FUND

5 Seconds

is all you need to change the unit sale from 10c to \$1.50 (if necessary) with the

NATION'S FINEST CIGARETTE VENDOR
Feather-Touch All Electric
CUSTOM SMOKESHOP '612'

A simple adjustment (a Smokeshop exclusive) makes it possible to vend cigarettes at any price. Eliminates all expensive conversion costs. A great feature in these days of fluctuating prices and . . .

One Of The Many Reasons Why **CUSTOM SMOKESHOP '612' IS YOUR BEST BUY**

LARGEST CAPACITY
9 Double Columns Hold 612 Packs

AUTOMATIC PRODUCTS CO.
250-B West 57th Street, New York 19, N. Y.
PLaza 7-3123-4
Factory: Minneapolis, Minn.

CUSTOM SMOKESHOP '612'
still only \$229.50
F.O.B. Minneapolis, Minn.
Accepts Nickels, Dimes and Quarters. Changemaker Optional.

SOME DISTRIBUTOR AND SALESMEN TERRITORY STILL AVAILABLE

Tear Out And Mail Ad For Further Details



THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 83

Amusement Games

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
Total Roll (Genco)	35.00	39.50	19.50	25.00
Trade Winds (Genco)	29.50 34.50		29.50 (2) 55.00	29.50 55.00
Trinidad (Chicago Coin)	29.50		29.50 34.50	50.00 59.50
Triple Action (Genco)	34.50 55.00		29.50 55.00	29.50 49.50
Tropicana (United)				55.00
Tucson (Williams)		100.00		29.50
Tumbleweed (Exhibit)		125.00	125.00	
Utah (United)	104.50			109.50
Victory (Bally)	49.00			
Victory Derby (Bally)		35.00		
Victory Special (Bally)		59.50 65.00		
Virginia (Williams)	39.50	39.50	29.50 65.00	29.50
Whirl-A-Ball (Amusement Enterprises)	12.50	12.50	12.50	12.50
Wisconsin (United)	34.50 39.50	39.50	29.50 34.50	29.50
Yanks (Williams)	45.00 49.50	49.50	39.50 65.00	39.50

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
Ace Bomber (Mutoscope)	\$125.00 150.00	\$150.00		
Air Hockey	385.00			
Air Raider (Keeney)	125.00	125.00	\$125.00	\$100.00
Astroscope	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)	125.00 150.00	150.00	150.00	150.00
Ball Grip	85.00			
Bally Bowler (Bally)	65.00	65.00	65.00	65.00
Bang-A-Filly (Edelman)	65.00	69.95		
Bank Ball (Amusement Enterprises)				150.00
Batting Practice (Scientific)	75.00	75.00	75.00	75.00
Bear Gun (Seeburg)	375.00 395.00	375.00(2)	374.50 375.00	375.00
Big Inning (Bally)	169.50 225.00	189.50		
Blood Pressure Gauge				150.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-A-Score			75.00	75.00
Box Score (Daval)		49.50		
Baking Machine (Mutoscope)		199.95		
Caille-O-Scopes	69.50			
Candid Camera	15.00	15.00	15.00	15.00
Challenger (ABT)	19.50 20.00	20.00	20.00	20.00
Chicken Sam (Seeburg)	95.00	79.50 95.00	69.50 95.00	95.00
Dale Gun (Exhibit)	75.00 95.00	60.00 79.50	49.50 95.00	85.00 95.00
	115.00 125.00	95.00 125.00	129.50 (late)	129.50 (late)
Deep Sea Raider	129.50	129.50		
Diggers (Exhibit)	29.00	29.00		
Drive Mobile (Mutoscope)	95.00 99.50	95.00	95.00	95.00
Flying Saucers (Mutoscope)	174.50			
Goalee (Chicago Coin)	59.50	89.50 95.00	75.00 125.00	125.00
Grip Vue (Silver King)	125.00 (2) 17.50	125.00	17.50	17.50

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
Heavy Hitter (Bally)	50.00 65.00	65.00	65.00	60.00
Hi Ball (Exhibit)		60.00	60.00	60.00
Hockey (Seeburg)		59.50		
Hockey (Chicago Coin)	75.00 79.50	95.00	95.00	95.00
Hollycrane (Como)		495.00 (late)		
Irish Poker Pool				90.00
Jack Rabbit (Amusement Corp.)	100.00	100.00	100.00	100.00
Kicker & Catcher (Baker)	18.50	5.00 18.50		
Lite League (Amusement)	75.00			
Love Pilot (Mutoscope)	95.00			
Magic Pen	125.00	125.00	125.00	125.00
Mercury Deluxe 13-way				
Gripper	65.00			
Monkey Shines Ray Gun	175.00			
Panorams	150.00 235.00	99.00 150.00	250.00	250.00
	250.00	250.00		
Peek (Shipman)				35.00
Periscope	125.00	125.00	125.00	125.00
Phil Toboggan Ski Ball	525.00	525.00	525.00	
Photomatic (Mutoscope)	375.00 695.00	375.00 795.00	375.00	375.00 795.00
	795.00 (late)	(late)	795.00 (late)	(late)
Photomatic '47				
(Mutoscope)		695.00		
Pistol Pete (Chicago Coin)	100.00	94.50 150.00	150.00 159.50	150.00 159.50
	150.00 (2)	159.50 189.50		
Pitch 'Em & Bat 'Em	225.00 (2)	169.50 225.00	225.00	225.00
Pool Table (Edelco)	75.00 79.50	79.50	75.00 189.50	75.00
Quizzer	124.50 125.00	124.50	95.00 125.00	125.00
Rabbit and Bear (Seeburg)		275.00		
Rapid Fire (Bally)	85.00 95.00	85.00	85.00	85.00
Ray Gun (Seeburg)		25.00		
Recordio (Wilson-Gay)		175.00		
Rifle Range (ABT)		299.95		
Robco Vibrators	49.50			
Rocket Busters	65.00	65.00		
Rotary Claw	199.50 225.00	225.00	225.00	225.00
Rotary Pusher	219.50 275.00	275.00	275.00	275.00
Seven High (Edelman)	49.50 (2) 75.00	49.50(2)	49.50	49.50
		75.00(2)		
Shoot the Bear (Seeburg)	375.00 410.00	395.00		
Silver Bullet (Exhibit)	195.00 (2)	195.00 225.00	195.00	195.00
Six Shooter (Exhibit)	289.50 295.00	295.00		
Skee Ball (Wurlitzer)	150.00	150.00	150.00	150.00
Skee Roll (Wurlitzer)				150.00
Sky Fighter (Mutoscope)	95.00 120.00	125.00		
Solar Horoscope		110.00		
Speedway Bombsite				175.00
Spitfire (Genco) (Scientific)	15.00	15.00	15.00	15.00
Standard Metal Typer	349.50	349.50	349.50	362.00
Super Bomber (Evans)	195.00	195.00		
Targets (ABT)		5.00		
Ten Strike (Evans)	44.00 75.00	75.00	50.00 75.00	75.00
3-Way Gripper				
(Gottlieb)	18.50	18.50	18.50	18.50
Tommy Gun (Evans)	85.00			
Undersea Raider (Bally)		95.00		
Vitalizer (Exhibit)	95.00	95.00	95.00	125.00
Voiceograph (Mutoscope)	395.00	395.00(2)	395.00	395.00
Western Baseball	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific)	85.00	85.00	85.00	85.00

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
AIREON				
Deluxe	\$45.00 95.00	\$45.00 95.00	\$ 79.50 95.00	\$79.50 95.00
Fiesta	125.00	125.00	125.00	125.00
AMI				
Model A	364.00 375.00	375.00 395.00		375.00
	395.00	525.00		
Model B	495.00 (2)		550.00 575.00	475.00 550.00
Streamliner	65.00	65.00	65.00	65.00
FILBEN				
Filben	175.00	175.00		
Hideaway		299.95		
Maestro		375.00		
30 Record	225.00			
MILLS				
Constellation	225.00 297.50			
Empress				65.00
PACKARD				
Chrome Packard			20.00	20.00
Hideaway	125.00	125.00	125.00	125.00
Manhattan '47	199.00	199.00	219.00 285.00	249.00
7	75.00	75.00	79.50 124.50	79.50
ROCK-OLA				
Commando	49.00	49.00	69.00	49.00
Deluxe	85.00	85.00	75.00 85.00	85.00
Deluxe '39	50.00 69.00	50.00 69.00	69.00 75.00	69.00 75.00
			79.50	79.50
E 1411	175.00			
Master '40	50.00 69.00	50.00 69.00	49.00	69.00
	79.00			
Master '45			79.50	79.50
Playmaster	79.50	79.50	79.50	79.50
Premier			49.50	
Standard '39	50.00 69.00	50.00 69.00	69.00 79.50	69.00 79.50
	75.00	75.00		
Super			85.00	
Super '40	50.00 69.00	50.00 69.00	69.00 79.50	69.00 79.50
'47	275.00	275.00	275.00	275.00
1422	155.00 175.00	185.00 169.50	234.50	169.50
	185.00 275.00	219.50 225.00		
		234.50		
1426	250.00 275.00	189.50 239.00	239.00	239.00
		250.00 269.50		
		275.00		
1428	469.50	400.00 449.50	469.50 475.00	400.00 475.00
		469.50 475.00		
1428 M Glow	395.00	395.00		
SEEBURG				
Cadet	50.00 (2)	50.00		50.00
Cellar Unit	100.00	100.00		
Classic	50.00 (2) 69.00	50.00 69.00	50.00 69.00	69.00 69.00
Colonel	50.00 69.00	69.00 69.50	65.00	69.00 69.50
	69.50			
Commander	50.00 59.00			
Envoy	65.00	65.00		
Gem			79.50	79.50
H 146 M Hideaway	249.50 259.00	250.00 254.50	259.00 259.00	250.00 259.00
		259.00		
Hightone ES	59.00	59.00	59.00	59.00
Hightone RC	45.00 69.00	69.00	79.00	79.00
Lotone	45.00 65.00	25.00 65.00	79.50	79.50
			50.00 79.00	79.00 79.50
Major	50.00 79.00	79.00	79.50	
Mayfair	50.00	50.00	50.00	50.00
Regal	50.00 59.00	59.00	50.00 59.00	59.00
Victory	39.50		39.50	
Vogue	50.00 (2)	50.00	50.00 69.50	79.50
			79.50	
47			299.50	

Union Dispute

Continued from page 71

The coinmen admitted they were unable to ascertain the teamsters jurisdiction over office help and clerks. The local would make no comment other than to say it was an "official picket line." A spokesman for the retail clerks, also AFL, said that no pickets had been placed on the spots and confirmed the fact that clerks were within their jurisdiction.

While Local 396 has placed the pickets, one at each store, deliveries have been made to both stores since the picketing started several days ago. A spokesman who asked not to be identified said that one truck driver had called his company to ascertain the reason of the picketing and was advised to make the delivery.

Jurisdiction

Sherry, whose IBEW is now issuing stickers for the juke boxes on many routes in the area, said that an injunction had been issued in 1949 and that contempt proceedings would be started within the next few days. According to Sherry, his union has been given the right to represent the coin-operated machine men. He termed the picketing as part of a jurisdictional dispute.

So. Carolina Biz

Continued from page 71

In the area. Coin ops should have their best year in this section.

At Charleston, ops report grosses have been better than ever, and they point to a coming election as a probable cause.

In the cotton belt, too, the situation looks good. Coinmen in and around Orangeburg say their take should materially increase when the sales start paying off.

Beach trade should be good, probably up from last season.

The distribution situation doesn't look so good. Distributors say machines are bound to be in short supply before much longer.

IMMEDIATE DELIVERY



Aluminum Discs for GROETCHEN TYPERS

Guaranteed \$11.00 Per Perfect 1,000

1/3 Deposit With Order

TREMAX INDUSTRIES, Inc.

Successors to

Max Glass Distributing Co.

914 Diversey Chicago 14, Ill.

SHUFFLEBOARD SUPPLIES

- FAST WAX, case (12) \$ 4.50
- PUCKS 12.00
- SCORE SHEETS, 10 pads 7.50
- SHUFFLE GAME WAX, case (12) 3.30
- FLUORESCENT LIGHTS, pair 17.50
- USED WALL-TYPE SCOREBOARDS 79.50

WIRE-WRITE-PHONE

PURVEYOR SHUFFLEBOARD CO.

4322-24 N. Western Ave., Chicago 18, Ill.

Uniper 8-1814

PREMIUMS OF ALL KINDS

SALESMEN

EARN \$1,000.00 UP WEEKLY National Sales Organization has openings for top-notch men experienced in selling through Business Opportunity Ads. Capable men can earn \$1,000 up weekly. Must be able to finance self and free to travel. State past experience and last connection. This is not a vending machine deal. Our product is nationally advertised in leading magazines. All inquiries strictly confidential. Write or Wire BOX 149, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis 1, Mo.

ROUTE FOR SALE

Located at the foot of the Ozarks. Draws from two colleges and has a radius of 25 miles. Route has paid for itself in 24 months, plus \$8,500.00 of new equipment added. Has 43 locations with music, 5 and 1 Ball and Arcade Equipment, or about 100 pieces of good equipment and shop. Price \$20,000.00. For further information write MIDWEST MUSIC CO., Main and Ark., Russellville, Ark.

FOR SALE

5 Seeburg Shoot the Bear Ray Guns, latest serial numbers, like new, \$350.00 each. 1/3 deposit, balance C. O. D.

JACK KLEIN

Ash Street Georgetown, Texas



EASTER Greetings

... From FIRST Distributors Wally Finke, Joe Kline & Staff

Country's Largest Stock of SHUFFLEBOARD GAMES

- All Guaranteed Perfect! Completely Re-conditioned! Cabinets Refinished! Playing Fields Resurfaced!
- Keeney 4 Player LEAGUE BOWLER \$285
- United SKEE ALLEY 229
- Chi. Coin TROPHY BOWL 195
- Univ. SUPER TWIN BOWLER 185
- Chi. Coin BOWLING CLASSIC 185
- Bally SHUFFLE CHAMP 169
- Un. SHUFFLE ALLEY EXPRESS (with rebound conversion & complete new playing field installed) 169
- Keeney KING PIN 145
- Bally SPEED BOWLER 14

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
146	315.00	295.00	249.50	299.00
146 M	269.00	275.00	299.00	299.00
146 S	195.00	249.00	250.00	249.00
147	329.50	275.00		
147 H	269.00			
147 M	295.00	309.00	295.50	339.50
147 MA	325.00	349.00	350.00	350.00
147-BM	350.00			
147 S	250.00	274.00	299.50	299.50
148 M	409.00 (2)	395.00 (2)	385.00	409.00
H 148M Hideaway	395.00	409.00		
148 ML	359.00	359.00	359.00	299.50
146-148M	415.00	449.00	425.00	449.00
148 SL	329.00	329.00		
H 146 M RC Spec.	395.00	395.00	395.00	329.00
H 246M Hideaway	225.00	255.00		
1941 RC Special	75.00	99.00	75.00	99.00
1946 Hideaway	50.00	50.00	69.50	110.00
7850	69.50	69.50	69.50	79.50
8200 Hideaway	50.00	69.50	69.50	79.50
8800	50.00	69.50	69.50	79.50
9800	50.00	69.50	69.50	79.50
WURLITZER				
Colonial	95.00	95.00	129.50	95.00
24	65.00	65.00	65.00	79.50
41	79.00			79.50
42-500	50.00	75.00	50.00	75.00
61	50.00	85.00	50.00	85.00
61	50.00	85.00	79.95	79.50
500	50.00	75.00	50.00	75.00
600	50.00	75.00	50.00	75.00
600K	79.00	125.00	89.95	69.00
600R	59.50	69.00	64.00	69.00
616	40.00	65.00	40.00	65.00
700				65.00
750	125.00	195.00	139.95	79.50
750E	50.00	96.00	96.50	134.50
780	115.00			125.00
800	129.00	129.00	129.00	129.00
800	75.00	89.50	75.00	124.50
850	79.50	89.00	89.00	129.95
850E				89.00
950			149.95	79.50
1015	249.50	265.00	269.50	275.00
	289.00	289.50	289.00	275.00
	295.00	310.00	289.50	289.50
			295.00 (3)	295.00 (2)
			299.50	
1017	224.50	224.50		
1080	289.00	295.00	269.50	289.00
			295.00	289.00
1100	394.00	395.00	395.00	425.00
	424.00	450.00	469.00	425.00 (2)
	459.00	495.00	485.00	469.00
				469.00
			495.00	525.00
1250	597.00	599.00	565.00	675.00
Victory	39.00	39.00	69.50	39.00

(Continued on page 86)

Bowl-o-Matic

• Continued from page 71

skedded for formal introduction to the trade at the Music Operators of America convention in Chicago March 19-21.

Those same dates will also bracket the introduction of Bowl-o-Matic to operators in the Midwest. Cohn has scheduled a showing of the 18-foot unit at the Palmer House, in Chicago, paralleling the run of the music confab.

At that time, said Cohn, he expects to complete his roster of distributors for regional sales of the bowling game. To date only one outlet has been named—Lou Wolcher's Western Distributors, covering California, Nevada, Oregon and Washington.

Meanwhile, first shipments of the coin game have been made to the Pokingo Arcade here. Four units are to be placed in operation at the Times Square establishment today, according to Nat Choderker, arcade manager.

Bowl-o-Matic utilizes fly-away pins to foster the illusion of standard bowling. Balls aimed at the pins pass across roll-over bars to actuate the pin mechanism and register hits and scores on the backglass. Average play time is said to run one to one-and-a-half minutes.

The backglass and roll-over shield is fabricated of half-inch plexiglass, considered strong enough to withstand the blows of misdirected balls without damage. Servicing of the "head" assembly is from the front. Balls are returned to the player thru a lift-up door "at arm's length."

Cohn disclosed that his Natco Sales Company has also taken over distribution of Williams game equipment in this territory. His former arrangement with the manufacturer covered only the Music Mite.

Ring To Tee

• Continued from page 71

Jacksonville, and exports to Cuba where he maintains an office in Havana.

While the story of Taran's coin machine career is fairly well known, his interest in golf is rapidly becoming a legend.

Just as many other coin machine personalities have turned their hand at helping youth programs, charitable drives and civic programs, so Taran has participated in these activities. He recently purchased Trija Golf Club, Inc., and has undertaken the task of "bringing golf to the people who can't afford to spend several hundred dollars for clubs, hire caddies and pay high green fees."

A revolutionary development in golf, the Trija outfit, ranging in price from the Trija Jr. at \$24.95 to the regulation set at \$44.50, features only one shaft with four different heads which allow the complete range from woods to putter. The set can easily be carried and Taran markets them in short, medium and long lengths, extra long for the real tall player, and plans to bring out a special set for youngsters.

While Trija will be given to regular sports goods outlets, Taran is now appointing many of his distributor friends in the coin machine field as reps for the unit. He says their knowledge of ballyhoo and their ability to sell can help develop his program, to place golf within the reach of every American's pocketbook.

Music Interest

• Continued from page 71

and Twin Shuffle, Universal's Twin Bowler, and United's Shuffle Alley Express. The Bally Shuffle Bowler also appeared in high demand.

In music equipment, 5 per cent of the prices listed were up and another 3 per cent showed lower quotations. Those listed slightly up were Rock-Ola's 1426, Seeburg's 148M, and Wurlitzer's 600, 750 and 1015. Interest in Wurlitzer's 1100 continued to mount, with six different distributors advertising this product.

Arcade Units

Of the 99 different arcade pieces offered for sale in distributor ads, 5 per cent carried higher quotations while the remainder were the same as in last week's Index. Special interest was indicated in Seeburg's Bear Gun and Shoot the Bear units (up \$15 to \$20), Panarams and Exhibit's Dale Gun.

Vending price listings continued most stable, with virtual identical listings for products the past two weeks.

Yes, You Always Gain at World Wide, Your Exclusive Distributor for KEENEY, ROCK-OLA, EXHIBIT, WILLIAMS

Exhibit Dale SIX SHOOTER
Authentic Western same for repeat play. Nickel or Dime play.

Williams DOUBLE HEADER
Fast, exciting, different! Hot for every spot. Proven money-maker wherever it's been placed. Write!

Exhibit GUN PATROL
Timely as the "H" bomb. Location proven on thousands of spots. Realistic battle scene. Flashes simulate bombs.

Reconditioned SHUFFLE GAMES Guaranteed

United TWIN SHUFFLE ALLEY	\$245	Exhibit STRIKE*	\$75
Keeneey DOUBLE BOWLER*	210	Williams BOWLER	40
Univ. DELUXE TWIN BOWLER	225	Genco GLIDER	30
Chicago Coin BOWLING CLASSIC*	185	Keeneey PIN BOY	30
Bally SPEED BOWLER*	125	Williams TWIN SHUFFLE	45
Gottlieb Bowlette	95	Bally SHUFFLE BOWLER	40
Chicago Coin SHUFFLE BASEBALL	75	BOWLING LEAGUE	35
Williams DELUXE BOWLER*	75	SHUFFLE ALLEY	45

*Complete with flyaway Pins

NEW PIN GAMES

Genco TRI SCORE
Genco STOP & GO
Gottlieb MIN.
STREL MAN
Chicago Coin
THING
Williams
SHOO SHOO

ATTENTION

EXPORT BUYERS

ALL your needs from ONE source of supply

We are exclusive representatives for leading manufacturers.

We own the largest stock of Coin Machines in the world.

Don't be misled... deal with the most reputable CONCERN. It always costs less!

The Finest ONE BALLS

Available

Bally CHAMPIONS
CITATION
GOLD CUP
ENTRY
TROPHY
LEXINGTON
UNIVERSAL
Universal
PHOTO FINISH

WILLIAMS MUSIC MITE

10 Record / 45 R.P.M. selective phono. Best by test in all locations where space is at a premium. Here is a profit combination... good looks and superb performance.

Rock-Ola '50-'51 ROCKET PHONOGRAPH

Years ahead of its time, plays 45 or 78 RPM records. Handsome eye-catching cabinet. What a phonograph! What a price!

MISCELLANEOUS EQUIPMENT

Exhibit SILVER BULLET... \$195
Williams STAR SERIES... 195
Exhibit DALE GUNS... 125
Mutoscope SKY FIGHTER... 95
Bally HEAVY HITTER... 50
Genco ADVANCE ROLL... 35
Genco TOTAL ROLL... 35
Baker KICKER & CATCHER, 16, new... 33
Seeburg BEAR GUNS... Write

100 FIVE BALL FLIPPER GAMES

Free Play Fully Record. \$50 Ea.

WANT TO BUY

Bally HOT ROD
Seeburg M100
Seeburg SHOOT THE BEAR

Keeneey CONVERSIONS

For every Shuffleboard, Ask the smart operator who uses them.

Keeneey BOWLING CHAMP Keeneey 4 WAY BOWLER

Fully Automatic—Hi Score—Jumbo Pins—Automatic Puck Return—Fast Action—Scores All Split Shots



SKEE-BALL

REG. U. S. PAT. OFF.

STAYS LONGER ON LOCATION

AND THAT MEANS

MORE REAL INCOME FOR YOU

OVER THE LONG PULL

* * *

If It's Profits You Want—Write

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL ST.

PHILADELPHIA 44, PA.

Manufacturers & National Distributors

NOW WITH 10c SLOTS AT NO EXTRA COST

YOUR RELIABLE DISTRIBUTOR

Bally Turt King	Write	RECONDITIONED GAMES
Universal Winner	Write	United Shuffle Alley, fly-away pins
Universal Photo Finish	\$375.00	Williams Twin Bowler
Champion	375.00	Keeneey Ten Pins
Citation	279.50	Keeneey King Pin
Jockey Special	159.50	Bally Carnival
Special Entry	110.00	Gottlieb Bowlette
		Universal Twin, fly-away pins
		Chicago Coin Pistol Pete
		Date Guns, latest triple switch model

NEW EQUIPMENT

Genco—Williams—Chicago Coin
NEW KEENEY ELECTRIC CIGARETTE VENDORS

Terms: 1/2 Dep. O. Bal. C. O. D.

Write for complete list and prices of Arcade Equipment Cigarette Vending Machines, Coin Counters and Changers

AUTOMATIC COIN

MACHINES & SUPPLY CO.

TELEPHONE: Capitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

FOR SALE

CHAMPIONS... CITATIONS
PHOTO FINISH and others

Extra Clean Machines

Call Mr. Hawes 2681
For Right Prices

Also

New WINNERS

Heath Distributing Company

243 3rd

Macon, Ga.

NEW 5-BALLS
STOP AND GO
MINSTREL MAN
THE THING
SHOO SHOO

WE CAN SUPPLY
All Makes and Models of
Reconditioned Phonographs
and Games.
GUARANTEED!

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARmitage 6-5005 • CHICAGO 47

Division of ATLAS MUSIC CO.
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 211 NINTH ST., DES MOINES 9

WRITE FOR PRICES
Games, Premiums,
Parts, Vending, Etc.

EVERYTHING
NEW
AND
RECONDITIONED

WANTED!
5 Balls, Guns, 1 Ball,
Arcade, Digger,
Late Phonometrics
list. Cash or trade. Send

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 4-3620 • CHICAGO 22, ILL.

Look at the GREATLY REDUCED PRICES in This USED EQUIPMENT LIST

Every Machine in Exceptionally Good Condition!

These Shaffer prices are as low as you will find anywhere for used equipment in such good shape. Every machine is in top working order—the kind of a buy you seldom run across these days. Rush your order TODAY and save money.

POST WAR PHONOGRAPHS

SEEBURG		WURLITZER	
148-ML	\$425.00	"1100"	\$425.00
148-M	375.00	"1015"	249.50
147-148-M	335.00		
147-MA	315.00	ROCK-OLA	
147-M	315.00	"1428"	\$375.00
146/148-M	315.00	"1422"	149.50
146/147-M	300.00		
H-148-M Hideaway	300.00	AMH	
147-S	299.50	Model "A"	\$375.00
146-M	279.50		
H-246-M Hideaway	269.50	PACKARD	
146-S	259.50	Manhattan	\$159.50
H-146-M Hideaway	250.00		

PRE WAR PHONOGRAPHS

SEEBURG		SEEBURG		WURLITZER	
LoTones	\$79.50	Vogue	\$49.50	"750-E"	\$99.50
HiTones	69.50	Commander	49.50	"850"	79.50
"41 RC Special	79.50	Regal	49.50	"500"	59.50
Colonel	59.50	Royal	39.50	"600" Victory	50.00
Envoy	59.50	Plaza	39.50	"616"	39.50
Concert Grand	59.50				
Mayfair	49.50	MILLS		ROCK-OLA	
Classic	49.50	Throne	\$45.00	Super 40	\$55.00
Casino	49.50	Empress	45.00	Commando	49.50
				'39 Deluxe	39.50

ARCADE EQUIPMENT

Seeburg Ray-O-Lite	\$339.50	Genco Baseball Shuffle	\$69.50
Q. T. Pool Table	195.00	United Shuffle Alley	69.50
Wilcox-Gay Recordo-Gram	149.50	w/Fly Pins	125.00
Wax-O-Matic Shiner	129.50	Williams Twin Bowler	69.50
Williams Deluxe Bowler	125.00	Gottlieb Robinhood	39.50
Chicago Coin Baseball	99.50	Grip Scale	19.50
		Genco Whizz	19.50

NEW QUIZETTES

Lots of 200 \$3.00 each

Terms: 50% Certified Deposit, Balance C.O.D.

All Items Subject To Prior Sale.

SHAFFER MUSIC CO.

Columbus, Ohio
606 S. High St.

Wheeling, W. Va.
2129 Main Street

Cincinnati, Ohio
2333 Gilbert Ave.

Indianapolis, Ind.
1327 Capitol Ave.

TURF KINGS

Write

WARREN TUNIS
Tel.: Glendale 1129

Omaha, Neb

215 N. 25th St.

YOUR AUTHORIZED DISTRIBUTOR

For ...

BALLY
TURF KING

Wisconsin, Indiana,
Northern Illinois

For ...

WURLITZER
PHONOGRAPHS

1400 — 1450
N. Illinois, N. W. Indiana,
Berrien County, Michigan

For ...

SMOKESHOP

by
Automatic Products
PERMO, INC.
Phonograph Needles

For ...

CHICAGO COIN
HIT PARADE and
BAND BOX

Wisconsin, N. Indiana,
Illinois

GOVEN

distributing company

3181 Elston Chicago 18, Ill.
INdependence 3-2210

Authorized Distributors for
Bally and WURLITZER
Products Phonographs

All Equipment Thoroughly
Serviced or Reconditioned
by Our Trained Staff.

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 85

• Shuffle Games

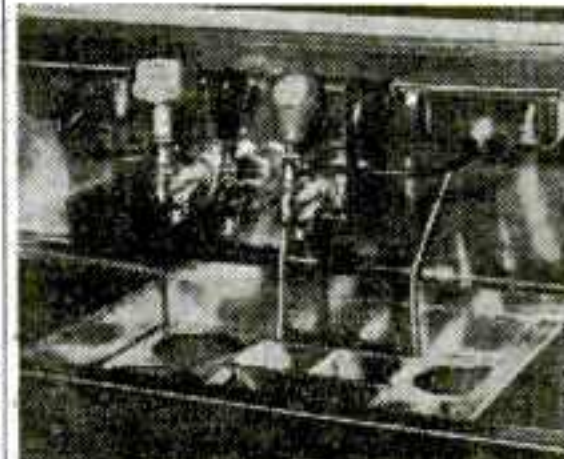
Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
ABC Bowler (Keeney)	\$79.00			\$62.50
Ace Bowler (Chicago Coin) ..	175.00			159.50
Baseball (Chicago Coin) ...	50.00 75.00 (2)	\$50.00 75.00	\$89.50	45.00 75.00
	89.50		89.50	89.50
Baseball (Genco)	69.00	79.50		
Baseball (Nation Wide)				99.50
Bowl-A-Line (Genco)		99.95		
Bowler (Williams)	40.00 45.00	40.00 45.00		30.00
Bowlette (Gottlieb)	49.50(2) 59.50	40.00 59.50	42.50 59.50	42.50 75.00(2)
	69.50 75.00	75.00 89.50	75.00 89.50	89.50 105.00
	89.00 89.50	95.00 135.00(2)		
	95.00 (2)		135.00	
	135.00			
Bowling Alley (Chicago Coin) ..	49.50	65.00 69.50	59.50 w/p	57.50 80.00
	55.00 w/p	99.50 w/p	80.00 94.50	89.50 w/p
	65.00 95.00			99.50
	135.00 w/p			120.00 w/p
Bowling Champ (Gottlieb) ...	39.00			
Bowling Classic (Chicago Coin) ..	185.00 (2)		129.50	190.00
Bowling League (Genco) ...	35.00 37.50	35.00 37.50	37.50 39.50	25.00 37.50
	49.50	39.50 49.50		
		79.50 w/p		
Deluxe Bowler (Williams) ...	75.00 80.00	75.00 80.00	145.00	79.50 105.00
	89.50 (2) 95.00	99.50 w/p		
		145.00		
Deluxe Twin Bowler (Universal)	225.00			
Double Bowler (Keeney) ...	195.00 210.00	195.00		220.00 225.00
Double Header (Williams) ...	150.00	149.50	139.50	
Double Shuffle Alley (United)		89.50		124.50
Duck Pins (Keeney)	150.00	150.00		
Four Player League Bowler (Keeney)	285.00	275.00		
Glider (Genco)	30.00	30.00	34.50	20.00 34.50
				44.50
King Pin (Keeney)	50.00 145.00	50.00 140.00	140.00 165.00	140.00 165.00
	165.00	165.00		
League Bowler (Keeney) ...			378.50	
Lucky Strike (Keeney)	30.00 47.50	30.00 39.50	47.50 59.50	30.00 47.50
	50.00 59.50	47.50 50.00	89.50 w/p	59.50 85.00
	69.50 w/p	59.50	145.00	89.50 w/p
	85.00	69.50 w/p		
	85.50 w/p	85.00		
		89.50 w/p		
		145.00		
Shuffle Alley (United)	35.00 37.50	30.00 37.50	37.50 50.00	30.00 37.50
	38.00 45.00 (2)	38.00 49.50(2)	69.50 w/p	49.50 (2) 50.00
	49.50 50.00	69.50 w/p	75.00	69.50 w/p
	69.50 w/p	79.50 w/p (2)	129.50 w/p	89.50 w/p
	74.50	89.95		129.50 w/p
	129.50 w/p	129.50 w/p		
Shuffle Alley Express (United)	114.50 124.50	125.00(2)	139.50 145.00	99.50
	125.00 145.00	145.00		104.50 w/p
	169.00			125.00 129.50
				145.00
Shuffle Bowler (Bally)	40.00 49.50 (2)	40.00 49.50	49.50 82.50 w/p	49.50 (2) 69.50
	50.00 55.00	50.00		82.50 w/p
	82.50 w/p	82.50 w/p		
Shuffle Champs (Bally) ..	139.50 169.00	139.50		
Shuffle Jungle (Rock-Ola) ...	37.50 59.00	37.50	37.50	37.50
Shuffle Lane (Rock-Ola) ...	37.50	37.50 39.50	34.50 37.50	37.50
Shuffle Slugger (United) ...				129.50
Skee Alley (United)	239.00			
Speed Bowler (Bally)	94.50 w/p	94.50 99.50	94.50 w/p	94.50 w/p
	114.50 124.50	125.00(2)		110.00 125.00
	125.00 145.00	145.00		149.50
	159.00			
Strike (Exhibit)	75.00 195.00	75.00		99.50 (2)
	(new head)			
Super Shuffle (United)	50.00	49.50 50.00		
Super Twin Bowler (Universal)	119.50 150.00	139.50 150.00	119.50	169.50
	185.00			
Ten Pins (Keeney)	49.50 64.50	49.50 64.50	64.50 89.50	64.50 w/p
	89.50	89.50		89.50
Trophy Bowl (Chicago Coin) ..	195.00			219.50
Twin Bowler (Universal)	65.00 89.50	65.00 69.50	75.00 124.50	80.00 114.50
	115.00	89.50	169.50 w/p	124.50
	169.50 w/p	99.50 w/p		169.50 w/p
	175.00	169.50 w/p		
Twin Express Rebound (United)			245.00	249.50
Twin Shuffle Alley Rebound (United)	179.50 245.00	275.00		
Twin Shuffle (Williams) ...	35.00 45.00	35.00 39.50	89.50	35.00 39.50
	59.00 65.00	45.00 89.50		89.50
Two-Player Shuffle Alley Express (United)				219.50

TAP MIXERS

fit hand-in-glove with Your Operation!



Any tavern location that now carries your coin operated equipment is a natural for TAP MIXERS . . . In fact, any tavern in your operating area is a definite and interested prospect!

TAP MIXERS make big extra money for you, and save, literally, thousands of dollars for your locations. Here are some typical bona fide examples: A case of Coca-Cola costs the tavern 96¢. The same amount, through TAP MIXERS, costs 34¢, a saving of 62¢ on every case. Soda costs the location \$1.50 a case. With TAP MIXERS, the cost for the equivalent amount comes to a phenomenally low 5¢, a saving of \$1.45 on each and every case. The same big savings for ginger ale or any other carbonated drinks, plus better quality, better carbonated drinks and, what's more, it eliminates the nuisance and danger of bottled beverages, saves storage space and extra handling.

A Natural Companion-Piece for TAP MIXERS SERVICE!

The Dependable BTC Rapid-Freeze Ice Cube Maker offers an opportunity for still greater operator profits. No plumbing. No gadgets. Just plug it in.

Write for Full Details and Illustrated Literature on How You Can Cash in on These Complete Tap-Mixer Services.

TAP-MIXERS SERVICE
119 W. Front St.
Red Bank, N. J.
Tel.: Red Bank 6-0711

ATLANTIC'S

triple tested values

SPECIAL!

Reconditioned Like New Ready for Location

SEEBURG

- 146S \$234.50
- 146M 264.50
- 147S 254.50
- 147M 289.50

1/3 Deposit, Bal. C. O. D.

Write for Complete Music List

ATLANTIC NEW YORK CORP.

Exclusive Seeburg Distributors
583 10th Ave. (Near 42nd St.)
New York 18, N. Y.
CHickering 4-0740

for better buys
buy McGinnis

NOW DELIVERING NEW EQUIPMENT

Keeney's Electric Cigarette Vendor
Downey Johnson Coin Counter

RECONDITIONED PIN GAMES READY FOR LOCATION

- Golden Gloves \$99.50
- Just 21 79.50
- Select-A-Card \$95.00
- Star Series 125.00

RECONDITIONED BOWLING GAMES READY FOR LOCATION

- Bowlette \$42.50
- 8' Keeney King Pin 125.00
- 8' Keeney Lineup 32.50
- 9 1/2' Keeney Pin Boy without lites \$41.50
- 9 1/2' Keeney Pin Boy with lites 51.50

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

ONE BALLS

- Used—Champion
- Citation
- Photo Finish
- Gold Cup
- Jockey Special
- Derby Races

For Special Bargain Prices CALL AT 1121

NEW—In Crates Turf King Winners

HYMIE ZORINSKY
H. Z. VENDING & SALES CO.
1205 Douglas St.
Omaha, Neb.

Coinmen You Know

Chicago

Manufacturers readied their plants for open house festivities in conjunction with the Music Operators of America convention. Planning to host operator and distributor visitors during the week were United, Universal, Exhibit Supply, Gottlieb and Genco. Chicago Coin and Williams had exhibits at the meet, showing their music machines, but they laid plans for turnouts at their plants where game lines were shown.

Joe Cohen, head of Ristaucrat, Inc., Appleton, Wis., was due in town over the week-end to complete his display at the Palmer House for the MOA show. Cohen unveiled his new S-45—the selective model encased in a completely new cabinet and including many exclusive features. Joe Caldron, who handles Ristaucrat exports, was on hand at the juke firm's exhibit thruout the three-day showing.

Wally Finke, partner in First Distributors, planed from Florida over the week-end for the MOA show to join Joe Kline, and hold down the fort. Meanwhile the firm is trying to catch up with its growing list of orders from foreign markets, and Mal Finke, head of the premium department, is readying the spring sales drive for coin machine and outdoor accounts.

Ben Coven, head of Coven Distributing, accompanied by his wife, Trudy, and members of his staff, including Harold Saul, Mac Brier and Lee Taylor, were in Peoria last week for a showing of the new Wurlitzer models. Ben reported a heavy turnout, especially for the operator school which he held, and which was conducted by Taylor.

John W. Haddock, AMI president; John Stewart, Haddock's assistant, and Bill Fitzgerald, advertising and sales promotion manager, hosted AMI Distributors Conference at the Bismarck Sunday (18) and then stayed on for the MOA show at the Palmer House. Haddock is scheduled to make one of the major addresses at the MOA meet. Among the distributors arriving in town early for the AMI get-together were Sam Taran, Miami, and Wolf Roberts, Denver.

Also in town well in advance of the opening of the convention were George Miller, MOA national chairman; Al Denver, vice-chairman, and Sidney Levine, counsel. They set up headquarters at the Palmer House. . . . First Distributors, thru Joe Kline, served as a reservation center for out-of-town ops who wanted to remain in Chicago for the convention.

Julius Crum, former Shuffleboard Specialists' exec, assumes an executive post with Allied Coin, now that the latter has bought the firm. Vic Weiss and Billy Knapp, Allied toppers, report the firm is expanding its premium lines, and will add space to house this department. Salesmen also will be added to the staff in the near future.

Leonard Micon, sales manager of World Wide Distributors, is back on the job after a speedy recuperation from an appendectomy. He says the next few weeks he is going to concentrate on picking up nothing heavier than a dinner check. With Micon's return, Monty West was able to make a road trip thru the territory and greet operators with the news that World Wide has a complete stock of games and mu-

sic. Al Stern, World Wide boss, is now able to concentrate on firm executive duties with the return of the sales staff to full manpower.

Over at Atlas Music, Eddie and Morrie Ginsberg have noticed an increase in operator traffic now that the income tax deadline has passed. They say that incoming coinmen are optimistic about spring biz and are buying in proportion. Joe Glasberg, Nate Feinstein and Harold Schwartz report interest in Seeburg's 45 r.p.m. model.

Universal's top brass, Mel Binks and Bill Ryan, expect to put in a lot of time at the MOA show at the Palmer House since it will be the only trade-sponsored national amusement machine convention this year. Dan Stewart, Dan Stewart Company, Salt Lake City, and I. H. Rothstein and Al Rodstein, of Banner Specialty, Philadelphia, were in for conferences on giant pinballs. Ryan says demand for Winner remains at peak levels.

Ralph Sheffield, Empire Coin Machine Exchange, is on vacation. Gil Kitt is back from a road trip in Wisconsin. Meanwhile Stanley Levin is back from a swing thru Iowa, where he was snowbound last week. Despite the handicap, Levin came thru with a healthy batch of game requests. Howie Freer has been handling an increased number of export inquiries originating in Australia, Europe and the Far East.

Chicago Coin execs Sam Wolberg and Sam Gensburg are enthused over initial reception of Hit Parade, the 45 r.p.m. selective counter juke. Sam Lewis and Ed Levin were making final plans for the firm's exhibit at the MOA show. . . . At Automatic Coin, Oscar Schultz has been busy handling a rush of spring business.

Williams Manufacturing Company expects a lot of interest in its shuffle baseball game, Big Leaguer. Firm is debuting a new model Music Mite at the MOA show. . . . At J. H. Keeney & Company, Charlie Pieri and Grant Shay are working out a sales campaign for the firm's new model 17-inch TV receivers. An all console line, the Keeney sets are now available in blond or mahogany cabinets.

Vital Statistics Deaths

John Moran, 68, sales representative for Rowe Manufacturing for the past 15 years, died in New York Tuesday (13). Burial in Bridgeport, Conn., Saturday (17). Survivors include two daughters, Ruth and Virginia; a son, Edward, and two brothers, Michael and Thomas. Moran's most recent territorial assignment for Rowe was New York State and Pennsylvania.

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

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

	Issue of March 17	Issue of March 10	Issue of March 3	Issue of Feb. 24
Adams Gum		\$14.50	\$ 14.50	\$ 14.50
Advance Gum	\$7.95	7.95	7.95	7.95
Asco Hot Nut, 5c			12.50	
Atlas Bantam			7.50	7.50
Card Vender (Exhibit)		15.00	15.00	15.00
Change Maker (Sebring)		199.95		
Columbus 1c Nut	7.95	7.95		7.95
Columbus 5c Nut	7.95	7.95	7.50	7.95
Columbus 46 2 1c Bulk		7.50	7.50	7.50
Columbus 46 28 5c Bulk		8.00	8.00	8.00
Columbus Gum, 1c	7.95	7.95	7.95	7.95
DuGrenier Candy Man	57.50	57.50	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	82.50
DuGrenier Model W	50.00	50.00	50.00	50.00
Guesser Scale (ABT)				139.50
Hawkeye 1c	3.00			
Kirk's Astrology Scale	49.50	95.00	49.50	95.00
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Boy Vendors		9.75	9.75	
Master	7.95	7.95	7.95	6.00
Master 1c, 5c	10.00	10.00	10.00	10.00
Master Pistachio 5c	7.95	7.95	7.95	7.95
Mill's Scale	50.00	50.00	50.00	50.00
Monarch (8 col.)	85.00	85.00	85.00	85.00
National 9 A	75.00	75.00	75.00	75.00
National 950	95.00	95.00	95.00	95.00
National 950A	95.00	95.00		
N. Y. Stamp		12.50	12.50	12.50
Northwestern DeLuxe		12.50	12.00	12.50 (2)
Northwestern Model 39		7.50	7.50	7.50
Northwestern 33 Nut	7.95	7.95	7.95	7.95
Northwestern 40	7.95	7.95	7.75	7.95
Northwestern 33 Ball Gum		6.95	7.50	7.50
Pop Corn Sez	89.50	89.50	89.50	89.50
Rock-Ola Scale	49.50	49.50		
Rowe Candy Vender (120 bar)		85.00	85.00	85.00
Rowe Gum, 1c, 5c (5 col.)			9.95	
Rowe Imperial (6 col.)	69.50	69.50	69.50	69.50
Rowe Royal (6 col.)			82.50	82.50
Rowe Royal (8 col.)	80.00	80.00	85.00	85.00
Rowe Royal (10 col.)	85.00	90.00	49.50	85.00
Siros Brush-Up	75.00	75.00	75.00	75.00
Silver King 1 and 5c	7.95	7.95	8.00	7.95
Silver King 1c, 5c, bulk	19.50			8.00
Silver King Ball Gum		7.50	7.50	7.95
Silver King Candy Vender		19.50		7.50
Stamp Vender (Shipman)		22.50	22.50	22.50
Uneeda (500)	85.00	89.50	89.50	89.50
Uneeda (9 col.) Model 500		100.00		
Uneeda-a-Pak (5 col.)	75.00	75.00	75.00	75.00
Uneeda-a-Pak (15 col.)		85.00	85.00	85.00
U-Select-It	35.00	35.00	27.50	35.00
Vendit	52.50	52.50	52.50	52.50
Victor Model V		8.50	8.50	8.50
Victor's Topper	7.95	7.95	7.95	7.95

Mich Tax Bill

• Continued from page 71

Michigan Automatic Phonograph Owners' Association (MAPOA), impressed leaders of the Legislature and made possible the holding of a public hearing on the bill. It was scheduled for Thursday night (15).

Among those to appear in opposition to the bill are Bill Miller, Grand Rapids; John Minemah, operator and mayor of Traverse City; Roy W. Clason, MAPOA executive secretary; Maurice Goldman and Gebhard M. Patton, Detroit music operators, and Robert Scott, secretary of the Michigan Federation of Labor.

Come to Keeney's DURING THE M.O.A. SHOW . . . VISIT J. H. KEENEY & CO., INC. See the 3 New Sensational "Vending Deals" See the New Keeney Custom Built TV Sets See the Greatest Rebound Game in the Field Today For GREATER PROFITS and Long-Life Games Use Keeney Equipment! VISIT OUR SHOW ROOM AT 2600 W. 50TH STREET, CHICAGO J. H. KEENEY & CO., INC. 2600 W. 50TH STREET, CHICAGO 32, ILLINOIS Telephone: HEmlock 4-5500

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

greatest COMPLETE 5-BALL ever made

NASCO'S sensational NEW

BINGO-BANGO

6 EXCITING WAYS TO SCORE REPLAYS

- POINT SCORE (Point Targets and Rebound Counters)
- HIGH SCORE (Graduating Scoring Channels and Bumpers)
- BINGO SIDE LANE SPECIAL
- BANGO SIDE LANE SPECIAL
- CENTER TARGET SPECIAL
- ROLL OVER BUTTON SPECIAL

TERRIFIC 2 for 1 FEATURE

included in every BINGO-BANGO (at no extra charge) so that you can give your players 1 or 2 plays for a coin

Engineered by NASCO for BIGGER COLLECTIONS

NEW FACTORY MADE 7-COLOR PRECISION PLAY FIELD

- New Multi-Color Back Glass
- Gorgeously Refinished Cabinet
- Standard Player Controlled Ball Plunger, Lift and Trough Installed
- New Flippers
- New Bang Bumpers
- New Targets
- New Roll Over Buttons
- All New Plastic Buttons and Posts

A Product of

NATE SCHNELLER, INC.

NASCO Coin Machines

1427 NORTH BROAD STREET
PHILADELPHIA 22, PA.
STEVENSON 2-0242

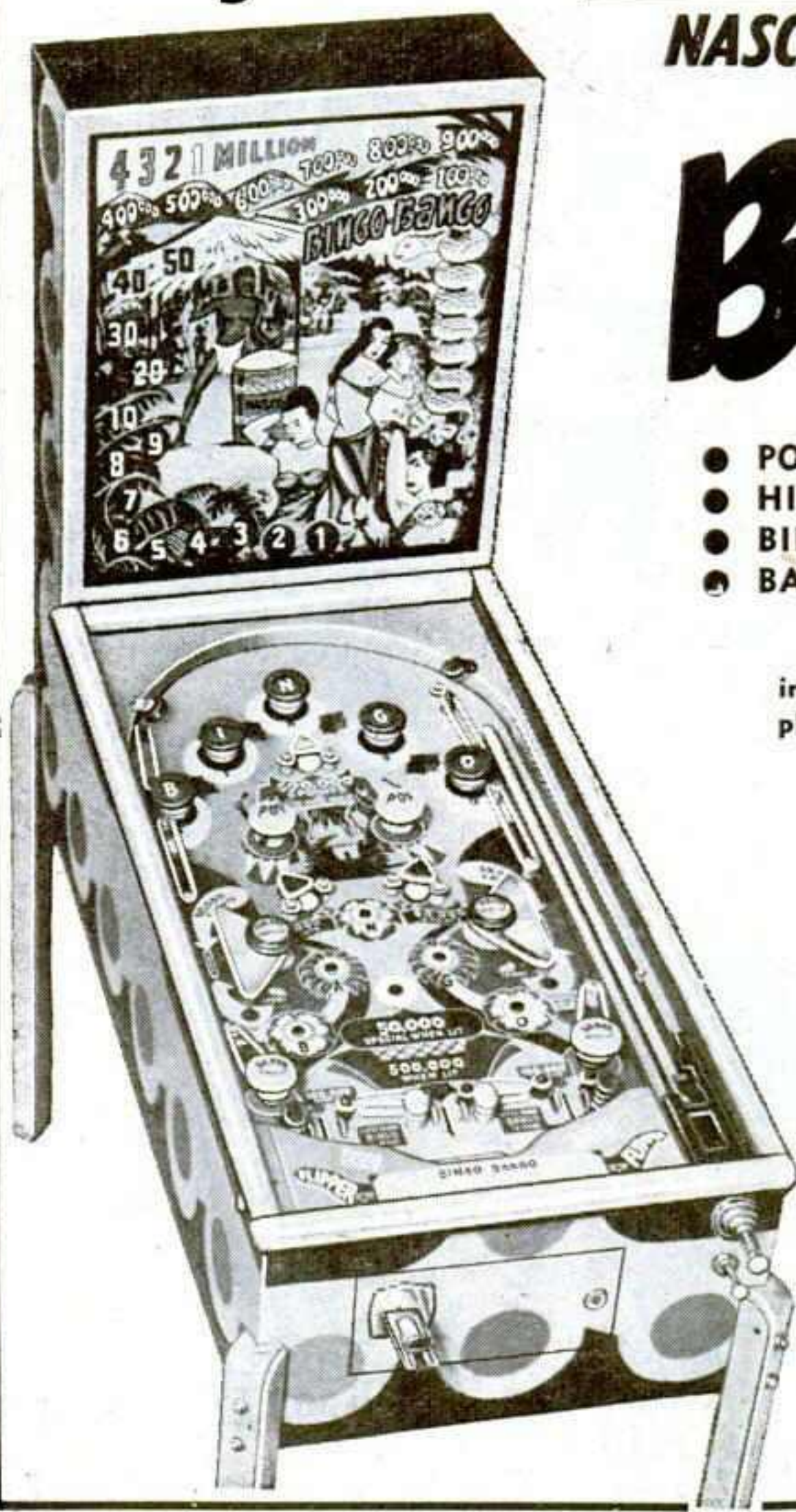
For Advance Information on Other NASCO CONVERSIONS,
Get on Our Mailing List

Rush Your "JUST 21" to your distributor today for a COMPLETE STANDARD 5-BALL NOVELTY REPLAY CONVERSION TO BINGO-BANGO

NATIONAL DISTRIBUTOR FOR BINGO-BANGO

SCOTT-CROSSE CO.

1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA.
RITTENHOUSE 6-7712



YOU CAN'T BEAT THESE REDD-TESTED VALUES!
New England's Largest Stock of New and Used Equipment

MUSIC	
WURLITZER	Write
1250's & 1100's	Write
1015	Write
1080	Write
71	\$50.00
900	75.00
600	50.00
676	40.00
SEEBURG	
100A, New	Write
147A	\$295.50
1800	50.00
9800	50.00
Vogue	50.00
Cadet	50.00
Coffer Unit	100.00
Envoy	65.00
Lotone	65.00
Classic	50.00
7960	50.00
ROCK-OLA	
1428-M Glow	\$395.00
1426	250.00
1422	185.00
39 DeLuxe	50.00
30 Standard	50.00
40 Super	50.00
40 Master	50.00
MISC. MUSIC	
Aileen Deluxe	\$ 45.00
Filben	175.00
Packard 27	75.00
SPECIAL Packard Boxes \$16.00	
SHUFFLE BOWLERS	
BALLY	Write
Shuffle Bowler	\$50.00
Speed Bowler	Write
Shuffle Champ	Write
Hook Bowler (new)	Write
UNITED	
Standard	\$38.00
Super	50.00
Express	125.00
4 Player	Write
Single Rebound	Write
Twin Rebound	Write
KEENEY	
4 Way	Write
Double Bowler	\$195.00
Duck Pins	150.00
King Pin	50.00
Pin Boy	50.00
CHICAGO COIN	
Twin	\$45.00
Baseball	50.00
UNIVERSAL	
Twin	\$ 45.00
Super	150.00
Hi Score	Write
WILLIAMS	
Twin	\$35.00
Single	45.00
DeLuxe	90.00
Chi. Coin Play Ball (new) Write	
ONE BALLS	
Winners, New	Write
Champion	\$395.00
Photo Finish	235.00
Citation	250.00
Gold Cup	145.00
Jockey Special	115.00
Pin Boy	95.00
ARCADE	
Exhibit 6-Shooter, New	Write
Star Series	\$150.00
Panoram	150.00
NEW ENGLAND OPERATORS ONLY New! In Stock!	
Bally Turf Kings	Write
Bally Hook Bowlers	Write
United 5 Player	Write
United Shufflecade	Write
United Team Hockey	Write
Bally Triple Draw	Write
Exhibit Gun Patrol	Write
Universal Hi-Scorer	Write
United Twin Rebound	Write
Keeney Cig. Machine	Write
Chicago Coin Thing	Write
Chi. Coin Band Box	Write

REDD DISTRIBUTING CO., INC.
298 Lincoln St. Allston, Mass.
AL 4-4040
BRANCH OFFICE: 811 Union St., West Springfield, Mass. 6-5418.

GUARANTEED ONE BALLS BOWLING GAMES AT LOWEST PRICES

12 Citations	\$249.50 Each
3 Champions	\$49.50 Each
EACH	
18 Bally Speed Bowlers lifting pins	\$94.50
16 Bally Shuffle Bowlers lifting pins	85.00
17 Bally Shuffle Bowlers plain	49.50
1 Universal Twin Bowler	89.50
4 United Shuffle Alleys lifting pins	69.50
1 United Shuffle Alleys plain	37.50
4 Keeney Pin Boys lifting pins	89.50
2 Keeney Pin Boys plain	47.50
2 Keeney Ten Pins lifting pins	64.50
23 Rock-Ola Shuffle Lanes	37.50
4 Rock-Ola Shuffle Jungles	37.50
2 Genco Bowling Leagues	37.50
United Skoe Alley	\$224.50
Keeney Lucky Strike	99.50

1/3 deposit with all orders
SICKING, INC.
America's Oldest Distributor
Established 1895
1401 Central Pkwy., Cincinnati 14, O.

ONLY SEEBURG OFFERS 100 SELECTIONS AT 78 RPM & AT 45 RPM

100 SELECTIONS AT THE PHONOGRAPH— ANYWHERE IN THE LOCATION

SEE THE SELECT-O-MATIC & WALL-O-MATIC TODAY AT TRIMOUNT
EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT
Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET BOSTON 18, MASS
T-L. LU. 7-9480

BADGER'S Bargains
Often a few dollars less—Seldom a penny more!

Bally Turf King (New)	Write	Universal Winners (New)	Write
Bally Champions	\$325.00	Universal Photo Finish	\$295.00
Bally Citation	225.00	Bally Gold Cup	89.50
Bally Jockey Special	89.50	Bally Special Entry	49.50

GUARANTEED RECONDITIONED PHONOGRAPHS

Seeburg Model 1-42M	\$395.00	Wurlitzer Model 1250	\$595.00
Seeburg Model 1-47M	295.00	Wurlitzer Model 1100	495.00
Seeburg Model 1-46M	350.00	Wurlitzer Model 1015	\$295.00
Rock-Ola Model 1426	250.00	Wurlitzer Model 1009	295.00
Rock-Ola Model 1422	225.00	A.M.I. Model A	395.00

RECONDITIONED EQUIPMENT

Seeburg Shoot the Bear	\$375.00	Exhibit Six Shooter	Write
Chicago Coin Basketball	169.50	Williams Star Series	169.50
Chicago Coin Pistol	169.50	Seven-Hi Belgian Pool	49.50
Quizzer, With Film	124.50	Bally Big Inning	169.50

Badger Sales Co., Inc. 2251 WEST PICO BLVD. LOS ANGELES 4, CALIF. ALL PHONE: DU 7-2243
Badger Novelty Co. 2546 NORTH 30TH STREET MILWAUKEE 18, WIS. ALL PHONE: HILLYTOP 2-3030

Central Ohio Coin Quality Buys FOR SALE

IMMEDIATE DELIVERY

New

WINNERS TURF KINGS

Used

CITATIONS CHAMPIONS TURF KINGS

NEW PIN GAMES
Chi. Coin—Playball
Gottlieb—Minstrel Man
Genco—Tri-Score
Chi. Coin—Thing

SHUFFLE ALLEYS--USED
United Orig. Alley
United Orig. w/Dis. Pins
Genco Bowling League
Keeney Ten Pins
Chi. Coin Bowling Alley
Chi. Coin Baseball
Gottlieb Bowlettes
Genco Glider

MUSIC
1015 Wurlitzer
1422 Rock-Ola

CLOSE OUT NEW SHUFFLE ALLEYS
United Shufflecade (Twin)
United Skoe Alley Roll
United Twin Shuffle Alley Rebound
United Single Shuffle Alley Rebound
United Double Shuffle Alley Express, 9 1/2"
United Single Shuffle Alley w/Return Puck
United Shuffle Slogger
Universal Hi Score Bowler (Twin)
Chi. Coin Ace Bowler
Chi. Coin Trophy Bowl
Keeney 4-Way League Bowler, 8"
Keeney 4-Way League Bowler, 9 1/2"

WRITE, WIRE or PHONE for PRICES—Adams 7254
CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH — COLUMBUS 15, OHIO

E PLURIBUS UNUM

Pennies Soon Make \$\$\$

With a Big Selection of Good Counter Games Like . . .

Kicker & Catcher	\$37.50
Pop-Up	18.50
Hit A Homer	25.00
Touchdown	27.50
Target King, Hunter (Target & Ball Gum Comb.)	27.50
Mercury Counter Grip	29.50
ABT Model "F," Challenger, Skill Gun	WRITE
Groetchen Skill Test	49.50
Whirl-A-Ball	20.00
Steeplechase	39.50
Ideal Card Vendor	19.50
Advance Electric Shocker	21.50
Shipman Art Show	49.50
Ristaucrat 5¢ Music	110.00

Write for Catalog—120 Illustrations.
MIKE MUNYER
577 10th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 9-6677

BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION **\$39.50**

FOR UNIV. TWIN BOWLER, CHICAGO BOWLING ALLEY AND UNITED SHUFFLE ALLEY
● Electric Motor Driven ● Matches Cabinet Design ● Easy to Install ● Strikes and Spares Visible in Center of Unit.

SCOREBOARDS
M & T SALES CO. 2845 FULLERTON AVE. CHICAGO 47, ILL. Phone: Dickens 2-2424

Coin Operated, Electric, Fits All Shuffleboards, Center Overhead or Wall Models, 5¢ or 10¢ Play. Write for Prices.

A SMASH HIT!

Williams

BIG LEAGUER

HIGH SPEED REBOUND BASEBALL GAME



- Men Actually Run Bases on Field!
- Opposing Team Actually in Position on Field!
- 1 Player—10c . . . 2 Players—20c

8 FT. LONG—2 FT. WIDE

YEAR 'ROUND PLAY APPEAL!



Protected Under Patent Nos. 2459011, 2296548, 2296549, 2240276. Other Patents Pending.

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

ENDORSING ONLY THE BEST SINCE 1917

NEW GAMES
Immediate Delivery

Winner, De Luxe Twin Bowler, Six Shooter, Gun Patrol, Twin Shufflecade, Five Player Rebound, Team Hockey, Single Rebound.

USED EQUIPMENT
Every machine that operates with a coin . . . surprisingly low prices on all.

WHAT DO YOU NEED?

BANNER SPECIALTY COMPANY
199 West Girard Ave., Philadelphia 23, Pa.
1508 Fifth Ave., Pittsburgh 19, Pa. GRant 3-1373

THE ONE AND ONLY DAVAL POSTMASTER

The only 3 Col. Stamp Vendor which can be adjusted to vend 1 to 5 stamps for any coin denomination.

\$39.50
IN LOTS OF 5
\$44.50 Single
1/3 DEP. BAL. C.O.D.

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

FOR BETTER BUYS BETTER BUY NOW
DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

ARCADE EQUIPMENT	MUSIC	ONE BALLS
Drivemobile \$150.00	Wurlitzer 41 \$ 65.00	Gold Cup Write
Batting Practice 75.00	Wurlitzer 61 75.00	Citations Write
Jack Rabbit 45.00	Wurlitzer 71 85.00	Jockey Special Write
Boomerang 125.00	Wurlitzer 416 65.00	New Winners Write
Chi. Coin Hockey 75.00	Wurlitzer Colonial 95.00	Photo Finish Write
Chicken Sam Conv. 95.00	Wurlitzer 1250 Write	Turf Kings Write
Evans Ten Strike 75.00	500 Seeburg 30-wire 8.50	
Goatee 125.00	Wall Boxes 8.50	
Heavy Hitter 65.00	Pack 400 (Hideaway) 125.00	
Keeney Air Raider 100.00	Rock-Ola '39 75.00	
Parsons 125.00	Rock-Ola Deluxe 85.00	
Lo-Boy 16 Scale 50.00	Rock-Ola '47 275.00	
Mills Modern Scale 50.00	Seeburg 9800 110.00	
Panoram 250.00	Aireon Deluxe 95.00	
Pitchem & Batterm 225.00	Aireon Fiesta 125.00	
Photomatic, Late 795.00	A.M.I. Streamliner 65.00	
Photomatic, Early 375.00	Wurlitzer 600 75.00	
Quizzers with Film 125.00	100 Pack. Wall Boxes 20.00	
Recordio 175.00	Ristaurat 95.00	
Scientif. X-Ray Pker 85.00	30-Wire Cable, ft.30	
Siros Brush Up 75.00		
Western Baseball 85.00		
Williams All Stars 125.00		
Exhibit Diggers 95.00		
Williams Star Series 145.00		
Periscope 125.00		
Edelco Pool Table 75.00		
Exhibit Dale Guns 95.00		
Exhibit Vitalizer 95.00		
Seeburg Bear Guns 375.00		
Kirk's 54 Ast. Scale 95.00		
Exh. New Six Shooter Write		
Wurlitzer Skee Ball 150.00		
Wms. Quarterback 110.00		
Texas Leaguer 50.00		
Magic Pen 125.00		
Hi-Ball 40.00		
Astroscope, 10" 125.00		
Rapid Fire 85.00		
Atomic Bomber 150.00		
Silver Bullets 195.00		
Phil. Tobog'n Ski Ball 349.50		
Standard Metal Typers 225.00		
Chi. Coin Basketball 225.00		
Supr. Rocket Busters 65.00		
Ace Bombers 150.00		
Evans Super Bomber 195.00		
Play Ball Pitch, Unit Write		
Seven-Hi Pool Table 75.00		

COUNTER GAMES—NEW

Hit-a-Homer \$24.50	Electric Skill Gun 49.50
ABT Model F 49.50	Kicker & Catcher 37.50
Adv. Electric Shocker 15.00	S. K. Duck Hunter 30.00

SPECIAL PRICES IN QUANTITIES

COUNTER GAMES—USED

Kicker & Catcher \$18.50	Whirl-Ball 12.50
Grip View 17.50	Candid Camera 15.00
Gott. 3-Way Gripper 18.50	Spit-Fire, 1¢ 15.00
ABT Challengers 28.00	

CIGARETTE VENDORS—USED

8 Col. Menarch \$85.00	National 950-A 95.00
10 Col. Rowe Royal 85.00	950 National 95.00
DuGrenier Challenger 95.00	15 Col. Uneeda 500 85.00
DuGrenier W 50.00	National 9A, no base 75.00
New K'ey Cig. Vendor Write	

AMIDistributors for Northern Ohio

CLEVELAND-COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6715

M.S. GISSER

Terms: 1/2 deposit with all orders, balance C.O.D.

BRAND NEW BALLY TURF KINGS AND UNIVERSAL WINNERS—WRITE.

DELIVERING NEW
EVANS' CONSTELLATION PHONOGRAPHS
STOP AND GO—MINSTREL MAN—SHOO SHOO
KNOCK OUTS—TRI SCORES—CHICOIN "THING"
25 TELEQUIZ with Film—SPECIAL, Each. \$169.50

WE REBUILD YOUR PROJECTORS GUARANTEED!
PROJECTOR LAMPS—PANORAM FILM—Write.
Write for List Used Arcades, 1-Balls, 5-Balls.

MONARCH COIN MACHINE Co.
1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

ON HAND FOR IMMEDIATE DELIVERY!
AND I MEAN ON HAND!

Brand New in Crates
Bally TURF KING
Keeney Elec. CIG. MACH.
Universal WINNER
Chi. Coin THING

Exhibit SIX SHOOTER
WRITE, WIRE, PHONE FOR SPECIAL PRICES.
MAX BROWN
844 N. Broad St., Philadelphia 30, Pa.
STevenson 2-2576

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 GAMES suitable for Indoor Amusement Parks. Write fully to
BALL, c/o Billboard
1564 Broadway New York 19, N. Y.

WILL SELL COIN MACHINE ROUTE

Lowest Billboard prices. Located at Manitowoc, Wis.
BOX D-7
The Billboard Cincinnati 22, O.

USED SHUFFLE ALLEYS

Keeney Ten Pins
Williams Twins
United Doubles
Williams Deluxe
Write for Bargain Prices

BADGER BAY COMPANY
P. O. Box 131 Appleton, Wis.

TRADIO
THE GREATEST NAME IN COIN OPERATED TELEVISION

Write for details
TRAD TELEVISION CORP.
Asbury Park, N. J., Asbury Park 2-7467

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923.
624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
3011 E. Maumee Ave., Ft. Wayne 4, Ind.

1000 Broadway, Cincinnati, Ohio
603 Linden Ave., Dayton 3, Ohio
129 W. North St., Indianapolis, Ind.

FRONT LINE TRIGGER ACTION

AS TIMELY AS THE "H" BOMB



EXHIBIT'S DALE

NEW CONVERTIBLE FEATURES... INVESTIGATE OUR LOCATION "SKILL CONTROL"... Plus 5-10-25c PLAY

THE EXHIBIT SUPPLY CO. 4218-30 W. LAKE ST. CHICAGO 24, ILL.

NEW GAMES—IMMEDIATE DELIVERY

Gottlieb Minstrel Man, Williams SHOO SHOO, Genco Stop & Go, Chi. Coin "THING", Exhibit Gun Patrol, Bally Turf King

Used ONE BALLS

CHAMPION \$375, CITATION 245.00, Gold Cup \$145.00, Special Entry \$75.00, Victory Special 40.00

RECONDITIONED FIVE BALLS

Table listing various five-ball games and their prices, including Ali Baba, Aquacade, Arizona, Baby Face, Banjo, Bank a Ball, Barnacle Bill, Basketball, Be Bop, Bermuda, Big Top, Blue Skies, Boston, Bowling Champ, Buccaneer, Buttons & Bows, Catalina, Cinderella, College Daze, Carolina, Dallas, Dew Wa Ditty, Double Feature, Dreamy, El Paso, Fighting Irish, Four Horsemen, Freshie, Gizmo, Harvest Moon, Humpty Dumpty, Jack & Jill, Joker, Judy, Just 21, K. C. Jones, Majors '49, Manhattan, Maryland, Mercury, Mexico, Moon Glow, Monterrey, Nevada, Old Faithful, Paradise, Pinky, Playtime, Punchy, Quarterback, Ramona, Robin Hood, Rockette, Rocket, Rondevo, Sally, St. Louis, Screwball, Select-A-Card, Serenade, Sharpshooter, Showboat, Singapore, South Pacific, Speedway, Spot Bowler, Star Series, Summertime, Sweetheart, Tampico, Telegard, Three Musketeers, Trade Winds, Triplets, Tucson, Tropicana, Tumbleweed, Utah, Yanks.

1/3 deposit, balance sight draft or C.O.D. Please state second choice. Delivery subject to stock on hand.

Used ARCADE EQUIPMENT

Table listing arcade equipment prices: Williams Star Series \$169.50, Williams All Stars 95.00, Williams Quarterback 94.50, Atomic Bomber 125.00, Exhibit Silver Bullets 135.00, Mutoscope Voiceograph 250.00, Exhibit SIX SHOOTER \$279.50, Mutoscope Atom Jet 150.00, Gottlieb Bowlette 50.00, Midget Movies, '49 195.00, Midget Movies, '51 New 299.50

WRITE—WIRE—CALL

P. C. Henderson

Southern Amusement Company

628 MADISON AVE. MEMPHIS, TENN. PHONE: LD524 or 5-3609

EVERY PIECE GUARANTEED

One Ball Machines in Stock, Ready to Ship—VICTORY SPECIAL, SPECIAL ENTRY, JOCKEY SPECIAL, GOLD CUP, CITATION, CHAMPION.

TURF KING, PHOTO FINISH, WINNERS—NEW

Table listing shuffle alleys and miscellaneous equipment prices: United Shuffle Sluggo \$124.50, C. C. Bowling Alley 84.50, United Shuffle Alley 39.50, Rock-Ola Shuffle Lane 39.50, Genco Bowling League 39.50, United Double Shuffle 99.50, Miscellaneous Equipment: Dale Guns (Clean) \$84.50, C. C. Goalee 109.50, Williams All Stars 124.50, Major League Baseball 34.00, Gottlieb 3-Way Grippers 19.50, 3 1/2 x 7 Pool Table (Complete) 174.50

WANT TO BUY ALL TYPES COIN-OPERATED EQUIPMENT. MAIL US YOUR LIST AT ONCE. ONE-THIRD DEPOSIT, BALANCE C.O.D. OR SIGHT DRAFT.

PARKER DISTRIBUTING COMPANY

311 8TH AVE., SO., NASHVILLE, TENNESSEE Tel. 4-0194-42-1231

WURLITZER INSURES YOUR FUTURE!



with the new 1400 and 1450

30 Second Changeover Without Tools From 78 to 45 RPM Records

VISIT OUR SHOWROOMS AND SEE THE MOST VERSATILE PHONOGRAPHS EVER BUILT!

Exclusive Distributors in S. E. PA., SO. N. J. AND N. DELA.

CLOSE-OUTS IN PIN GAMES WRITE OR PHONE!

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa. Phone: Fremont 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

CLOSE-OUTS!

Select-A-Card \$95.00, Rockette 169.50, Georgia 169.50, Four Horsemen \$169.50, Freshie \$125.00, King Arthur 125.00, Triplets 169.50, Four Horsemen \$169.50, 1/3 dep., bal. C.O.D., F.O.B. Phila.

Lehigh Specialty Co. 826 N. Broad St., Philadelphia 30, Pa.

GIVE TO THE RUNYON CANCER FUND

USED ONE BALLS

Reconditioned by our shop and ready for location

CHAMPIONS \$395.00

PHOTO FINISH \$350.00

CITATIONS \$275.00

SPECIAL ENTRY \$75.00

Also

NEW TURF KINGS—WINNERS

1/3 Deposit, Balance C.O.D.

WRITE

VALLEY DISTRIBUTORS

401 N. 16th Street

Sacramento, California

Phone Hudson 4-5819

BETTER...

Better Values... Better Equipment... Better Condition...

BEST Service!

TRY LONDON FOR A REAL GOOD BUY!

PHONOGRAPHS—ACCESSORIES

SEEBURG COLONEL \$69.50, SEEBURG 8200, 8800, 9800 69.50, SEEBURG W156 WIRELESS BOXES, Refinished, Recondition, Ea. 27.50, ROCK-OLA PLAYMASTER 79.50, 3 Complete Hostess Systems (units of 10) MAKE AN OFFER!

ALL CLEANED! ALL CHECKED!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

GAMES

Table listing game prices: 7-HI Pool Table \$49.50, Sunny 39.50, Yanks 49.50, Virginia 39.50, Tennessee 39.50, Wisconsin 39.50, Spinball 39.50, Thrill 39.50, Major League Baseball 39.50, Baseball 39.50, Rondevo 39.50, Paradise 39.50, Blues Skies 49.50, Summertime 49.50, Moon Glow 49.50, Sally 49.50, Dew-Wa-Ditty 49.50, Ali Baba 49.50, Cinderella 49.50, Alice in Wonderland 49.50, Land 49.50, Round Up 49.50, Specify second choice 59.50

J. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612



GOTTLIEB MINSTREL MAN

BIGGEST SHOW IN TOWN!

Featuring:

3-COUNT 'EM-3

Thrilling MINSTREL MAN TARGETS!

They drop when hit! Award 500,000 Score and 1 Point when Lit!

Sensational SEQUENCE SCORING!

1 to 5 NUMBER SEQUENCE Awards Points! A-B or C-D ROLLOVER SEQUENCES Light BONUS POCKETS for 200,000! Complete A-B-C-D ROLLOVER SEQUENCE Lights BONUS HOLES for REPLAY!

Amazing "SAFETY" GATE!

Automatically Closes as Each Ball is Played to Assure Extended Ball Action! Play Stimulator DeLux!

Plus

For the First Time Anywhere—Mystery Gate-Closing Button! Closes Gate Any Time During Game, When Lit!

**3 "POP" BUMPERS!
FLIPPERS!**



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR NOW!

"There is no substitute for Quality!"

EVANS' PROFIT STIMULATING COUNTER GAMES



Shaker, 8" High, 10" Diameter

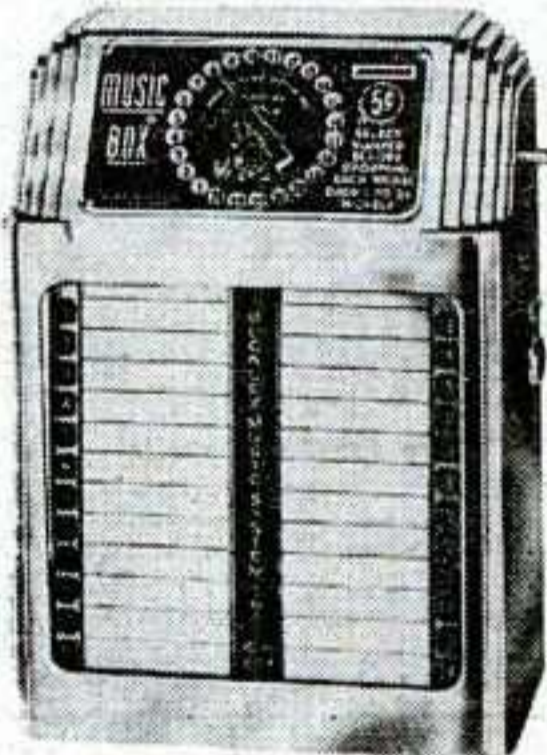
- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

OWL CUBE GAME

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 74-92

**BETTER BUYS
BUCKLEY WALL
and BAR BOXES**



\$24.50

BUCKLEY MFG. CO.
4223 W. Lake Street, Chicago 24, Illinois

CASH WAITING

WANT TO BUY ANYTHING COIN OPERATED

Send Your Equipment List Today!

HIGHEST PRICES PAID

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

RELY ON DAVIS

FOR PHONOGRAPH

VALUE QUALITY GUARANTEE

WURLITZER

1250 JUST LIKE NEW \$599.00

1100 to \$459.00
1015 289.00
1080 289.00

SEEBURG

148ML \$449.00
148M 409.00
147-8M 389.00
147M 349.00
146-8M 329.00
H148M Hideaway 359.00
H246M Hideaway 299.00
H146M Hideaway 259.00
146S 249.00

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special . . . \$99	780 \$129	Super 40 \$69
Major 79	850 89	Deluxe 39 69
Colonel 69	600K 69	Master 40 69
Classic 69	600R 64	Standard 39 69
Hightone, R.C. 69	600R 69	Commando 49
Hightone, E.S. 59	Victory 39	PACKARD
Regal 59		Manhattan 1947 . . \$199

WALL BOXES

SPECIAL

Postwar 3-wire, 5¢ Seeburg, Re-finished with "Famous Davis" Guarantee. Quantity Price, \$24.95. Perfect Condition.

SEEBURG

W1-L56, 5¢, Used \$24.50
WB-1Z, 5/10/25 17.00
DSB-1Z, 5/10/25 17.00
WS-2Z, 5¢, Wireless 8.95
DS20-1Z, 5¢, 3-Wire 8.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

FOR SALE ONE-BALL GAMES

TURF KING, NEW. SACRIFICING TWO CITATIONS, CLEAN, \$235.00 EACH.
R. NEAL
2501 MASON ST. (Phone: ATLantic 8497) OMAHA, NEBR.

FOREIGN OPERATORS

CONTACT US FOR ALL

COIN OPERATED EQUIPMENT

YOU NAME IT AND WE'LL DELIVER TO YOU IN PERFECT CONDITION AT THE RIGHT PRICE.

We have satisfied customers all over the world

INTERNATIONAL AMUSEMENT CO.

5 PARKHURST STREET • NEWARK 2, NEW JERSEY

Bigelow 8-9707

IT'S BARGAIN DAY!

Shuffleboard Manufacturer Bankrupt We bought them lock, stock and barrel.

New 22-ft. Shuffleboards—maple top \$100.00
8-ft. Bank Shufflette (with "score" unit) 79.50
HUNDREDS OF NEW AND USED MAPLE TOPS

New Pucks \$5.50 Set
Fluorescent Lights—set of 4 7.60 Set
Scoring Units—Score Pads and many other bargains.
All subject to prior sale.
1/2 deposit with order—balance C.O.D. or sight draft.

FULLERTON TRADING CO. 2845 FULLERTON AVE. CHICAGO 47, ILL. Phone: DI 2-2424

GIVE TO DAMON RUNYON CANCER FUND

IT'S HERE WITH A BANG! TODAY'S 5-BALL HIT!

Chicago Coin's T H I N G



IT'S NEW! DYNAMIC! FAST!
The Hottest "THING"
Since KILROY

ATTRACTIVE **JUMBO** CABINET

COLORFUL-ILLUMINATED
BACKBOARD
"THING" FIGURES LITE-UP
AS SCORE IS MADE

YOUR '51 PROFIT MAKER

CHICOINS
NEW "BLOCKING GATE"
PLAYER ASSURED SCORING
OF 300,000 AND OVER
ON EACH BALL

HEAR THE BOOM-BOOM-BOOM
WHEN YOU HIT THE "BOX"

"THING" ROLLOVERS
"THING" FLIPPERS
"THING" BOOM BUMPERS

5c
DROP
CHUTE

DON'T DELAY—SEE THE "THING" TODAY!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

FOR THE BIGGEST DOLLAR'S WORTH

EVER OFFERED
TO COIN-MACHINE MEN
ANYWHERE

DAVE SIMON

627 TENTH AVE., NEW YORK 18, N. Y.
PHONE PLAZA 7-5660

Factory Agents for
UNITED MFG. CO. and UNIVERSAL INDUSTRIES

We carry a complete stock of
parts for United and Universal
games. Prompt shipments —
No waiting.

Get Going Now With Dave Simon Write, Wire, Phone Today!

GIVE TO DAMON RUNYON CANCER FUND

Complete Arcade for Army Camps

Write for Full Details

TRI-S AMUSEMENT ENTERPRISES
P. O. Box 642 Appleton, Wis.

N. Y. & N. J. OPERATORS!
WE ARE NOW DELIVERING

EVANS NEW
CONSTELLATION
PHONOGRAPH
20 RECORDS-
40 SELECTIONS

KEENEY
ELECTRIC
CIGARETTE
MACHINE

We have all types of MUSIC,
ARCADE and BOWLING equip-
ment in stock — write for cir-
cular!

DAVE LOWY & CO.
Exclusive Distributor for Keeneey
Products in the Metropolitan Area
and N. J.
594 Tenth Ave. NEW YORK, N. Y.
Phone: CHICKERING 4-5100

For the best in
PIN GAMES
SHUFFLE ALLEYS
RAY GUNS

COINEX CORPORATION

Murray Rosenthal
1346 Roscoe Street Chicago 13
GRaceland 2-0317

EVANS'

PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!



SIZE:
12"x24"x2"

MIAMI COLOR

Good for Clubs, Fraternal Or-
ganizations, Cigar Counters or
wherever people congregate!
Write for descriptive literature.

H. C. EVANS & CO. 1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS
SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 74-91



DON'T MISS THIS BIG ISSUE

featuring ARTICLES LIKE THIS:
SERVICEMEN
HOW TO TREAT THEM

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for ONE YEAR for which
I enclose \$10. I understand that I will receive the BIG SPRING
SPECIAL along with 7 other special issues during the year.

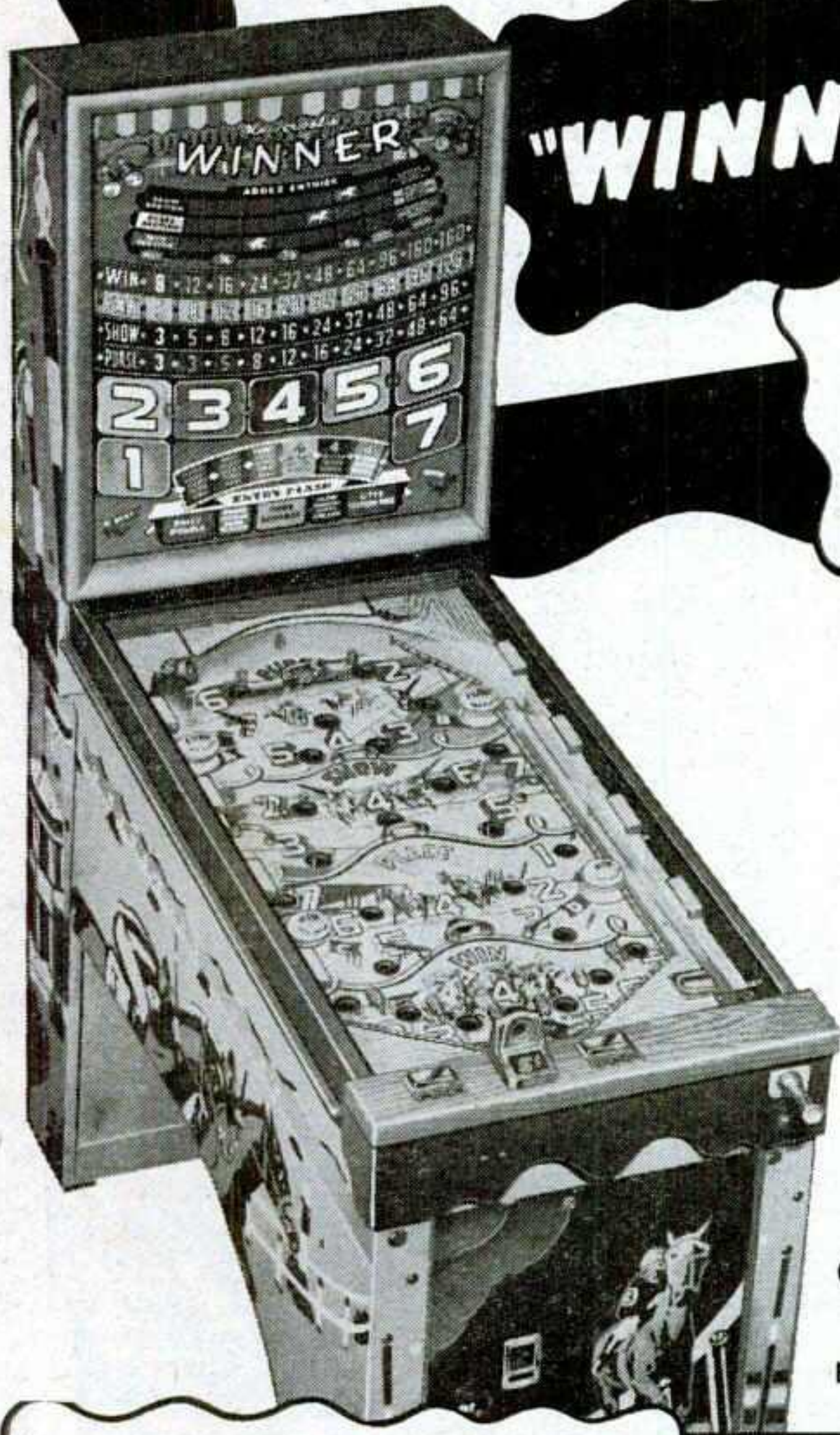
Receive
8 Big
Special
Issues

NAME
ADDRESS
CITY ZONE STATE.....
OCCUPATION

OPERATORS'
NO. 1 Favorites
 UNIVERSAL'S

"WINNER"

**HIGH SCORE
 BOWLER**



15
 PINS

PERFECT SCORE
 1000

NEW SCORING
 PRINCIPLE

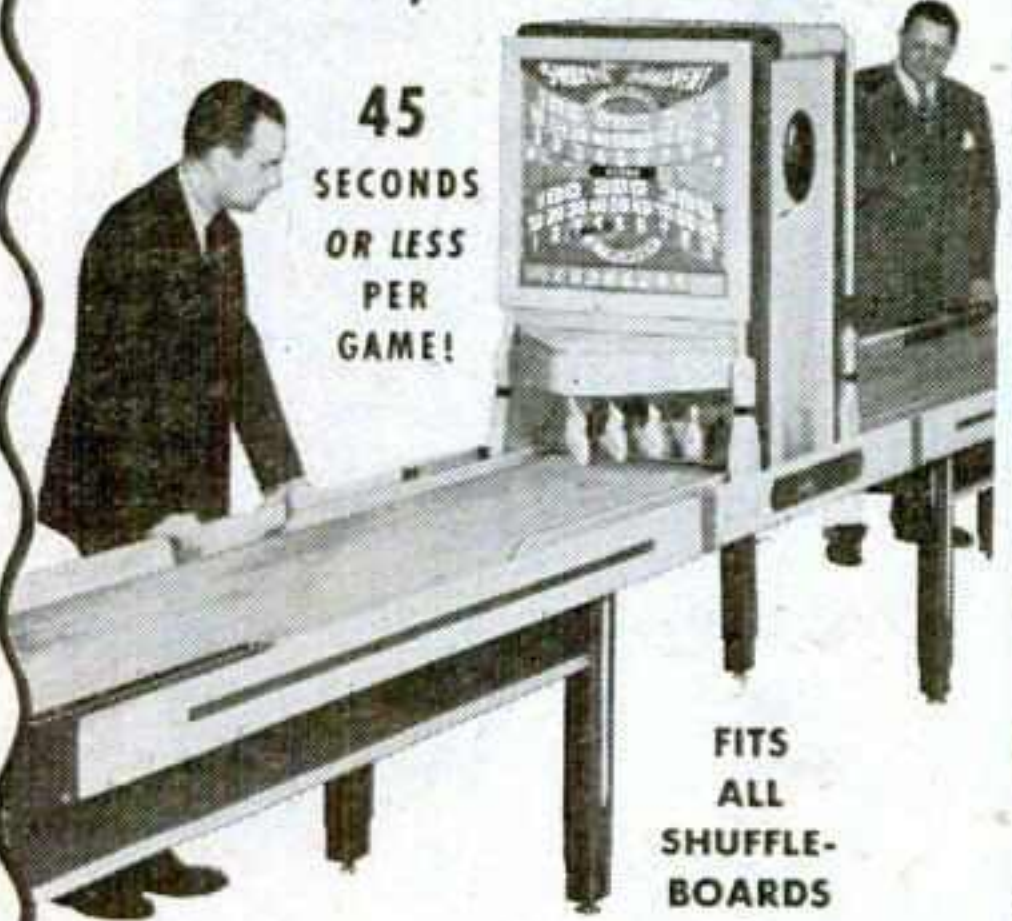
UNIVERSAL'S TIME PROVEN
 MECHANISM EVEN SIMPLER
 THAN EVER BEFORE!

OPERATORS REPORTS PROVE GREATER
 EARNINGS BY 4 TO 6 TIMES!
 EARNINGS SURPASS ANY PEAKS OF THE PAST YEAR!

UNIVERSAL'S
SHUFFLE TOURNAMENT

CONVERTS YOUR SHUFFLEBOARDS
 INTO 2 Super TWIN BOWLERS

45
 SECONDS
 OR LESS
 PER
 GAME!



FITS
 ALL
 SHUFFLE-
 BOARDS
 AS MANY AS 4 PLAYERS!

Don't Miss This Popular Shuffle Game
 UNIVERSAL'S

De Luxe **TWIN BOWLER**

The finest convertible FREE PLAY or
 NOVELTY shuffle game of all! Order Now!

Write . . .

Wire . . .

Phone . . .

See Your
 Universal
 Distributor



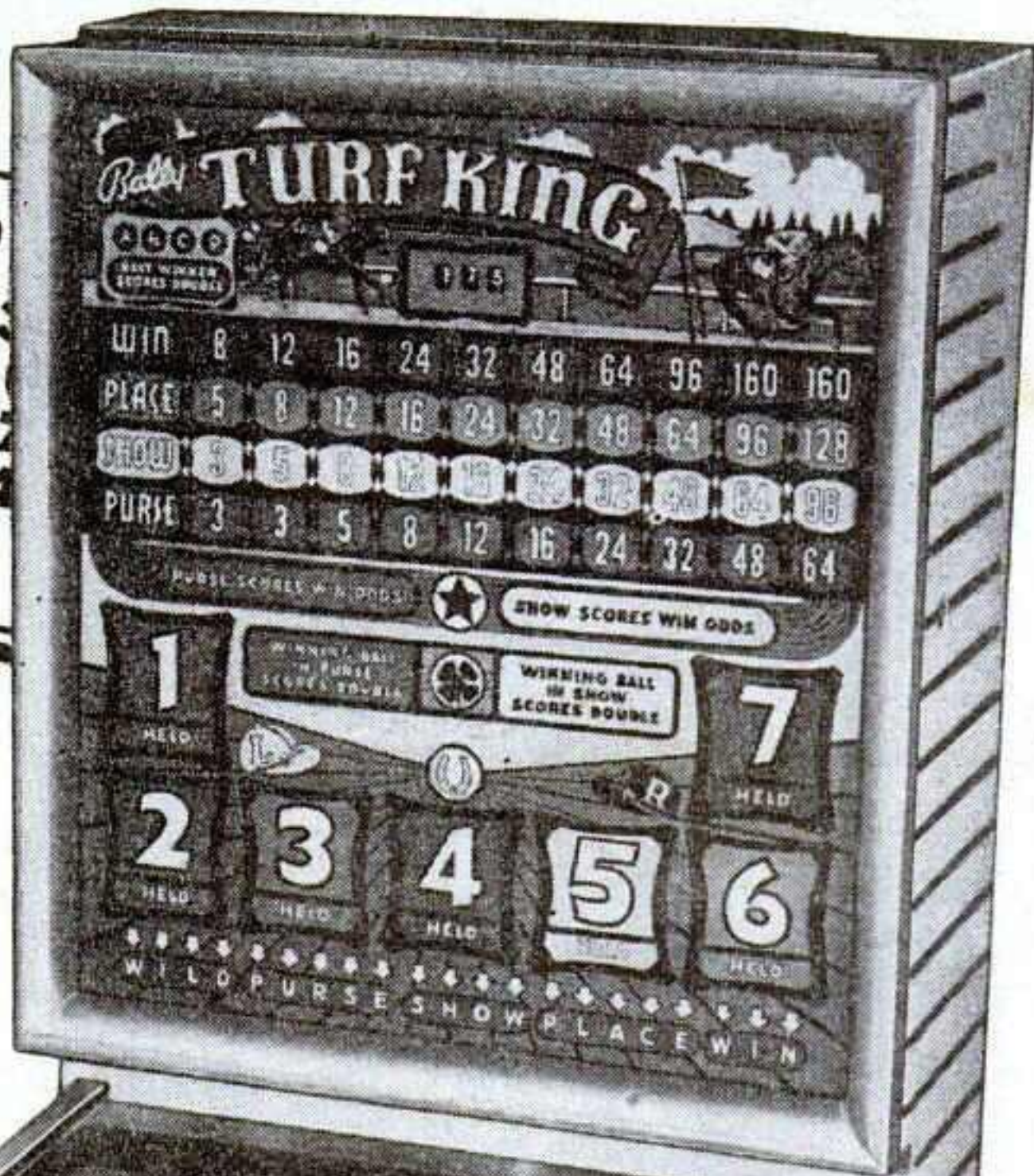
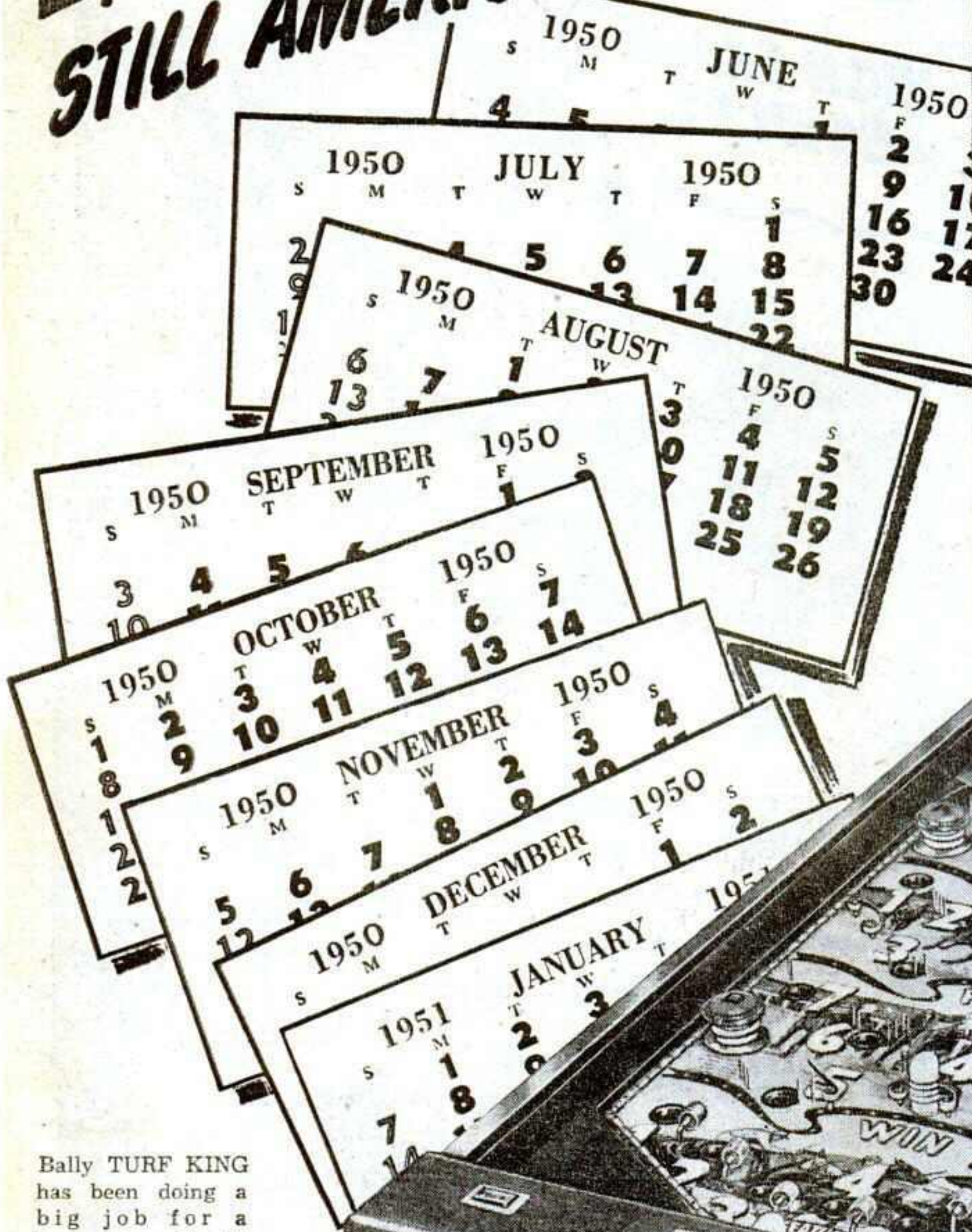
UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

10 MONTHS

OF CONTINUOUS PRODUCTION... STILL AMERICA'S FAVORITE PINBALL GAME



Bally TURF KING has been doing a big job for a long time. For 10 solid months TURF KING has been entertaining the public. And for 10 solid months operators have been doing a booming business. Made by the makers of the most successful pin games ever produced, TURF KING is the No. 1 hit in the pinball field today. Order from your Bally distributor now.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S
5 Player Shuffle-Alley



1 to 5 Players Can Play

10¢ PER GAME...EACH PLAYER

(ROLL-OVER SWITCH REBOUND)

**Complete
 Bowling-Team
 Competition**

**Greater Appeal...
 Increased Earnings**

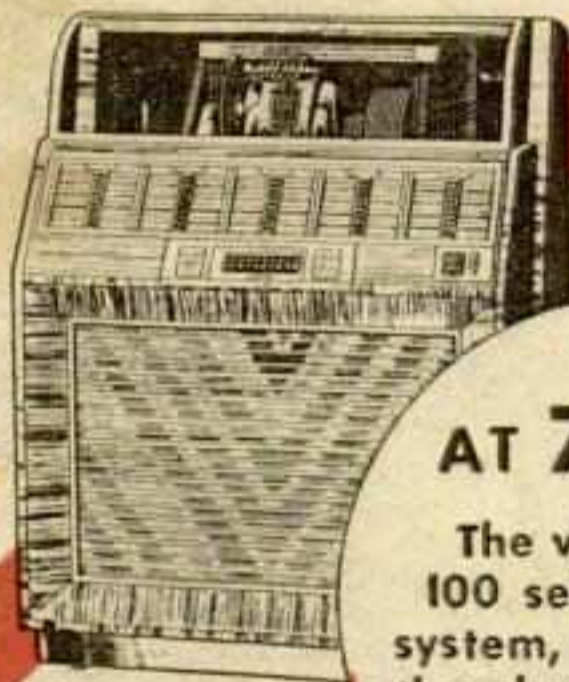
SIZES: 8 FT. x 2 FT.
 9 FT. x 2 FT.

**FEATURES INCLUDE
 DISAPPEARING PINS
 20-30 SCORING AND
 FAST REBOUND ACTION
 EASY TO SERVICE
 MECHANISM**

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
 SEE YOUR DISTRIBUTOR

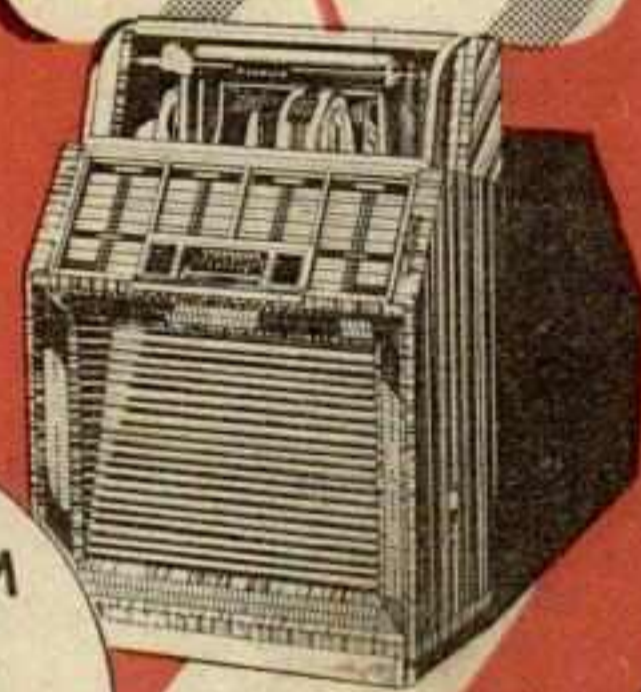


SELECTIONS



AT 78 RPM

The world's only 100 selection music system, designed for the playing of 10 and 12-inch 78 RPM records



AT 45 RPM

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records

only **Select-O-matic** music systems offer a greater music service to everyone!

TO OPERATORS. Select-O-Matic "100" Music Systems offer new opportunities. These modern music systems are designed to produce the maximum revenue for you in every location.

TO LOCATION OWNERS. Select-O-Matic "100" Music Systems are a stimulant to business . . . a good will builder.

TO THE PUBLIC. Select-O-Matic "100" Music Systems provide the music listeners want to hear played by the artists of their choice. There's "music for everyone" . . . for tots . . . for teen-agers . . . for old-timers.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
1500 N. Dayton Street
Chicago 22, Illinois



THE **Wall-O-matic** 100

The most remarkable remote selection system ever developed—the Wall-O-Matic "100". Brings 100 selections—grouped under the five basic musical classifications—right to the finger tips of guests.



See your Seeburg Distributor for complete information on Select-O-Matic "100" Music Systems and assistance in proper programming.